

# Organization Profile

## 1. UB Photos: Capturing the Northeast with Precision

Founded by the renowned photographer **Utpal Baruah**, UB Photos stands as a leading name in Northeast India's visual media industry. With over **27 years of experience**, Utpal began his journey as a photojournalist, working with esteemed international agencies such as **Thomson Reuters** and **Asian News International (ANI)**, among others.

What started as a humble photo news agency in 2002 has evolved into the largest, multi-purpose, and best-equipped media service provider for both print and TV media in India and beyond. Our vast network of professional photographers, strategically located throughout Northeast India, ensures comprehensive coverage of this diverse and visually captivating region, saving clients time, effort, and travel expenses.

## 2. Our Expertise: Photography, Videography & Production

At UB Photos, we specialize in delivering **high-quality still and motion photography** and **professional videography**. Our services cater to both **print** and **digital media**, offering unmatched **live streaming, multi-camera video setups**, and **video documentation** for various events. We have proudly provided comprehensive services to government agencies, corporations, and prestigious events such as:

- Live coverage of Assam Assembly session: [Watch here](#)
- Director Information and Public Relation, Assam: [Watch here](#)
- IIT Guwahati Convocation 2020 (PM as Chief Guest): [Watch here](#)
- PM's Rallies with Multi-Camera Setup and DSNG Services: Provided support to MyGov Assam.
- 7 Cancer Care Hospitals Inauguration and Foundation Laying Ceremony by PM: [Watch here](#)
- 400th Death Anniversary Celebration of Lachit at Delhi (Virtual and Live Coverage): [Watch here](#)
- Mega Bihu Guinness Book of World Record Event: Successfully covered the event, including all virtual inaugurations by the Hon'ble Prime Minister across various locations in Assam.
- Webinar System Support for AMTRON: Provided system support for point-to-point virtual conferences using Polycom Group 500, Zoom, Webex, and more, with multi-camera setups, audio-visual support, and digital display video walls.

Our team is equipped with state-of-the-art gear and is experienced in handling complex setups like **multi-camera live streaming, Polycom Group 500 virtual conferencing, KU Band DSNG services**, and more. We ensure seamless **real-time transmission** and coverage across multiple platforms, making us a trusted name for high-profile events.

## 3. Live Coverage:

With extensive experience in sports video production, we have covered prestigious events such as the **Platinum Jubilee 75th All India Invitation Independence Day Cup Prize Money Football Tournament 2023**, a nationally recognized tournament held in Nagaon, Assam. [Watch here](#). Additionally, we have provided coverage for several other prominent sports events, including national tournaments for the **Assam Badminton Association** [Watch here](#), **Kho-Kho Association**, and the **Boxing Federation**, among others.

# Organization Profile

## Our Services Include:

- **Live Commentary**
- **Online Graphics**
- **Playback for Sports Events**
- **Campaign and Rallies Live Coverage**
- **Multi-Camera Setup** (from 3 to 12 cameras with an online video switcher)
- **On-Spot Distribution to Local Media Houses**
- **Video Transmitter (Backpack)** for social media teams and media
- **Special RTMT Link Creation**
- **Video Decoder for Backpack Video Downloads**
- **Polycom Group 500** for point-to-point virtual conferences
- **KU Band DSNG** with frequency arrangement
- **Multiple Platform Streaming Servers**

Our dedicated team ensures comprehensive coverage across Assam, tailored to the directives of the publicity coordinator.

## 4. UB Photos: Social Responsibility

The **UB Photos Institute of Photography**, an initiative of UB Photos, is dedicated to guiding the educated youth of Assam and Northeast India towards alternative career paths in response to the region's declining employment opportunities. Established in 2005 under the **Societies Registration Act, XXI of 1860**, the **Centre for Alternative Vocation** offers a range of courses, starting with photography, and expanding into **videography & editing, cooking & baking, and food processing**.

Under the expert guidance of renowned photographer **Utpal Baruah**, the institute strives to empower young individuals by equipping them with professional skills. The aim is to nurture a generation that is skilled, resourceful, and patriotic, while also providing them with meaningful career opportunities that tap into their potential and mental faculties.

## 5. UB Wire: Our Digital Footprint

**UB Wire**, our official YouTube channel with **29,500 subscribers**, brings daily updates and insights from the vibrant and diverse Northeast region. It is a vital platform for connecting with a global audience and showcasing the rich cultural fabric of the region.

---

## 6. Contact Us

### Utpal

Phone: +91-361-2466780,

Email: mail@ubphotos.com

Address: 2nd Floor, Shiva Hotel Complex, ASTC Workshop Lane, GS Road, Ulubari, Guwahati-781007, Assam, India

### Baruah

+91-9085098601

utpalub@gmail.com

# Organization Profile

UB Photos – Delivering Excellence in Visual Media, From the Heart of Northeast India