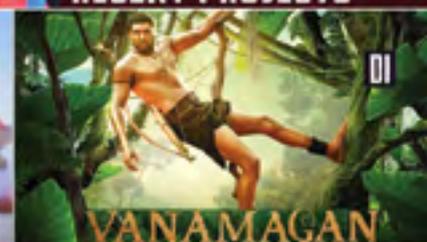


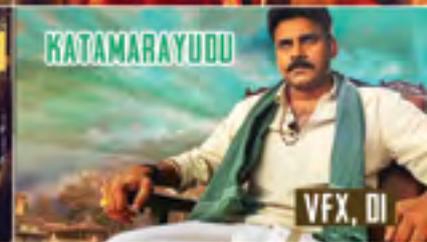
# CONNECT



## RECENT PROJECTS



New Batch  
all set to start at  
L.V.Prasad  
Film & TV Academy



## Editor's Voice

Prasad's enduring relationship with films began when our founder Mr.L.V.Prasad took the train to Bombay to pursue his passion more than 8 decades ago. Prasad's contribution to the industry started when he wielded the megaphone and subsequently launched Prasad Productions, the iconic production house that went on to create mega hits which were popular as pure family entertainers. The next significant mile stone was the establishment of Prasad Film Laboratories and Recording Studios at six geographical locations namely Chennai, Bangalore, Hyderabad, Bhubaneshwar, Mumbai and Thiruvananthapuram thus widening and deepening its commitment to the industry. Chennai became the hub of Post Production activity for the whole country when we offered Telecine Services and later VFX Services through our state of the art infrastructure. With the opening of Prasads - the magnificent Mall & Multiplex complex our company entered the Family Entertainment space again true to the values of our founder. Our youngest arm PXDC is the last mile effort to bring to screen the finished product which is the culmination of the efforts of our various divisions to the ultimate audience under the best viewing conditions. Thus we have come a full circle in providing service to the industry covering every conceivable link in the chain of Film making.

It is but natural that over the years, our bondage with film became stronger and deeper. The events featured in this issue of CONNECT particularly reflects the pioneering and significant work we are doing in the film restoration space. You will be delighted to know that Prasad Corporation has sponsored the internationally famous and prestigious FOCAL award for the Best Archive , Restoration and Preservation project , thus supporting the cause of restoration efforts. Similarly we are the venue sponsor for the globally acclaimed Film Preservation workshop which will be held in Chennai between 7th and 14th October in association with Film Heritage Foundation. The Corporate Social Responsibility initiatives of Prasad which began with LVPEI offering free eye care & health services to the underprivileged, followed by LVP Academy in offering quality education & training at affordable price now continues on with the support to the global restoration and preservation movement . A feel good factor indeed for everyone at Prasad.

S.Sivaraman - Editor

## Prasad sponsors FOCAL's 'Best Archive Restoration and Preservation Project'



Prasad Corp was the proud sponsors of the annual FOCAL awards 'Best Archive Restoration and Preservation Project'. The FOCAL International Awards, celebrate achievement in the use of footage in all variety of genres, across all media platforms plus its restoration. These awards are, without doubt, the leading and most complete set of awards for the archive footage business in the world today, with winners announced at a prestigious ceremony in London on May 25th 2017.

The category 'Best Archive Restoration and Preservation Project' was won by the International Olympic Committee for the project '1912-1992: 80 years of Olympic films restored'.

All Olympic Games since 1904 have, to varying degree, produced a moving image legacy. At the beginning this was limited to newsreel coverage and short films, but starting in the 1920s, world famous film directors were commissioned by the Organizing Committees to create full length documentaries about the Games. Since 1930 these films have been mandated by the IOC in its charter and from 1948 the term "Official Film" has been used to differentiate these films from others productions made at the Olympic Games. Together the Olympic films form a body of work that provides a unique audiovisual legacy of the Olympic Games.

