

# connect

## EDITOR'S VOICE

Cinema is such a powerful medium of communication that, a well crafted film with simple narrative style can reach out to people all over the world cutting across borders, religion, region and languages. India has one of the largest and most vibrant film industry with its huge infrastructure, vast pool of technical and artistic talents who can deliver good work. Our economy is one of the fastest growing economies in the world next only to china. And it is slowly getting integrated into the global economy which we could see. We are no longer making automobiles, consumer goods like television, refrigerators, microwave oven etc for the domestic market alone. A good percentage is exported to highly developed countries like USA, Europe, Australia and so on. Which means that we have raised the bar on quality and fine tuned the products to suit the ever changing taste and quality demands of the global market thus contributing to our country's exchequer.

In fact our IT, Automobile, Steel and Pharma industries have gone one step still further. They have integrated themselves so much into the global market that some of them are already in the path of becoming multinationals. Many of the top companies in these sector are in the merger and acquisition mode. It is common nowadays to find news items in business journals about Indian companies buying out foreign enterprises to make a global presence.

In the beginning Hindi films had limited overseas market. Mostly in Asian, African and the Middle East countries. Today Hindi films have market's throughout the world including Europe, U.S.A and Australia. This means that the global audience has come to terms with Hindi films the way they are. Its formula (Story telling interspersed with song, dance, fight and comedy sequence) seems to be accepted. The recent phenomenal success of 'Sivaji' in the overseas market reiterates this fact. For the first time ever a regional film made it big in the global market. Can the Indian film industry take on the world? Why not. When other industries have done it. This is the right opportunity. Our film industry needs to set it's goals and get into mission mode. The effects should be to make films with strong story lines with universal appeal and more acceptable to the global audience at the same time rooted to our culture and retaining the regional flavour. Needless to say there should be no compromise on the technical finesse and finish, which we all know is the key to achieve global standards.

**Sivaraman, Editor**

## RECENT PROJECTS AT PRASAD GROUP



DI & Visual Effects by EFX, Chennai



Lab Services & Digital Intermediate by Prasad Film Labs & EFX, Mumbai



Lab Services by Prasad Film Laboratories, Thiruvananthapuram



DVD Authoring by Prasad Video Digital, Chennai



Visual Effects by EFX, Hyderabad



Lab Services by Prasad Film Laboratories, Bhubaneswar



Audio Services by Prasad Recording Studios, Chennai



Lab Services & Film Restoration by Prasad Film Labs, Mumbai & EFX, Chennai



Visual Effects by Prasad EFX, Mumbai



Lab Services by Prasad Film Laboratories, Bangalore



Lab Services by Prasad Film Laboratories, Chennai



Lab Services by Prasad Film Laboratories, Hyderabad

## IIFA TECHNICAL AWARD TO EFX FOR "KRRISH"



IIFA, through celebrating the passion, drive and creativity of Indian Cinema, mirrored the same values and enthusiasm of Yorkshire, the hosts of IIFA Weekend 2007. Rakesh Roshan's 'Krrish' a story of India's first ever super hero bagged two awards : best action for Tony Siutung, Shyam



Kushal and **best special effects (Visuals) for EFX studios.**

Prasad EFX has already won the ZEE technical award, Screen Award, Filmfare Award, FICCI-BAF Award and Broadcast India Award for the VFX in "KRRISH"

## UPGRADATION IN PRASAD VIDEO DIGITAL

The Avid suite at Prasad Video Digital, Chennai was upgraded from Meriden Media Composer 9.2 to **Avid Adrenaline Media Composer Ver 2.8**.



## BLOOD DONATION CAMP

**A Blood Donation Camp** for EFX employees was held on **14/07/2007** by Jeevan Blood Bank. More than 70 employees donated blood.

## DVD TRAINING PROGRAM AT PRASAD VIDEO DIGITAL

The DVD Authoring was upgraded to the next level with Scenarist DVD Authoring Software. A training session focussed on basic functioning and working procedures of Scenarist was held at Prasad Video Digital, Chennai on 26th July 2007. The training was attended by the DVD authoring team, AVID, CG and Subtitle departments of Prasad Video Digital.



