

connect

EDITOR'S VOICE

Prasad Group is celebrating 50 years of glorious existence. At Prasad "SUCCESS IS NOT A DESTINATION, IT'S A JOURNEY"

Our beloved founder Shri.L.V. Prasad started it. His dynamic son Shri. Ramesh Prasad nurtured it and his grand son Shri. Sai Prasad continues the good work done by both. Three generations of marching-ahead and no looking back. Myself and some of my senior colleagues who had the good fortune of working with all the three of them will readily agree with me when I say, there is a common thread that links their thoughts and keeps the momentum of growth. All the three pursued the same values and seem to believe in the below mentioned mantras of success.

THE BIGGEST ENEMY OF FUTURE SUCCESS IS PAST SUCCESS.

Hence they never rested on their laurels and continued to strive harder. They made us to learn from our mistakes and improve our skills so that we can be of better service to our customers. Customer interest was foremost in their thoughts and deeds.

On September 5th, The Department of Posts, Govt of India released a commemorative postage stamp on our founder Shri. L.V Prasad reaffirming their faith in the man and the legacy he left behind. A moment of pride indeed, for all of us at Prasad.

Elsewhere in this newsletter and in earlier issues, you find that Prasad Group companies continue to make strides and win accolades. Prasad lab getting IMAGE CARE accreditation, PVD getting two awards for excellence in DVD authoring from Broadcast India, EFX stealing the limelight for the good work done in "Krrish", Prasad Imax breaking world record in box office collections for Imax films, Prasad Production introducing PANAVISION for the first time in India and so on. Let us keep the good work going, recognition is something that we come across.

Here is something simple and stimulating "LEARN TO UNLEARN"

A world of wisdom is wrapped up in this simple saying. Yes, it is so difficult to abandon our old habits yet one needs to try hard and find newer & better ways of doing things to continue to excel. In Japanese parlance it is KAIZON (continuous improvement). In a nutshell in this 50th year let us re-dedicate ourselves to our goal of not simply customer satisfaction, but customer delight.

Dear friends CONNECT thrives on your comments, suggestions, feedbacks and more importantly your contribution of articles. Please participate more actively to make it better.

Sivaraman, Editor

RECENT PROJECTS AT PRASAD GROUP



Lab Services by Prasad Film Labs, Mumbai



Visual Effects & Digital Intermediate by Prasad EFX, Mumbai



Lab Services by Prasad Film Laboratories, Thiruvananthapuram



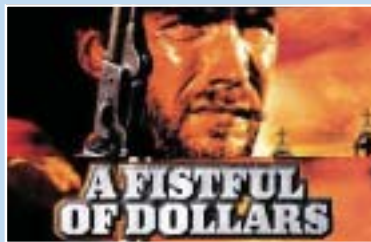
DVD Authoring by Prasad Video Digital, Chennai



Visual Effects by EFX, Chennai



Lab Services by Prasad Film Laboratories, Bhubaneswar



Digital Film Restoration by EFX, Chennai



Digital Intermediate and Visual Effects by EFX, Chennai



Audio Services by Prasad Group



Lab Services by Prasad Film Laboratories, Bangalore



Lab Services by Prasad Film Laboratories, Chennai



Lab Services by Prasad Film Laboratories, Hyderabad

PRASAD GROUP 50 YEARS CELEBRATION

The completion of 50 years of Prasad Group was celebrated in Chennai at the Taj Connemara Ball Room on 10th November 2006, just as this newsletter was going to press. M/s.AVM Saravanan, K.Balachander and Mani Ratnam felicitated Prasad Group and hailed the achievements of the group and its founder Shri.L.V.Prasad. The function was followed by a gala dinner attended by many from the film industry. The detailed report and photographs will appear in the next issue.



BEST DVD AUTHORIZING AWARD



Prasad Video Digital received Awards for Best DVD Authoring for 'Parineeta' and best DVD Menu Design for 'Bluffmaster'. The Awards were announced and given at the recent DVD Summit held at Mumbai by the Studio Systems publications Group. Connect congratulates the entire DVD authoring team on this glorious achievement and wish them the very best to achieve more such accolades.

GOA FILM BAZAAR

The Annual International Film Festival of India is being organized by CII and along with the festival will be held the Goa Film Bazaar between 24th and 28th of November 2006. Prasad Group is participating with a stall to promote the group services. The stall will be attended to by Mr. Mohan Krishan, Head, Corporate Communications, Prasad Group. M/s. J. Naidu, Abraham Samuel, Prashanth and Yogesh from Prasad Group, Mumbai will also be present for business development activities.



