

connect

EDITOR'S VOICE

Men may come and men may go but it's only few who leave an everlasting impression in the mind and heart of people. Our Founder is one such person whose Birth Centenary was celebrated on 17th January at Chennai Trade Centre, Nandambakkam, Chennai in a simple but elegant manner befitting the man's simplicity and greatness. The writer had the good fortune of watching him closely during the last few years of his life and was over awed by his simplicity. Success and failures never seemed to affect him. He was always cool and composed unmindful of the results. Just do your best and leave the rest to the audience. They are the ultimate people who will be determining the success or failure of a film – he seems to know.

Every speaker on the dias of the Centenary Celebrations while paying glowing tributes to Shri.L.V.Prasad, spoke not only about his professionalism and achievement but also about his humane qualities - his simplicity, his kindness, his helping nature and his works. Hon'ble Chief Minister of Tamilnadu, Kalaigarnar M.Karunanidhi highlighted the many virtues of Shri.L.V. Prasad, especially the promise he kept.

The occasion was indeed a moment of pride for all of us at "Prasad Group" where in eminent personalities from the industry and those who were associated with our Founder graced and paid glowing tribute to him.

The occasion of course, leaves our shoulders heavier with the responsibility of carrying forward the good work done so far and proceed further following the footsteps of our Founder.

S.Sivaraman,
Editor.

RECENT PROJECTS AT PRASAD GROUP



DI & VFX by Prasad EFX, Mumbai



Lab Services by Prasad Film Labs, Mumbai.



Lab Services by Prasad Film Laboratories, Thiruvananthapuram



DVD Authoring by Prasad Video Digital, Chennai



Visual Effects by EFX, Hyderabad & Chennai



DI & Visual Effects by EFX, Chennai



Audio Services by Prasad Recording Studios, Chennai



DI & VFX Services by EFX-Chennai



Lab Services by Prasad Film Laboratories, Bhubaneswar



Lab Services by Prasad Film Laboratories, Bangalore



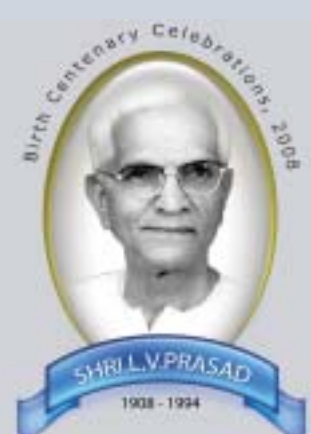
Lab Services by Prasad Film Laboratories, Chennai



Lab Services by Prasad Film Laboratories, Hyderabad

L.V. PRASAD 100 YEARS

L.V.Prasad who rose from the humble beginnings and became one of the finest film makers of India has made films in Hindi, Tamil, Telugu, Kannada and other Indian languages. His classics include Sharda, Milan, Khilona, Ek Duuje Ke Liye, Jeene ki raah, Bidai, Raja aur Runk and many other films. In his films he has directed and worked with legendary names like Raj Kapoor, Meena Kumari, Sunil Dutt, Sanjeev Kumar, Kamal Haasan, NT Rama Rao, A.Nageswara Rao, Sowcar Janaki, Saroja Devi, Jeetendra, Ashok Kumar, Rajendra Kumar, Mehmood, Nutan, Rakhee Gulzar, Shabana Azmi, Vinod Mehra, Smita Patil, Raj Babbar and Shatrughan Sinha amongst others. He started state of the art post production facilities throughout the country which today come under the umbrella of Prasad Group, the largest post production group in India.



Shri L.V.Prasad was awarded the Dada Saheb Phalke Award in the year 1982. The Government of India released a Commemorative Postage Stamp in his memory in the year 2006. Prasad Group, headed by L.V.Prasad's son Ramesh Prasad and grandson Sai Prasad celebrated the Birth Centenary of Late Shri L.V.Prasad on 17th January 2008 at The Chennai Trade Center, Nandambakkam. The function was presided over by the Hon'ble Chief Minister of Tamilnadu Dr.Kalaingar M.Karunanidhi who wrote the script for most of L.V.Prasad's Tamil films, the most notable of which was 'Manohara' starring Sivaji Ganesan. Hon'ble Union Minister of State for Coal, Dr.Dasari Narayan Rao who directed 'Yeh Kaisa Insaf' for L.V.Prasad is a special guest. The function was attended by noted film makers, actors and technicians including Jeetendra, Kamal Hassan, K,Balachander, Maniratnam, Saroja devi, Sowcar Janaki, Anjali Devi, Ilayaraja and others.