## 4K RESOLUTION DIGITAL INTERMEDIATE (DI) FOR SIVAJI – FIRST TIME IN INDIA

Prasad EFX has color graded and digitally post produced the Rajnikanth starrer, AVM's 'Sivaji' completely in the 4K digital pipeline.

2K resolution for DI is the standard in India. Even in Hollywood only the mega budget films are scanned in 4K resolution. Scanning an entire feature film in 4K resolution requires huge computing power, storage space and powerful graphics capability. A single frame scanned in 2K occupies 12 mb space and a 4K image would occupy 4 times more (48 mb).

Prasad EFX, taking into view the excellent imagery that had been cinematographed by Mr.K.V.Anand for Sivaji, felt that 4K would do justice in enhancing the digital image quality and flexibility in color grading. "By routing the entire film through the 4K pipeline for the DI process we can be certain that none of the details available in the celluloid film are lost". Says K.Madhusudhan of Prasad EFX. "Another advantage is that when we scale up the images during the



post and graphics processes the image will not go soft or lead to any artefacts. As a 4K image has larger resolution we can also have unlimited freedom in manipulating the colors during grading". The entire 4K Digital Intermediate process was executed using high end scanners, film recorders and color grading suites. Prasad EFX, Chennai simultaneously worked on close to 85% of the VFX (Graphics) in 'Sivaji', also in the 4K resolution. The Tamil version release prints were done at Prasad Film Laboratories.

K.V.Anand, one of the leading cinematographers in India expressed his happiness that such a complicated 4K project has been executed to his complete satisfaction with professional efficiency. Director Shankar, who has consistently delivered mega blockbusters has been extremely satisfied with the excellent VFX and Color Grading of 'Sivaji' in the 4K pipeline.

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## KODAK AND EFX ORGANIZE A "SIVAJI SHOW" FOR FILM INDUSTRY TECHNICIANS



Kodak and Prasad EFX arranged a special show of the megahit film Sivaji in Chennai and Hyderabad for the technicians of the film industry on 6<sup>th</sup> and 7<sup>th</sup> July 2007 respectively. Leading technicians watched the movie and appreciated the 4K DI process and interacted



with the cinematographer of Sivaji, Mr.K.V.Anand. Mr.K.V.Anand also has to his credit the first full length DI feature film in India, 'Khakee', for which Prasad EFX did the DI process too.

## L.V.PRASAD FILM & TV ACADEMY SETS FORTH ITS FIRST BATCH

With great expectations the Academy sets forth its first batch of graduates in Direction, Cinematography and Editing & Sound Design. The world of Cinema, TV and the Internet seems to be promising a lot of new avenues to these 27 youngsters. While it can be encouraging, it can also be a source of great confusion. Although most of them are passionate about making a name on the big silver screen, new initiatives beckon them also to the world of animation, gaming and cellular mobile content. Some of them seem determined to make a mark in Bollywood while some others are planning to further their roots in the southern regional cinemas.



The diploma films that our students have produced are rich in content, diversity, stylistic approaches and strengthened by various levels of social purposefulness. From crime thrillers to children's stories and from surreal fantasies to light comedies, the fare is indeed delectable. Some of the films have used 'live' sound exclusively and this speaks highly about the new batch of Editing and Sound Design students. We hope to show these films at some important film festivals while also arranging screenings for distinguished members of the Film and TV industry.

What they need now is a lot of good advice and tips about how to connect with working professionals in the media world today. We at the Prasad Group should support them in their future creations by sharing our long years of experience in the media world with them. It has been an arduous struggle for the Prasad Group to become a beacon of excellence and we need to ensure that our students carry on this long, hard earned tradition forward to greater heights. These students are going to be our true brand ambassadors and we believe that their success will reflect in the overall growth of Prasad Group.

## K.HARIHARAN, DIRECTOR, L.V.PRASAD FILM & TV ACADEMY

## PRASAD CORPORATION, USA SPONSORS IFFLA

Prasad Corporation was one of the sponsors of the Indian Film Festival of Los Angeles this year. Mr. Tariq Fattani, GM marketing Prasad Corp, USA, gave a presentation detailing Prasad Corporation's services, dreams and visions followed by an intimate luncheon with the festival's filmmakers.