BROADCAST INDIA 2006 EXHIBITION

Prasad Group participated in Broadcast India 2006 and displayed the Panavision Range of Cameras. The three day exhibition from 25th to 27th October 2006 was attended by a large number of industry professionals.



PRASAD GROUP LAUNCHES PANAVISION INDIA

Prasad Group officially launched the Panavision range of Cameras on 31st October 2006 in Mumbai. A large section of the film industry including M/s. Yash Chopra, Manmohan Shetty, Ashok Mehta, Rakesh Omprakash Mehra and more. The function was followed by a gala Cocktails & Dinner party.



BONE COLLECTOR

According to William Wilkerson - anatomy of any organisation have four different bones and they are as under:



Wish bones - who wish someone else would do the work.

Jaw bones - Who talk a lot but do little else

Knuckle bones - who knock what everyone else does

Back Bones - who get down and actually do the work.

What one would like to be depends on their individual perspectives, value system, commitment and focussing.

What is good for the organisation is to provide an environment that ushers in more of "backbones" for furthering its interests.

P. S. Mohan, Prasada Productions, Chennai

SHORTCUTS IN MS WINDOWS & MS OFFICE

Windows Button + Pause brings up the system properties.

Shift+F10 brings up the context menu

While in a display pane (such as when viewing an Event Log, or any MMC snap-in), **Ctrl+** autosizes each column to the maximum width of data in each column.

Ctrl + Shift + Esc brings up the task manager

CTRL and A Selects all the items in the active window.

CTRL and C Copies the item or items to the Clipboard and can be pasted using **CTRL and V**.

CTRL and F Displays the Find all files dialog box.

CTRL and G Displays the Go to folder dialog box.

CTRL and N Displays the New dialog box.

CTRL and O Displays the Open dialog box.

CTRL and P Displays the Print dialog box.

CTRL and S Displays the Save dialog box.

CTRL and V Pastes the copied item or items from the Clipboard.

CTRL and X Cuts the item or items selected to the Clipboard.

CTRL and Z Undoes the last action.

CTRL and F4 Closes the active document window.

CTRL while dragging an item Copy the selected item

CTRL+SHIFT with arrow keys Highlight a block of text

CTRL+ESC Display the Start menu

CTRL and F6 Opens the next document window in the active application.

ALT+ENTER View the properties for the selected item

ALT+F4 Close the active item, or quit the active program

ALT+SPACEBAR Open the shortcut menu for the active window

ALT+TAB Switch between the open items

ALT+ESC Cycle through items in the order that they had been opened

F1 key Gives help on the active window or selected item.

F2 key Rename the selected item

F3 key Search for a file or a folder

F4 key Display the Address bar list in My Computer or Windows Explorer

F5 key Update the active window

F6 key Cycle through the screen elements in a window or on the desktop

F10 key Activate the menu bar in the active program

Windows Logo Display or hide the Start menu

Windows Logo+PAUSE Display the System Properties dialog box

Windows Logo+D Display the desktop

Windows Logo+M Minimize all of the windows

Windows Logo+SHIFT+M Restore the minimized windows

Sayings Compiled by :

Radheesh Kumar.P.R, Trainee Operator - Restoration, EFX - Chennai

- * Progress is the activity of today and the assurance of tomorrow - **Emerson**
- * Never put off till tomorrow that which you can today - **Franklin**
- * Life spent worthily should be measured by deeds not years - **Scheridan**
- * Future is purchased by present - **Johnson**
- * Principle is a fashion of truth and right - **Hazlitt**
- * Method is the very wage of business and there is no method without punctuality - **Civil**
- * Correction does much, but encouragement does more - **Civil**



FLOATING UNIVERSITY

A group of 30 students from the Floating University visited Prasad Group facilities in Chennai as part of their 'Semester at Sea' program. A ship with about 750 American students on board from various universities in USA and about 50 faculty members is the "Floating University". This project is administered by The Institute of Shipboard Education and is academically sponsored by The University of Virginia, USA. The ship docks at Chennai frequently and the University has arranged with Prasad Group for regular visits for the concerned students.