Recalling his association with L V Prasad, M.Karunanidhi said, "He took great pride in having been an associate of Mr Prasad. He was happy to note that his sons were ably continuing the legacy of Mr Prasad". **Dr.Dasari Narayan Rao said,** "Mr Prasad was an icon of Indian cinema and was known for making good films".



The entrance Arch at the venue



A section of Special Invitees



Ramesh Prasad welcomes Padmashri. Dr. Kamal Hassan



Ramesh Prasad with Director Maniratnam



Ramesh Prasad welcomes Music Director Ilayya Raja



Actor Jeetendra honoured by Ramesh Prasad



Ramesh Prasad with Yesteryear Actress Anjali Devi



Mrs. Parveen Sultana comperes the function



Ramesh Prasad delivering the welcome address



Ramesh Prasad honouring Hon'ble Chief Minister of Tamilnadu, Kalaingar. M. Karunanidhi



Hon'ble Chief Minister of Tamilnadu, Kalaingar. M. Karunanidhi & Hon'ble Minister, Dr. Dasari Narayana Rao on stage



Hon'ble Chief Minister of Tamilnadu, Kalaingar. M. Karunanidhi addressing the gathering



The delegates on stage



Hon'ble Union Minister of State for Coal, Dr. Dasari Narayana Rao addressing the gathering



Hon'ble Chief Minister of Tamilnadu, K. Karunanidhi addressing the gathering



The elite gathering



Padmashree, Dr. Kamal Hassan brought back his memories of Shri.L.V.Prasad



Actress Saroja Devi felicitating Shri.L.V.Prasad



Actor Jeetendra recollecting his memories of Shri.L.V.Prasad



Director K. Balachander addressing the audience



Actress 'Sowcar' Janaki recollects fond memories of Shri.L.V.Prasad



Actress Anjali Devi felicitating Shri.L.V.Prasad



Kavita Prasad delivers vote of thanks



National Anthem



Prasad Film Labs - Chennai employees with the banners felicitating Shri.L.V.Prasad

IMAGE ACADEMY VFX SEMINAR IN KOTTAYAM AND CALICUT

Image academy arranged a seminar on VFX in Kottayam and Calicut in January, 2008. Mohan Krishnan of Prasad Group Corporate Communications was the speaker and demonstrated VFX from various recent feature films done at Prasad EFX.

The seminars were attended by students, aspiring students, parents and faculty. Both events attracted over 1000 people and a lot of media attention from both press and television channels.

INTERNATIONAL DIGITAL FILM FESTIVAL, SYMBIOSIS - PUNE

The Symbiosis Institute of Media and Communication organized an International Digital Film Festival. The Festival held from the 18th to 20th January 2008 included screenings and seminars by industry stalwarts. Mohan Krishnan of Prasad Group Corporate Communications was a special invitee for this program and a presentation was given by him. He was also a jury panel member.

RAYS & HUES, MALAPPURAM

Rays & Hues Animation and VFX academy has an association with Prasad EFX to place candidates, develop curriculum and train faculty. They organized an event called 'Frames' at Perinthalmanna in Malappuram district to educate prospective students and parents for an insight into the animation & VFX industry.

PRASADS - HYDERABAD'S PRIDE



Prasads launched **PRASADS 4D FX** theatre on 17th January 2008 and it was a visual treat to the audience. It gives a multi-sensory experience to the people. Special computerized show control systems allow seamless integration of stunning 3D video and environmental effects. By employing unique special effects that are synchronized with events on the screen, 4D FX lets audience experience the rumbling of an earthquake, wind gusts on a mountain peak etc. The audience will enjoy stereoscopic 3D, full three degree of motion, wind effects, air jets etc.



X-Mas children carnival was celebrated at Prasads on 24th December 2007.

Prasads hosted **AIDS awareness camp** on 8th December 2007.

BROADCAST INDIA SHOW

M/s. Nigel Gorham of Panavision, Australia and Clive Teare, Technical Head of Panavision India were at the Prasad panavision stall in the Broad Cast India Show held from 1st to 3rd November 2007 in Mumbai. Cameras displayed were the prestigious Genesis



as well as the Panvised HD F 900, both cameras are very popular in Hollywood.



Nigel and Clive answered all the technical queries by visitors including leading cameramen, film makers and

other technicians. Santosh Dhamdhare, Marketing Manager, Prasad Panavision, India was supported by Service Engineer Nilesh Adwankar in demonstrating the Panavision cameras.

Recent release of films shot with Panavision Cameras and Lenses.