The Indian Film Festival of Los Angeles (IFFLA) is a nonprofit organization devoted to paving the way for a greater appreciation of Indian cinema and diverse culture by providing the public with a selection of films from and about the Indian diaspora by Indian and International filmmakers.



Rajesh Domalpalli's film "Vanaja" received an honorable mention at IFFLA 2007. "Vanaja's" Digital Intermediate was done by Prasad EFX, Chennai.

## Shri.L.V.PRASAD DEATH ANNIVERSARY

The death anniversary of our Founder Shri L.V.Prasad was observed on 22 June 2007. Mr.Ramesh Prasad is seen here paying his respects in the Hyderabad lab and at the statue of Mr.L.V.Prasad at L.V.Prasad Marg, Hyderabad.



## MANIPAL UNIVERSITY

Manipal University launched a 3 year degree course in VFX and animation and invited Mr. Mohan Krishnan, Head Corporate Communications as a special



guest to showcase the making of VFX in major films including Krrish and Sivaji. A presentation on the career opportunities in this line and the advantages of proper education and training was made by him. This happened in Bangalore on 8<sup>th</sup> July 2007.

## PRASADS - HYDERABAD'S PRIDE CELEBRATES 4<sup>TH</sup> ANNIVERSARY

It was celebration time all around at Prasads Multiplex and IMAX theatre on 26<sup>th</sup> July 07 when the 4<sup>th</sup> Anniversary of the complex was celebrated with a cricket match, rangoli, dance, singing and awards galore! The Cricket tournament was won by Customer Care Team. Rangoli competition was won by Rekha and team. Gold coins from the radio channel 93.5 FM was won by Kamuruiddin and Vijaya Lakshmi. Dance Competition was won by Mr Rahul Swaraj of Fun Factory and he was presented a gift voucher from Heels. The Singing Competition was won by Mr.B Madhusudhan of Customer Care and received a gift voucher from Heels.



4th Anniversary Cake



Mr.Ramesh Prasad cutting the cake



Mr.Ramesh Prasad lighting the candle



Mr.Ramesh Prasad addressing the employees

Categories	Name	Department	Prize
<b>Dance Competition</b>	Mr Rahul Swaraj	Fun Factory	Heels Gift Voucher
<b>Singing Competition</b>	Mr.B Madhusudhan	Customer Care	Heels Gift Voucher
<b>Rangoli Competition</b>	Mrs Rekha/Vijayalaxmi	Box Office	Heels Gift Voucher
2nd Prize	Shobha/Rachel/Sharada	Call Center	Heels Gift Voucher
Consolation Prize	Nagalaxmi team	Fun factory	Heels Gift Voucher
Consolation Prize	Pavan Kumar / Qamruddin	Fun Factory / Customer Care	Heels Gift Voucher
<b>Best Employee Awards</b>	T.Rahul Swaraj	Fun Factory	T- Shirts
	KP Shamayya	Concessions	T- Shirts
	Samson David	Customer Care	T- Shirts
	Shobha Rani	Call Centre	Pearl Set
	S Nagaraj	Box Office	T- Shirts
	D Srinivas	Maintenance	T- Shirts
	K Shiva Prasad	Projection	T- Shirts
	G Srinivas	Finance & Admin	T- Shirts
<b>Best Groomed person (Male)</b>	Kailash Behra	Maintenance	2 Heels Gift Vouchers
<b>Best Groomed person (Female)</b>	Shanthi Kumari	Fun Factory	2 Heels Gift Vouchers
<b>Best Attendance Award (2)</b>	BS Venkat Prasad	Multiplex	DVD Player
	A Adinarayana	Security	DVD Player
<b>Best Head of the Dept Nominees</b>	Vijay Kumar VG	Fun Factory	Sansui Home Theatre
	Mrs Shanthi Latha	Housekeeping	
	Adinarayana	Security	
<b>Best Supporting Officer Nominees</b>	TS Madhukar	Box Office	Sansui Home Theatre
	Mrs A Sireesha Admin		
	Mr A Krishnamurthy	Finance & Accts	
<b>Best Supervisor Nominees</b>	N Samuel Raju	Maintenance	Sansui Home Theatre
	Ashok Kumar K	Fun Factory	
	T Ramakrishna	Box office	
<b>Special Appreciation</b>	Yousuf Pasha	Maintenance	DVD Player



93.5 FM Channel gives Gold Coins for the winners



Rangoli Competition

The senior management, managers and staff of Prasads played a cricket match. Many teams were formed and Customer Care Department won the series. Congratulations to the winners. Connect salutes the good sporting spirit with which all players and teams participated.