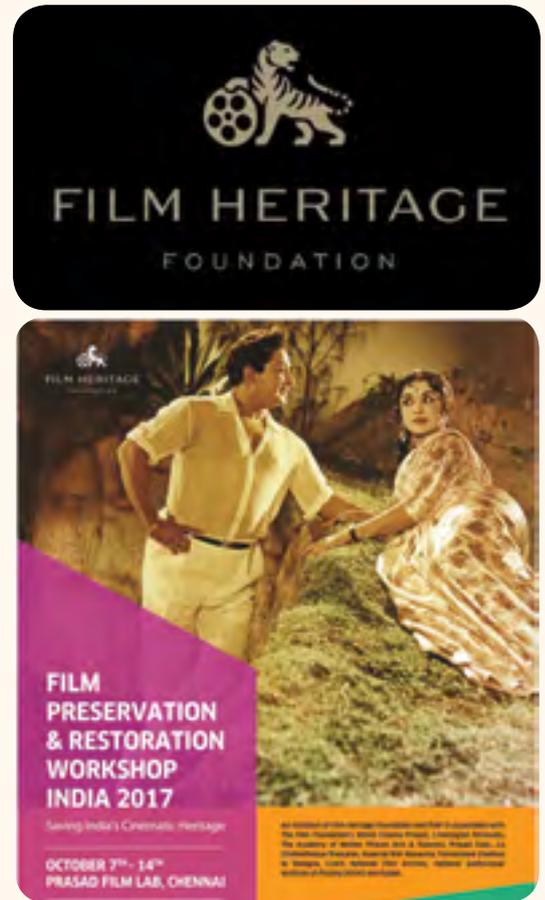
The restoration was commissioned by the International Olympic Committee and restoration work carried out by Warner Bros MPI & Audio Mechanics, Burbank, under the management of Adrian Wood & Robert Jaquier.

Prasad Corporation, of which DFT is a part, is an enthusiastic supporter of FOCAL International, and has worked alongside many of the world's archive and restoration facilities over the past few years bringing their projects to fruition. Congratulations to everyone who took part in the awards, and thank you to FOCAL, for the support and recognition they have provided for our industry.

## Film Heritage Foundation Workshop

Prasad Corp is pleased to announce its association with Film Heritage Foundation as a sponsor for the globally acclaimed Film Preservation Workshop to be held at Chennai between 7th and 14th October 2017. This workshop which is open to applicants from India, Sri Lanka, Bangladesh, Bhutan and Nepal will happen at the Campus of Prasad Digital Film Lab in Chennai. Along with Prasad Corp the other associates for the event include The Film Foundation, L'Imagine Ritrovata, The Academy of Motion Picture Arts & Sciences, La Cinematheque francaise, Imperial War Museums, Fondazione Cineteca di Bologna and Kodak. The faculty for the workshop is the finest in their respective domains, having conducted similar workshops in many parts of the world. Film Heritage Foundation is a not for profit organization set up by Shivendra Singh Dungarpur in 2014. Recognizing the urgent need to preserve India's cinematic heritage, the foundation is dedicated to supporting the conservation, preservation and restoration of the moving image and to develop interdisciplinary educational programs that will use film as an educational tool and create awareness about the language of cinema.

*Proud sponsors for the event*



## Cinematographer Nirav Shah's Workshop

Nirav Shah, the noted Cinematographer of Indian Cinema spent long hours with the students of L.V.Prasad Film & TV Academy, Chennai on 22nd April 2017 sharing very valuable insights and experiences.

He started off his master class by sharing his experiences with students and later answered all the questions with his practical wisdom. He stressed on the fact that update of technological knowledge is the basic requirement for modern digital cinematography. Mr.Nirav continued this with his practical session where he demonstrated use of soft boxes and intelligent lights. He brought his own specially made soft boxes and intelligent lights. He also demonstrated advertising lighting scenario using a model in the LV Prasad Film & TV Academy shooting floor.



- Sivakumar Mohanan - Associate Professor - Film Direction, L.V.Prasad Film & TV Academy



## 10th International Documentary & Short Film Festival of Kerala



The 10th Documentary and Short Film Festival of Kerala was held in Thiruvananthapuram from the 16th – 20th June 2017. The festival, a unique venture in India is being organized by the Kerala State Chalachitra Academy for the Dept of Cultural Affairs, Govt of Kerala as part of its endeavor to catalyse a vibrant documentary and short film movement. KEEDANU (The Germ), a short film made by Jayshlal, Linda Susan Mathew and Naseer Sab, students of L.V.Prasad Film & TV Academy, Thiruvananthapuram,

Short Term Course in Digital Film Making was screened in the Competition Section under Campus Film Category.