**Laaga Chunari Mein Daag,
Jab We Met.**

To be released soon

**The Darjeeling Ltd,
Breaking News,
Hijack,
U, Me Aur Hum**



KODAK TRAINING PROGRAM

A two days training programme on "Problem Solving Techniques" was conducted in Chennai by Mr.Gerry Tribuzio of Kodak, Australia on 17 -18th December 2007 and the participants were issued certificates in the presence of Mr.Amuthavanan of Kodak. Seen in the pictures from Left to Right receiving the certificates are M/s. V.Nagineedu (Hyderabad), K.S.Ramachandran (Bhuvaneswar), K.Rathinam (Chennai), A.Bhate (Mumbai), T.S.Ramesh (Bangalore), S.Venkatakrishnan (Hyderabad), Rajesh Kumar (Trivandrum), K.S.Viswanathan (Chennai), B.Gopalakrishnan (Chennai), S.Sivaraman (Chennai) of Prasad Film Labs.



SIVAJI - SILVER JUBILEE CELEBRATIONS

The silver jubilee celebration of 'SIVAJI' was held on 11th January 2008 at Madras University Hall at Chennai. EFX did the Visual Effects which was widely acclaimed by all. This Rajnikanth starrer AVM's project involved VFX shots spanning a duration of nearly 30 minutes. EFX also Color graded and digitally post produced this film completely in the 4K digital pipeline for the first time in Tamil. The Tamil version release prints were done at Prasad Film Laboratories. **(In the Picture)** Mr.Vijaya Baskar, Sr. Line Producer of EFX - Chennai receiving the award for Special Effects contribution from Hon'ble Chief Minister of Tamilnadu, Kalignar Dr. M. Karunanidhi in the presence of Superstar Rajnikanth and AVM.Guhan.



FIRE SAFETY PROGRAM

A training programme on "Fire Hazards and Safety Equipments" was conducted by **M/s.Usha Fire Safety Equipments** on 22nd December 2007 at Prasad Film Labs, Chennai.

Over 30 employees attended this practical demonstration of using Fire Safety equipment.

WELLNESS TRAINING PROGRAM

Dr. Pratiba Samuel, a member of the Indian Hypnosis council also an empowering wellness practitioner undertook a half day training session on employee wellness. Few of the core team members of EFX Mumbai participated to benefit out of this session.

The program aimed at creating a healthy balance of mind, body and spirit through series of exercises namely - sound therapy, breathing therapy, energy exercises, etc. These exercises were taught for day to day practice especially to relieve stress.

PRASAD GROUP IN THE MEDIA



L.V.Prasad birth centenary on January 17

L.V. Prasad

Prasad and grandson Sai Prasad are celebrating the 100th anniversary of L.V. Prasad's birth on January 17 at the Chennai Trade Centre, Nandambakkam. Chief Minister Mr. Karunanidhi, who wrote the script for most of L.V. Prasad's Tamil films, the most notable being 'Manohara' starring Sivaji Ganesan, is scheduled to preside over the function. Union Minister of State for Coal Dr. Dasari Narayan Rao who directed 'Yeh Kaisa Insaf' for L.V. Prasad, would be the guest of honour.

L.V.PRASAD BIRTH CENTENARY ON JANUARY 17

L.V. Prasad started the state-of-the-art post production facilities throughout the country, which today comes under the Prasad Group umbrella, the largest post production group in India. He was awarded the 'Dada Saheb Phalke' Award in 1982. The Central Government released a commemorative postage stamp in his memory in 2006. Prasad Group, headed by L.V. Prasad's son Ramesh Prasad and grandson Sai Prasad, are celebrating the birth centenary of L.V. Prasad on January 17 at the Chennai Trade Centre, Nandambakkam. Chief Minister Mr. Karunanidhi, who wrote the script for most of L.V. Prasad's Tamil films, the most notable being 'Manohara' starring Sivaji Ganesan, is scheduled to preside over the function. Union Minister of State for Coal Dr. Dasari Narayan Rao who directed 'Yeh Kaisa Insaf' for L.V. Prasad, would be the guest of honour.

THE HINDU, JANUARY 11, 2008

PRASAD GROUP IN THE MEDIA



RICH TRIBUTES PAID TO L.V.PRASAD

Chief Minister M.Karunanidhi on Thursday paid rich tributes to filmmaker L.V.Prasad for moulding public opinion through cinema at a function to mark his birth centenary. Recalling his association with Prasad, Mr.Karunanidhi said he was a script writer for three of Prasad's Tamil Movies, "Manohara", "Iruvar Ullam", and "Thailla Pilla". Prasad was a humane person, who always kept his promises, the Chief Minister added. Mr.Karunanidhi said he took great pride in having been an associate of Prasad. He was happy to note that the legacy of Prasad was being ably continued by his son. Union Minister of State for Coal Dr.Dasari Narayana Rao said Prasad was an icon of Indian cinema and was known for making good films.