Category	Teams	Name	Prize
Man of the Match	Cust Care Vs Box office	Anthony Williams	TShirt/Football
Man of the Match	Concession Vs F F	G Richard	TShirt/Football
Man of the Match	Mgmt Vs Maintenance	Mallikarjun	TShirt/Football
Man of the Match	Mgmt Vs Concessions	B.Srinivas	TShirt/Football
Man of the Match( Final)	Cust Care Vs Concc	Mr Kiran Goud	TShirt/Football
Man of the Series		Asish George	DVD player



Winners of the Cricket Tournament

## TRAINING CAMP FOR EFX-CHENNAI EMPLOYEES

A Supervisor Development Program for Digital film Restoration Production Managers and all supervisory staff was conducted on 20th May 07. The following aspects of team dynamics were highlighted during the session: Essentials of Effective Supervisor, Self Development, Assertiveness, Interpersonal Relationship, Leadership, Team skills & Professional Efficiency.

Transactional Analysis training for HR & Admin Managers & Executives was conducted on 21st May 07. The purpose of this program was to bring into focus, the day-to-day interactions of people and its implications. Recognizing the differences existing in human behaviour helps us to better understand and adapt to the situation. Interactions can thus be shaped and the work place can hence be made more conducive through compatible work relations

A session on Essentials of Role Transition for Restoration Production Managers all supervisory staff was conducted on 24-Jun-07. This program was in continuation to Supervisor Development Program. The dynamics of role transition from supervisory level to team leader level involving Communication skills, Interpersonal skills, Team leading skills and the efficacies of roles were discussed

## PREVIEW THEATRE IN PRASAD FILM LABS, BANGALORE WAS UPGRADED TO DTS

The preview theatre in Prasad Film Labs, Bangalore has been upgraded with DTS. A grand function was held on 20th July 2007 at the theatre in Bangalore. Major film industry personalities were present. Film reels showcasing DTS sound was projected to the elite audience.



## L.V.PRASAD FILM & TV ACADEMY HOSTEL FOUNDATION STONE LAYING CEREMONY



The foundation stone for a new hostel for the students of L.V.Prasad Film & TV Academy was laid on 10th May 2007 in the presence of Mr. Ramesh Prasad including M/s. Sivaraman and K.R.Subramaniam of Prasad Film Labs, Chennai, Hariharan and R.N.Subramaniam of L.V.Prasad Film & TV Academy, Chennai, M.P Rao of Prasad Productions, Chennai.



## INDO-AMERICAN CHAMBER OF COMMERCE SEMINAR



Indo American Chamber of Commerce conducted a day long seminar in Chennai, aptly named Cinema – Winds of change. Mr.Sai Prasad, Director, Prasad Group was invited to give a presentation on Digital Post Production focusing on Digital Intermediate.

The seminar held at Hotel Park Sheraton & Towers, Chennai and attended by more than 150 people had special invitees, speakers and



participants from across the entertainment industry including M/s. Kamal Hassan (actor), Prashanth (actor), Kiran Reddy (Satyam Cinemas), Senthil (Real Image), L.Suresh (producer) and other eminent personalities.

## PRASAD GROUP IN THE MEDIA



### PRASAD EFX DOES 4K RESOLUTION DIGITAL INTERMEIDATE FOR SIVAJI

The general industry standard in India is 2K resolution for DI. Even in Hollywood, only the mega-budget films are scanned in 4K resolution. That's because, scanning an entire feature film in 4K resolution requires huge computing power, storage space and powerful graphics capability. Prasad EFX, keeping in mind the excellent imagery that has been cinematographed by K V Anand, for Sivaji, felt that 4K would do justice in enhancing the digital image quality and flexibility in color grading.