Windows Logo+E Open My Computer

Windows Logo+F Search for a file or a folder

CTRL+Windows Logo+F Search for computers

Windows Logo+F1 Display Windows Help

Windows Logo+ L Lock the keyboard

Windows Logo+R Open the Run dialog box

Windows Logo+U Open Utility Manager

TAB Move forward through the options

SHIFT+TAB Move backward through the options

CTRL+TAB Move forward through the tabs

CTRL+SHIFT+TAB Move backward through the tabs

ALT+Underlined letter Perform the corresponding command or select the corresponding option

SPACEBAR Select or clear the check box if the active option is a check box

BACKSPACE Open a folder one level up if a folder is selected in the Save As or Open dialog box

END Display the bottom of the active window

HOME Display the top of the active window

NUM LOCK+Asterisk sign (*) Display all of the subfolders that are under the selected folder

NUM LOCK+Plus sign (+) Display the contents of the selected folder

NUM LOCK+Minus sign (-) Collapse the selected folder

LEFT ARROW Collapse the current selection if it is expanded, or select the parent folder

RIGHT ARROW Display the current selection if it is collapsed, or select the first subfolder

Biplab Ghosh, Systems Administrator, EFX - Mumbai

L V PRASAD STAMP RELEASE FUNCTION

The Department of Posts, Government of India, released a commemorative postage stamp in the memory of L.V.Prasad on 5th September 2006 in Hyderabad. The Postage stamp was released by the Hon'ble Union Minister of State for Communications and IT, Dr.Shakeel Ahmad. The function was presided over by Dr.Y.S.Rajasekhara Reddy, Hon'ble Chief Minister of Andhra Pradesh in the presence of Hon'ble Union Minister of State for Coal, Dr.Dasari Narayana Rao.

L.V.Prasad, a Dada Saheb Phalke Award winner, is a legendary name in the history of Indian Cinema. Born in 1908 in an agricultural family in rural Andhra Pradesh, after a great struggle and hardship he went on to become a successful actor, director, producer and an industrialist. His passion for cinema is exhibited in all his films including such memorable hits like Gruha Pravesham, Ilavelpu, Sharada, Milan, Khilona, Daadi Maa, Manohara, Missamma and Ek Duje Ke Liye to name a few. His vision was to contribute to the growth of the film industry and he established state of the art post production facilities across India, notably Prasad Film Laboratories. The L.V.Prasad Eye Institute in Hyderabad was established with his contribution of land and financial assistance to provide world class eye care to the masses. The Institute recently opened a center in Bhuvaneswar, to be followed by one more in Vishakapatnam.

L.V.Prasad passed away in 1994. His goal of providing complete wholesome family entertainment and film related education was carried forward by his son Ramesh Prasad by the opening of The PRASADS Multiplex and IMAX Theatre in Hyderabad and L.V.Prasad Film & TV Academy in Chennai. Today, Prasad Group is 50 years old and has facilities and offices in India, Singapore, Dubai and Hollywood.

The Commemorative Postage Stamp release function, started at 11.00 AM in the Hyderabad International Convention Center, Hitex, Hyderabad and was attended by noted personalities including Dr.Gullapalli Nageswara Rao, Kamal Haasan, DVS Raju, Ramoji Rao, Rama Naidu, S. Nanda Gopal and various other film personalities and Government officials.



Ramesh Prasad welcomes Dr. Dasari Naryana Rao, Hon'ble Union Minister of State for Coal



Dr.Ramoji Rao, Special Invitee arriving to grace the function



Dr.Ramoji Rao addresses the gathering



Mr.Rosayya, Minister for Finance & Legislative affairs, Govt. of Andhra Pradesh arriving to preside over the function



Dr.Kamal Haasan, Special Invitee arrives at the venue



Chief Guest Dr.Shakeel Ahmad, Hon'ble Union Minister of State for Communications and IT honoured by Ramesh Prasad



Commemorative Postage Stamp of Shri L.V.Prasad being released by Chief Guest Dr.Shakeel Ahmad, Hon'ble Union Minister of State for Communications and IT



Ramesh Prasad delivering the welcome address

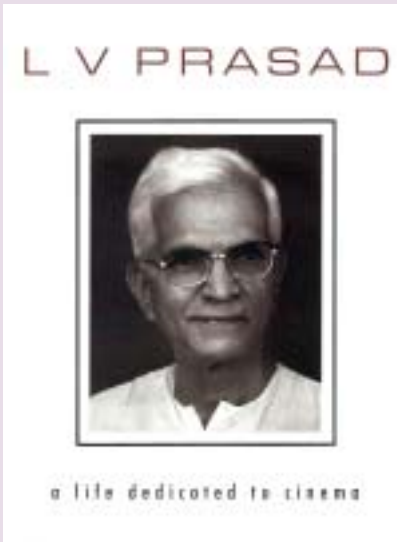


Presidential address by Mr.Rosayya, Minister of Finance & Legislative affairs, Govt. of Andhra Pradesh