THE HINDU, JANUARY 18, 2008

IT WAS MY DREAM TO GROW INTO AN LV PRASAD

"When I started out as a director, it was my dream to grow into an LV Prasad 45 years later," said ace director K.Balachander, who directed LV Prasad's box office hit Ek Duuje Ke Liye. Speaking about LV Prasad's unique approach to movie making, KB said LVP did not harbour negative ideas and themes for making a movie, which is a clear contrast of today's standards, when directors often resort to portraying negative ideas. Saroja Devi, who acted in LV Prasad's Beti Bete, recounted the interesting experience when he promptly handed over an extra sum he agreed to pay her if Beti Bete ran for a 100 days.

THE NEW INDIAN EXPRESS, JANUARY 21, 2008



POWER 100

Spanning over five decades, Prasad Group is a major player in post-production in Asia. Companies under the group have been associated with all fields of film-making, including labs, pre-and-post-production, visual effects, digital video, training filmmakers and much much more. Prasad is now getting into movie production. Once again.

PICKLE - INDIAN ENTERTAINMENT BIZ GUIDE, HAND BOOK 2008

PRASAD PANAVISION LAUNCHES GENESIS HD

At the recently held Broadcast 2007, Panavision displayed its latest Genesis HD digital cinematography camera which offers unparalleled clarity and flexibility in a cable-free video format. Talking about Panavision's representative in India, Gorham says, "Prasad Group have set up the only one of its kind Service Centre for our cameras in Mumbai manned by a specialized technician from Panavision Australia, to service and most importantly train our technicians in the long run."

BROADCAST & FILM, NOVEMBER 2007



FILM LEGEND REMEMBERED

The Chennai Trade Center recently played host to the centenary celebrations of Shri. L.V.Prasad, a doyen of South Indian cinema, who produced and directed several hit films in the past and also founded the Prasad Group. The occasion was marked by the presence of dignitaries like Tamilnadu CM M.Karunanidhi, Filmmaker and Minister of State for Coal Dr.Dasari Narayan Rao, Kamal Hassan, Mani Ratnam, Music Maestro Ilayaraja, K.Balachander, Actor Jeetendra, Yesteryear Actress Anjali Devi, Ramesh Prasad among others who spoke about L.V.Prasad's enduring legacy and contribution to India cinema.

DECCAN CHRONICLE, 19th JANUARY, 2008

WELCOME TO PRASAD GROUP

PRASAD FILM LABS, THIRUVANANTHAPURAM
Ameer. M, Jr. Telecine Operator, Telecine Dept.
Jaya Kumari S, Cashier/Accountant, Accounts

PRASAD MEDIA CORPORATION LIMITED, HYDERABAD
T.Shanker , Technician -Maintenance
S.Ganapathi Reddy, AC Technician - Maintenance

L.V.P.CINEMAS, HYDERABAD
B Srikanth, Associate
V Prasad, Associate
G Srikanth, Associate
M Raj Kumar, Associate
J Rajesh Kumar, Associate
P Sridhar, Associate

PRASAD VIDEO DIGITAL, CHENNAI
Vasanthakumar. J, Tech-Support, Engineer - Techsupport
Sivakumar. A, Member - DVD Editing

PRASAD FILM LABS, MUMBAI
Praveen Kumar L, Colorist
Ilampuranan S, Service Technician
Pallavi Salvi, Trainee - Co-ordinator

PRASAD FILM LABS, CHENNAI
A.Daniel Rajkumar - Executive House Keeper
R.Senthil Kumar - Developing Department
S.Elumalai - Maintenance Department
R.Sankaran - Asst. Officer-Accounts

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

CONGRATULATIONS

PRASAD FILM LABS, CHENNAI

R.M.Muthu Ramalingam, Developing Department has completed 25 years of service.

S.Viswanathan, Printing Department has completed 25 years of service.

S.Natarajan, 70 MM Recording Theatre has completed 15 years of service.

T.Natanasabapathy, Supervisor, Maintenance Department has completed 15 years of service.

EFX - MUMBAI

Shekar SVDC, Trainee Colorist has completed 7 yrs of service

Sony Antony M, Supervisor - Film Input & Output has completed 7 yrs of service

Pankaj Sonar, Driver has completed 5 yrs of service

Subhash D. Tijore, Driver has completed 5 yrs of service

BABY NEWS

Qamruddin, Supervisor-Customer Care Dept, Prasad Media Corporation Limited, Hyderabad is blessed with Baby Boy on 22nd December 2007.