The Economic Times, Friday 15, June 2007

## EXPLORING THE REEL WORLD

L V Prasad Film & TV Academy was started in 2005 and its first batch of 50 students passed out in April 2007. "It is the first time in the country that a full-fledged film studio and sound recording theatre has an academy to educate and excel young learners." says Hariharan, who also teaches Direction at the academy. In its 2 year Post graduate Diploma in Direction, students learn theoretical and practical aspects of the subject. " The studio is one place you can watch legends at work. Therefore, one need not search for practical learning elsewhere," he adds.



THE NEW INDIAN EXPRESS, FRIDAY, JUNE 01, 2007



### PRASAD EFX DOES INDIA'S FIRST 4K DI FOR 'SIVAJI'

"By routing the entire film through the 4K pipeline for the DI process we can be certain that none of the details available in the celluloid film are lost". Said Madhu of Prasad EFX. "Another advantage is that when we can scale up the images during the post and graphics processes the image will not go soft or lead to any artefacts. As a 4K image has larger resolution we can also have unlimited freedom in manipulating the colors during grading".

Animation Xpress, Friday 15, June 2007

## SPECIAL EFFECTS GALORE IN THOOVAANAM

As far as the computer graphics are concerned the film has a very innovative song sequence developed at Prasad EFX. An entire song sequence "Aedhaedho Maatramadi" has been shot against blue matt backgrounds with a lot of graphics related planning. The project involved creating very lively backgrounds using line drawing techniques with perspective and depth.

The Hindu, Friday, June 15, 2007



## MEGA STAR, MEGA FILM, MEGA HYPE

Prasad EFX, a member of the Prasad Group of Post production facilities, have issued a press release that 'Sivaji' is the first Indian movie to be fully scanned and post-produced in 4K resolution. Every single frame of Sivaji is therefore packed with 48 megabytes of information as compared to the 12 MB that the industry standard 2K resolution requires. In layman terms, this should make the feel and look of Sivaji richer compared to other movies.

The Hindu, Friday, June 15, 2007



## WELCOME TO PRASAD GROUP

### Prasad Media Corporation Limited, Hyderabad

A.Rambabu, Associate - Concessions  
 G Joga Rao, Associate - Concessions  
 D Shiva Shanker, Associate - Concessions  
 A.Santosh Kumar, Associate - Fun Factory  
 K Mahender Reddy, Associate - Fun Factory  
 T Sriaramulu, Associate - Fun Factory  
 V Anil Kumar, Associate - Fun Factory  
 AN Gangadhar Rao, Associate - Fun Factory

### Prasad Video Digital, Chennai

Muthukumar. G, Office Assistant - Admin  
 Madhan. K, Electrician - Electrical  
 Kumar. A, Electrician - Electrical  
 Santhana Lakshmi. D, Jr. Accounts Officer - Accounts  
 Janardhan. K.P, Member - DVD Authoring  
 Ramesh. S, Carpenter - Admin  
 Baby Shanathi. R, Officer - Client Service  
 Senthil Raja. C, Member - Computer Graphics  
 Gunalan. S, Member - Computer Graphics  
 Shanmugam, Member - Commercial Edit  
 Siva Kumar. C, Office Assistant  
 Raghavan, Head - DVD

### EFX - Mumbai

Vaibhav Kulkarni, Animator  
 Makarand Dhotre, Jr. Animator  
 Abhijit Nimbalkar, Composer  
 Harshal Dahake, Technical Support Engineer  
 Irene Furtado, Sales Coordinator  
 Prashant Patra, Trainee - Film Scanning  
 Syed Wasil Hussain, System Engineer - Systems  
 Sujit N Suvama, Sr. Executive - Sales  
 Shubham Singh Rathore, Jr. Composer  
 Supriya A. Lingayat, Jr. Composer  
 Pradeep Kumar Yadav, Trainee Recording  
 Vijay Motiram Kokode, Machine Room Operator - CG  
 Ajith Tupe, Pantry Boy - Administration  
 Suresh Sakat, Office Assistant - Administration  
 Sunil Chitte, Office Assistant - Administration  
 Rajneesh B. Nikale, Manager-Sales  
 Abhay Bavishi, Trainee - Data Support  
 Ganesh G. Navgane, Trainee - Conformist  
 Shahbaz Alam, Trainee - Conformist  
 Amit Ojha, Trainee - Data Support