Dr.Kamal Haasan addressing the gathering

RELEASE OF BOOK ON L V PRASAD



A book titled ' **L.V.Prasad - a life dedicated to cinema** ' was released by Mr.Rosayya, Minister of Finance & Legislative affairs, Govt. of AP and received by Dr.Shakeel Ahmad, Hon'ble Union Minister of State for Communications and IT. The book with 60 pages was compiled and designed by Prasad Group Corporate Communications.



PRASAD GROUP IN THE MEDIA



"He was a thorough professional. When I got into the film industry in 1962, he was already an established name by then. People like me were in awe of him because of his reputation" recalls noted producer - director D.Rama Naidu. On a day when a commemorative stamp was released on the late L V Prasad in the city on Tuesday, the film industry was naturally elated. After all, Prasad was no ordinary man as his achievements were extraordinary. The nation had honoured him with the prestigious Dada Saheb Phalke award in 1982 for his contributions to Indian Cinema.

Times City, September 06, 2006

The Late LVPrasad's passion for cinema is exhibited in all his movies especially, the path-breaking Ilavelupu which was much ahead of its times. On Tuesday, it was time to honour this Telugu bidda. The Department of Posts, Government of India released a commemorative postage stamp in memory of LVPrasad, the Dada saheb Phalke Award recipient and founder of the Prasad Group. Not to miss the occasion, prominent personalities gathered on one platform at Hyderabad International Covention Centre, Hitex.

The New Indian Express, September 06, 2006



A humble and simple man, Prasad has given liberal donation to found the L.V.Prasad Eye Institute at Hyderabad. He made Prasad Studios a house of excellence. His son Ramesh Prasad has carried on the legacy by making it the best in the country. India Posts has honoured L.V.Prasad by issuing a special stamp in his memory. Legends are not born. History turns acheivers into legends. Every aspiring actor / producer / director / technician must know about the life of such legends to benefit from their experiences, L.V.Prasad is one such.

The Hindu, September 08, 2006



One of the largest digital postproduction studios in India, Prasad EFX of the Prasad Group, features state-of-the-art equipment and a dedicated team of professionals enabling unlimited creative freedom. Their services include skintone enhancements, selective defocusing, selective area color control, isolation and control of individual colors, scene-to-scene color matching, enhancing sky colors, adding highlights, creating vignettes and so on. In KRRISH, Prasad EFX executed more than 1400 VFX shots. K.Himakumar, Senior Line Producer of Prasad EFX added that studio has executed sophisticated 3D models and animation, including whole body scans, innumerable 3D replicas of different vehicles were created and animated to match live action footage

Asia Image, August 2006

Actor Kamal Hassan arrives at the Hyderabad International Convention Centre to attend the release of postal stamp in memory of the doynwn of films L.V.Prasad on Tuesday. Union minister of State for communication and IT Shakeel Ahmed released the stamp

Deccan Chronicle, September 06, 2006



PRASAD GROUP IN THE MEDIA



" He gave me my break with Ek Duje Ke Liye. I learnt to love cinema from him. And I had the audacity to ask him to work in my movie - Raja Paarvai, which he did," said Kamal Haasan, the movie star of L.V.Prasad, the doyen of Cinema. The Star was among prominent people present at the Hyderabad International Convention Centre here on Tuesday, where Shakeel Ahmad, Union Minister of State for Communications and IT, released a commemorative postal stamp on L.V.Prasad. Interestingly, the occasion coincided with the golden jubilee of Prasad Group, the entertainment major. Prominent speakers, including Dr.Shakeel Ahmad, Union Minister of State for Coal Dasari Narayana Rao, Health Minister K.Rosaiah and Media baron Ramoji Rao said people needed to emulate L.V.Prasad's example