- Louis Matthew, Assistant Professor, Film Aesthetics - L.V.Prasad Film & TV Academy

## Fouzia Fathima's Lighting Workshop

A 3 day Cinematography Workshop was conducted by renowned Cinematographer Fouzia Fathima from June 5th, 2017 for the outgoing batch of Cinematography students of L.V.Prasad Film & TV Academy, Thiruvananthapuram. The workshop included Crane movements and large space lighting in Day, Night, Indoor and Outdoor situations.



- Louis Matthew, Assistant Professor, Film Aesthetics - L.V.Prasad Film & TV Academy

## YI (Young Indians) Cross Chapter event of CII



YI (Young Indians) Cross Chapter event of CII was held between 26th -27th May 2017 and Prasad Corp was one of the associates for the program. Delegates from other cities were in Chennai to visit various industries and have an interactive session. We had about 30 entrepreneurs and managers spending half a day with us. The visit included a talk by Mr.K.R.Subramanian and a guided tour of our vast facilities in Chennai. The group was particularly impressed to see our sophisticated infrastructure and equipment. They were surprised to know about the kind of globally important work being done by Prasad in terms of digitization and restoration.

## Professor Samar Nakhate's Three Day workshop on Mise-en-Scene



From 14th to 16th of June 2017, a three day workshop on Mise-en-Scene was conducted by Prof.Samar Nakhate who was a former Professor and Dean of FTII, Pune. This is the third consecutive year he has been doing this workshop for the first year Direction and Cinematography students.

On the first day of the workshop, a thorough study of construction of a shot and scene was done by Prof. Nakhate, he used Indian and International film clips to explain these in his day long theoretical classes. On the second day, students presented ideas for a mise-en-scene exercise, a particular idea was selected by most of the students and pre-production work for the idea began on the same day.

On the third day, the idea was shot as a mise-en-scene exercise in two different ways by two groups of students. In the evening, the mise-en-scene exercises were screened and analysed by Prof. Nakhate.

- Sivakumar Mohanan - Associate Professor - Film Direction, L.V.Prasad Film & TV Academy

## Appreciating VFX team of Prasad EFX - Baahubali 2 Project

On 31st May 2017, we took a team of 92 of our employees from VFX Operations and Sales, Chennai to a lunch get together followed by a show of the super hit film Baahubali at IMAX Palazzo. The large team watched the film with a great sense of pride and when the EFX logo and their names in the movie's end credit came up, roared and clapped with all their might along with the audience in a full house.

On 09th June 2017, 42 of our VFX employees from Hyderabad also enjoyed a similar experience as they watched Baahubali at our own PRASADS Multiplex.

- Team HR



## Prasads - Hyderabad's Pride



Spreading awareness against the social media abuse which is affecting several youth, women and children, a skit was performed by various college students to show how social media is misused today. This event was organized on 30th June 2017 at Prasads in association with Telangana Police Department, She Team, BigFm Radio and Live Life Foundation.



As part of the 'National Animal Rights Day', hundreds of people gathered at Prasads IMAX over the weekend to create awareness about the cause. A public speak-out was conducted addressing 'species-ism'.

## Cinematographer Chezhan shared his experience



On Saturday, 13th May, 2017, Chezhan, a well-known cinematographer, writer and scholar shared his experiences and gave tips to young filmmakers who were completing their 15 day, week-end course in Digital Film Making at the Chennai campus of L.V.Prasad Film & TV Academy.

Chezhan who won the Best Cinematography award at 2013 BFI London Film Festival for a Tamil film directed by Bala explained in detail how he worked with Bala and his art director in selecting the perfect real locations that depicted the period of the story. He said, "We got a bit of real location, then through art direction we extended it and later adding the right tone and color in shoot and post production we brought out the period of the film"

He pointed out certain mistakes in the students' work and emphasized that making mistakes is an important part of learning film making. He stressed the point that reading books helps both Cinematographers and Directors to shine in their work.