### EFX - Chennai

Krishnan Jayagopal, Line Producer - CG  
 Praveen Babu .P, Production Co-ordinator , CG  
 Rehana Akbar Khan, Asst.Manager - Sales  
 Raja Kumar .U, Accounts Assistant - Accounts  
 Jayaprakash .N, System Administrator - Systems  
 Revathy. S , HR Trainee - Human Resources  
 Anandakannan. P, System Administrator, Systems  
 Vivek. G, Jr. Line Producer - CG  
 Hariharan.KV, Sr.compositor - CG  
 Vijay selvam, Sr.compositor, CG  
 Abdul Rasheed G. M., Trainee - Roto Artist, CG  
 Abhिलाsh Nanda, Trainee - Roto Artist, CG  
 Amalesh. V, Trainee - Roto Artist, CG  
 Kalaimani. S, Trainee - Roto Artist, CG  
 Karthik Ramesh. S - Trainee - Roto Artist, CG  
 Karthik. R, Trainee - Roto Artist , CG  
 Koushik Krishnan. M - Trainee - Roto Artist, CG  
 Naresh Kumar. K. P - Trainee - Roto Artist, CG  
 Ramprasad. P, Trainee - Roto Artist, CG  
 Sankarraman. G, Trainee - Roto Artist, CG  
 Saravanan. B, Trainee - Roto Artist, CG  
 Sathia Narayanan. T - Trainee - Roto Artist, CG  
 Srimurali. S, Trainee - Roto Artist, CG  
 Srinivas Rasabathula - Trainee - Roto Artist, CG  
 Vijay Prathap M, Trainee - Roto Artist, CG  
 Vishnu.V, Trainee - Roto Artist, CG  
 Yuvaraj. V. S, Trainee - Roto Artist, CG  
 John Vargese.A - Visual Effects Coordinator, CG  
 Shakti Banerjee - Sr.Compositor, CG  
 Chandrakanth. P. T - DI Editor, Digital Intermediate  
 Prabhu Prithviraj Frederick - Head Finance, Accounts  
 Albert Stephen. B. A - Hr - Executive Restoration  
 Chandrasekaran. R - Production Manager, Restoration  
 Sivakumar. A - Production Manager, Restoration

### EFX - Hyderabad

Hari Kumar. T.B, Visual Effects Coordinator - CG  
 Anil Kumar. B, Jr. Composer - CG  
 Pradeep Kumar Pudi, Composer - CG  
 Swapna Mantha, Executive Assistant - Accounts  
 Murali Krishna. P, Executive - Sales

### Prasad Film Labs, Chennai

S.Ganesan - Manager, Maintenance Dept.

## WEDDING BELLS

Kavita Kirodian, Front Office Executive - EFX, Mumbai got married to Balakrishna Sanil on 6th May, 2007

Rishi Gupta, Asst. Colorist, Prasad EFX - Mumbai got married to Payal Hussain on 10th May, 2007

Krishnamurthy, EFX - Chennai got married to Suguna on 28th June, 2007

Ramesh, Graphic Designer - Prasad Group Corporate Communications, Chennai got married to Selvi on 25th June 2007

## BABY NEWS

Mrs. Jeeva Malar, Member - DVD Authoring, Prasad Video Digital - Chennai was blessed with a baby girl on 5th July 07

## RETIREMENT

A.Jayakumar - Supervisor, Printing Dept. of Prasad Film Labs, Chennai was Superannuated from service on 02.07.2007 after 8 years of service.

## CONGRATULATIONS

A.Prabhakaran, Printing Dept. of Prasad Film Labs, Chennai has completed 25 years of service.

G.Muthukrishnan, Developing Dept. of Prasad Film Labs, Chennai has completed 25 years of service.

M.Thiagarajan, Printing Dept. of Prasad Film Labs, Chennai has completed 25 years of service.