The Hindu, September 06, 2006

WELCOME TO PRASAD GROUP

Prasad Media Corporation Ltd., Hyderabad

Prakasam.A, Asst.Sec.Officer - Security
 Ramulu.A, Associate - Fun Factory
 Srinivasulu.S, Associate - Fun Factory
 Prabhakar Rao.Y, Associate - Fun Factory
 Mahender.K, Associate - Fun Factory
 Neelesh.D, Associate - Concessions
 Murali.P, Associate - Concessions
 Raju.S, Associate - Fun Factory
 Srinivas Reddy.V, Associate - Fun Factory
 Karthik.A, Associate - Customer Care
 Srikanth.K, Associate - Customer Care
 Ramu.K, Associate - Customer Care
 Praveen.K, Associate - Customer Care
 Rajesh.G, Associate - Concessions
 Vytla Sridhar, Accts Assistant - Fin & Accts
 Venkata Durga Rao, Electrician - Maintenance

EFX - Chennai

Sanjay Kumar. O, Restoration - Project Manager
 Srileela. P.S, Sales Executive
 Senthil Nathan. M.S, Computer Graphics - Visual Effects Coordinator
 Kannan. S, Accounts Assistant
 Ramalakshmi. L, Accounts Executive
 Silvester Antony. A, Human Resources - Assistant Manager
 Sarath Kumar Barik, Accounts - Executive
 Hari Doss. S, System Administrator
 Abdul Khalid. M.Y, Computer Graphics - Trainee Compositor
 Lenin Balaji. S, Computer Graphics - Trainee Compositor
 Mohammed Altaf. L, Computer Graphics - Trainee Compositor
 Narayana Samy. R, Computer Graphics - Trainee Compositor
 Sivaprakash. T.S, Computer Graphics - Trainee Compositor

Sankar. D.V, Computer Graphics - Trainee Compositor
 Parthiban. R, Computer Graphics - Trainee Compositor
 Anvar Sadath. A, Computer Graphics - Trainee Compositor
 Hardik Dhanesha. V, Computer Graphics - Trainee Compositor
 Sathish. C, Systems - Graduate Engineer Trainee
 Meenakshisundaram. N, Computer Graphics - Compositor
 Thirunavukkarasu. S, Computer Graphics - Texture Artist
 Anandh Kumar. G, Computer Graphics - Trainee 3D Tracking
 Vijayakumar. T, Jr. System Administrator
 Anjana Ravi, Computer Graphics - Production Coordinator
 Surya Prakash. S, Computer Graphics - Junior Animator
 Balamurugan. R, Jr. System Administrator
 Balamurugan. V, Computer Graphics - Compositor
 Chandrasekhar. S.P, Computer Graphics - Compositor
 Parthasarathi Reddy. Y, Computer Graphics - Compositor
 Rajesh. M.V.A, Computer Graphics - 3D Tracker
 Udayakrishnan. E.K, Computer Graphics - Compositor
 Udayagiri Srinath Babu. B, CG - Trainee 3D Tracker
 Vijayakumar. I, Computer Graphics - Jr. Compositor
 Mariyappan. C, Computer Graphics - Trainee 3D Tracker
 Senthil Murugan. B, Computer Graphics - 3D Tracker Artist
 Elanthirayan. G, Computer Graphics - Story Board Artist
 Khandhan. D, Computer Graphics - Matte Painting Artist
 Rudra Prasad Mullick, Sales Executive
 Naga Sugavanam, Restoration - Production Coordinator
 Arun. K, Restoration - Trainee - Operator
 Mohamed Fazil, Restoration - Trainee - Operator
 Sundar. S, Restoration - Trainee - Operator
 Thirugnana Sammantha Moorthi. G - Restoration - Trainee - Operator
 Kareem. N, Restoration - Trainee - Operator
 Mahendran. R, Restoration - Trainee - Operator
 Radhakrishnan. S, Restoration - Trainee - Operator

Rajan. P Restoration, Trainee - Operator
 Bharath. K, Restoration - Trainee - Operator
 Elango. K, Restoration - Trainee - Operator
 Perumal. R, Restoration - Trainee - Operator
 Rishi Kesh, Restoration - Trainee - Operator
 Venkat Raman. M, Restoration - Trainee - Operator

Prasad Film Laboratories, Chennai

P.Kirankumar, Supervisor - Maintenance
 S.Kumaran, Officer - Personnel
 R.Giri, Assistant - EXIM