- Saroj Padhy, HOD - Cinematography,  
L.V.Prasad Film & TV Academy

## Welcome to Prasad

**Aravind Bharathi S**, Senior Manager - HR,  
Prasad Corporation Pvt. Ltd., Chennai

**Andre Grubert**, Manager – Lead Generation -  
International Business Development, Prasad  
Corporation Pvt. Ltd., Chennai

**Preeti Trehan**, Manager – DMD Sales - Prasad  
Corporation Pvt. Ltd., Delhi

**Veera Karthick**, Manager – Marketing -  
L.V.Prasad Film & TV Academy, Chennai

**Unni Krishnan** - Sales -  
L.V.Prasad Film & TV Academy,  
Thiruvananthapuram

**Amarnath P**, Senior Manager – Administration,  
Prasad Corporation Pvt. Ltd., Chennai

### Prasad Media Corporation Ltd., Hyderabad

J Omkar - Associate, Fun Factory  
M Ramu - Associate, Fun Factory  
G Priyanka - Associate, Fun Factory  
Shaik Azith - Associate, Fun Factory  
B Sai Kumar - Associate, Fun Factory  
I Malli Babu - Associate, Fun Factory  
J Venkatesh - Associate, Concessions  
K Sivaiah - Associate, Concessions  
J Kishore Kumar - Associate, Concessions  
K Praveen Kumar - Associate, Concessions  
S Durga Bhavani- Associate, Concessions  
N Raju - Associate, Concessions  
K Shiva Prasad - System Administrator, IT

## Wedding Bells

**Prasad, Mumbai**

Anupama Gaonkar married Saiprasad Sawant  
on 3rd June 2017

## Baby News

**PXD, Mumbai**

Chandan Mishra was blessed with a baby boy  
on 28th May 2017

## Anniversary of Prasad Group founder Shri. L.V.Prasad

Employees across all our facilities paid their respects to our founder Shri.L.V.Prasad on his 23rd Anniversary on 22nd June 2017. Mr.Ramesh Prasad along with family members paid a floral tribute to the statue his Father at L.V.Prasad Marg, Hyderabad and a Pooja was performed at Prasad Digital Film Labs, Hyderabad.



## L.V.Prasad Film & TV Academy - Alumni Success Stories



Anbanavan Asaradhavan Adangadhavan -  
Cinematography - Krishnan Vasant



Maragadha Nanayam / MarkathMani -  
Editor - Prasanna GK

## Rewards & Recognitions at Prasad EFX

The Restoration department of Prasad EFX organized its quarterly (January – March 2017) performance awards presentation and 64 Star Performers across our locations at Chennai, Hyderabad and Mumbai were felicitated under different categories.

### Chennai Region

#### Rising Star (0-6 Months)

Sakthivel, Yuvraj, Rajmohan, Vijayaganapathy, Anthonyraj, Aravindan

#### Rising Star (7-12 Months)

Yogamanikandan, Pradeep Raj, Praveenkumar, Subash Raj, Yuvaraj, Sathyaseelan

#### Employee of the month

Karthikeyan, Krishnan, Bharath, Kanthavel, Dhanasekar, Thiyagarajan, Princeraaj, Dineshkumar, Thamodaran, Dhanasekar, Kanthavel, Kalyan Sundaram, Raman

#### Gem of the Month

Vijayanand, Nagarajan, Ranjith Kumar, Murugan, Sivamurugan, Madhan, Mahendran, Nagarajan, Murugan, Kamalanathan, Vinothkumar

### Hyderabad Region

#### Rising Star (0-6 Months)

Voleti Deepak, Bhairapagu Kamalamma, Polu Ravindra

#### Rising Star (7-12 Months)

Mohammed Mateen, Reddy Bashasyed, Harish Padala

#### Employee of the month

Anand, Anil Kumar, Manikanta, Navya, Veeramalla Anjaiah

#### Gem of the Month

Kalpana, Ajit Kumar Singh

### Mumbai Region

#### Rising Star (0-6 Months)

Jitendra Goud, Ramzan Sadiq

#### Rising Star (7-12 Months)

Sadanand Gotad, Manoj Patel

#### Employee of the month

Ahmed Ali Khan, Rohan Jadhav, Aniket Zore, Dinesh Kumar Gaud

#### Gem of the Month

Prashant Lanjekar

Merit Certificates were awarded to the star performers.

- Team HR

## Restoration of King of Jazz uses Scanity

1930's two-colour classic 'King of Jazz' was recently restored undergoing a lengthy and complex process involving numerous parties. A surviving nitrate print from 1930 with a length of 83 minutes was found with 1.8% shrinkage demanding sprocketless scanning. This was carefully handled and scanned in 4K resolution using DFT's Scanity by Prasad Corp.



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*The next issue of CONNECT covering the months of July, August & September will be published in October 2017.*

*Please email your articles (before 15th September 2017), news (before 30th September 2017) and suggestions to connect@pdf.in*