## PRASADS - HYDERABAD'S PRIDE



Spiderman 3 is running successfully and it has crossed 100 days. PRASADS IMAX has been rated No.1 in the world for Spiderman 3



Harry Potter & the order of the pheonix was released in IMAX to a good response. The highlight of this film is the climax sequence in 3D.

\* Please report any names left out by mistake through e-mail to [connect@prasadgroup.org](mailto:connect@prasadgroup.org) for inclusion in the next issue

## RECOGNITION FOR EMPLOYEES WHO COMPLETED 4 YRS OF SERVICE AT PRASADS MULTIPLEX & IMAX, HYDERABAD

Name	DOJ	Department
Mrs Sireesha	6-Nov-00	Admin
J Paul	1-Feb-02	Admin
Vasanth Prasad	1-Sep-02	Admin & Banking
Sharath Babu G	16-Nov-02	IMAX
K Srinivasa Raghavan	20-Mar-03	Accounts
Anjaneya Prasad Rao D	1-May-03	Projection
Samuel Raju.N	25-Jun-03	Maintenance
A G Krishna Murthy	26-Jun-03	Projection
D HariKrishna	26-Jun-03	Projection
V Satyanarayana	26-Jun-03	Maintenance
B Kishan Rao	27-Jun-03	Projection
Kota Shiva Prasad	27-Jun-03	Projection
K V Satya Shiva Prasad	4-Jul-03	Maintenance
Somarapu Swamy	10-Jul-03	Maintenance
Bhalke Rekha	14-Jul-03	Box Office
G M Venkatesh	14-Jul-03	Customer Care
Md Khamruddin	14-Jul-03	Customer Care
T Ramakrishna	14-Jul-03	Box Office
Umesh Kumar Patel	14-Jul-03	Cashier
Mallikarjun K	16-Jul-03	Operations
Prabhakar P	16-Jul-03	Maintenance
Shanathi Latha Akurathi	16-Jul-03	House Keeping
G Rishikesh	22-Jul-03	Customer Care
R Kishore Kumar	22-Jul-03	Concessions
T Kishore	22-Jul-03	Fun Factory

\* Heels Voucher was presented for all above employees

## TALENT FEST



Prasad EFX, Chennai, had organized 'Talent Fest' as monthly event for their employees on June 30, 2007. The event was focused on enabling employees to exhibit their talents in different spheres through creative competitions which included Face Painting, Ad Zap and Photography. The entire atmosphere at EFX was loaded with fun and excitement and mind blowing performance by the participants added beauty to the event. Remarkable themes portrayed in striking colors brought in more appeal. The human face was made more captivating through 'face painting', innovative ideas sought expression in ad zap and nature's beauty was captured and displayed for all through some good photography. Prizes were given to extraordinary performers and exceptional photographers.

### The winners for this monthly event:

The team comprising Francis Xavier, Suresh. R, & Vinoth Yadav.B.K won the first prize and the team of Ravichandran.R and Karthik won the second prize for Face Painting. Perumal won the Ad Zap event. Ravi, Krishnan Jayagopal, Vinoth Yadav. B.K won I, II & III prizes respectively for Best Photography.

Mr. Axel, one of our clients abroad distributed the prizes and was complemented with a special gift for his magic performance.

**Silvester Antony, Assistant Manager - Human Resources, EFX – Chennai**



## PICNIC



Prasad EFX had organized a one-day trip to Pragati, family and entertainment resort for its employees of Hyderabad on May 05, 2007 as a token of appreciation for their excellent service and contribution towards growing EFX in Hyderabad through the years.

The trip was organized to enable the staff recline and relax in the company of friends and a

scenic surrounding. The resort was a beautiful place to have lots of fun and laughter with greenery and scenic environment. The resort had all the facilities for indoor and outdoor activities. The staff had a very good time playing indoor games like table tennis, carom, chess etc. The most exciting part of the picnic was to spend time in the swimming pool playing all sorts of water games. The highlight of the trip at the end of the day was that all employees went to Prasads IMAX Theatre and watched Spider Man 3 on the day of release. The trip did a lot to facilitate employees to interact with one another and compete in a lively spirit.

**Silvester Antony, Assistant Manager - Human Resources, EFX - Chennai**



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