L.V.Prasad Film & TV Academy

John Henry, Lecturer - Sound Dept
 Saravanan.R.K, Equipment Maint. Supervisor / Operator
 Anand Krishnamoorthi, Sr. Lecturer - Direction & Sound Design
 Parthasarathy.N, Editing Instructor
 Divya.R.H, Asst. Sound Engineer
 Mathiazhagan.M.A, Sr. Lecturer - Cinematography
 Ravi.C, Technical Assistant
 Kumaravel.N, Technical Assistant

Prasad Video Digital, Chennai

Jegadeesh Kumar.R, Graduate Engineer - Trainee
 Sridhar.S, Office Assistant
 Karthik.S, Member - DVD Authoring

Prasad Film Labs, Thiruvananthapuram

Dileep O S, Technical Support
 Anupama M P, Accounts

* Please report any names left out by mistake through e-mail to connect@prasadgroup.org for inclusion in the next issue

CONGRATULATIONS

K.Subramani.K, General Dept. of Prasad Film Labs, Chennai has completed 15 years of service
 Gopal.M, General Dept. of Prasad Film Labs, Chennai has completed 15 years of service
 Sekar.J, General Dept. of Prasad Film Labs, Chennai has completed 15 years of service
 Jayaraman.A, General Dept. of Prasad Film Labs, Chennai has completed 15 years of service
 Venkatramana.K, 70MM Recording Theatre, Prasad Film Labs, Chennai has completed 15 years of service
 Kathavarayan.M, 70MM Recording Theatre, Prasad Film Labs, Chennai has completed 15 years of service
 Ramamoorthy.V Negative Vault, Prasad Film Labs, Chennai has completed 25 years of service
 Ramachandran.K, Technician Telecine, PVD Chennai has Completed 15 years of Service

BABY NEWS

Mr Sony Anthony, HOD - Recording & Scanning - EFX -Mumbai was blessed with a baby boy on 18th June, 2006
 Mr Mangesh Bhalerao, Line Producer - EFX - Mumbai was blessed with a baby girl on 22nd September, 2006
 Durga Lakshman Rao, General Dept. of Prasad Film Labs, Chennai was blessed with a baby boy on 16.09.2006



WEDDING BELLS

Krishnamoorthy. R, Junior Audio Engineer, Sound Department got married to Ashwini on 20.08.2006



SILENT FILM FESTIVAL AT PORDENONE, ITALY

EFX participated as an exhibitor at the Silent Film Festival in Pordenone, Italy. Over 900 attended the Silent Film festival and many Film Archivists, Film Preservationists/ Curators, Film Restoration Companies, Film Directors/ Producers and members of International Federation of Film Archives (FIAF) from across Europe and the Americas (North and South) visited EFX Stall at the Film Fair. The stall was devoted to Digital Film Restoration Services provided by EFX.



EFX also sponsored an afternoon party of food and drinks and was well attended by the film restoration community. Many interesting business relationships from across Europe were established during the Film Fair by Mr. Suresh Babu, Manager International Business Development.

TRADITIONAL WEAR DAY

Prasad EFX, Chennai had organized a Traditional Wear Day Celebration on September 2, 2006. The entire atmosphere at EFX was spread with smile and laughter. The occasion was



made lively with the active participation of our staff. The best traditional costumes were selected for awards by M/s. Sai Prasad and Kavita Prasad. The first three prizes were won by



Mr. Ram Murthy (DI), Mr. Sundara Rajan (HR) & Ms. Sashikala (Client Service) respectively. The consolation prizes were given to Mr. Ramanathan (Sales) & Mr. Sathish Kumar (Sales).



Silvester, HR - EFX, Chennai

BEST VFX AWARD BY BROADCAST INDIA, 2006



EFX received the best Visual Effects Award for the blockbuster movie 'Krrish' from the

organizers of Broadcast India 2006. The project is also being submitted for various other awards coming up shortly. Connect congratulates EFX team on this glorious achievement and wish them the very best to achieve more such accolades.



SAREE & KURTA DAY



To get the traditional Indian cultural mood we at EFX Mumbai had organized "Saree & Kurta Day on 9th August, 2006. The wholehearted participation of the EFX Employees made this a successful event.

Shilpa, HR, Prasad EFX, Mumbai

FRIENDSHIP DAY

EFX Mumbai celebrated Friendship day on 5th August, 2006. The whole environment at EFX was filled with coloured ballons and satin ribbons. Everyone were wearing Red and black combination which added a different flavour to this event. Concept was so well planned that the good old college days memories came back to life.



Shilpa, HR, Prasad EFX, Mumbai



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Offices & Facilities at

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