M.Saravanan, Member Computer Graphics, Prasad Video Digital, Chennai was blessed with a Baby Girl on 17th December 2007

Mahesh Dhuri, Electrician, Prasad Film Labs, Mumbai was blessed with a Baby boy on 8th August 2007

Sachin More, Lab Operator, Prasad Film Labs, Mumbai was blessed with a Baby boy on 27th January 2008

Nitin Amre, Credit Control Officer of EFX - Mumbai is blessed with a baby girl by name Sachi on 19th November 2007



WEDDING BELLS

Ameer, Jr. Telecine Operator, Telecine Dept. of Prasad Film Labs, Thiruvananthapuram got married to Mumtaz on 6th January 2008.

Sachin Palyekar, Lab Operator, Prasad Film Labs, Mumbai got married to Seema on 28th December 2007

Sweedel Menezes, Front Office Executive Prasad – Panavision, Mumbai got married to Roger on 27th January 2008

Raghunath Varma, DI, EFX, Chennai got married on 19th August 2007

Rajendran.N, Systems, EFX - Chennai got married on 28th November 2007

Arja Nagabhushanam, Sales, EFX - Hyderabad got married on 2nd December 2007

Jude Martina, Human Resources, EFX - Chennai got married on 26th December 2007

Adam Smith. I.G, Computer Graphics, EFX - Chennai on 27th January 2008

Anvar Sadath. A, Computer Graphics, EFX - Chennai on 26th January 2008

Mehrutz Siganporia, Line Producer, EFX - Mumbai got married to Monaz Mehrutz on 2nd December 2007

Shubham Singh Rathore, Jr. Composer, EFX - Mumbai got married to Harshita on 24th November 2007



RETIREMENT



G.Murugan, Maintenance Department, Prasad Film Labs, Chennai was superannuated from service on 09th January 2008 after 30 years of Service. *(In the Pic)* Mr. K.R.Subramanian, Business Head, Prasad Film Labs, Chennai giving a memento to Murugan in the presence of Mr.Sivaraman, GM - Operations.

THREE THINGS IN LIFE

Three things in life that once gone never come back - **Words, Opportunity, Time**

Three things in life that destroy a person - **Anger, Pride, Greed**
Three things in life that must not be lost - **Peace, Hope, Honesty**

Three things in life that are most valuable - **Love, Self-confidence, Friends**

Three things in life that are never sure - **Dreams, Success, Fortune**

Three things in life that make you a great person - **Hard work, Sincerity, Success**

MALINI, PRASAD PRODUCTIONS, CHENNAI

YOGA CLASSES

EFX Chennai arranged a four day work shop from 4th to 7th October on yoga called "Inner Engineering" by Isha Foundation on for the senior executives of Prasad Group and those who attended found it a truly rewarding experience.



SOME QUOTES MUCH RELEVANT



Weakness : Silent when it is proper to speak and speak when it is not is Weakness.

Ugliness : Better an "ugly face" than an "ugly mind". To be ugly in mind makes one "unwelcome".

Truth and intent : A truth that's told with "bad intent" Beats all the lies one "can invent".

Wise and Wisdom : Man is wise with the "wisdom" of his time only and "ignorant" With its ignorance.

Hours/Minutes : Take care of the "minutes" for the "hours" Will take care of themselves into "days".

Empowerment : Commitment, Creativity and Competitiveness help mould **Autonomy, Accountability and Empowerment.**

P.S.MOHAN, PRASAD PRODUCTIONS, CHENNAI

TALENT EXPREZ AT EFX-CHENNAI



Prasad EFX had organized a 'TALENT EXPREZ' as a part of the employee engagement activity on November 24, 2007. It was a cultural event to bring out the choreography talents of the employees. The event was held at the L.V. Prasad Academy premises and was well attended.

Mr. Sivaraman, GM - Operations at Prasad Film Labs graced the occasion as the Chief Guest along with Mr. Hariharan, the Dean & Director of the Prasad Academy. Though we had only limited performers, the quality of the performance was very professional and enjoyable.

Prizes were distributed to all participants and the evening was concluded on a nice note with the entire lot of staff moving to the canteen for snacks. The program was compered by Ms. Jaya Vasant and coordinated by the HR Team.

The winners for the evening were Mr. Francis Xavier who brought Michael Jackson to life before our eyes with Mr. Vinod Yadav, Mr. Lenin Balaji, Mr. Prakash, Mr. Ravichandran, Mr. Hemadhiri and Mr. Mathialagan giving him the support. Special mention for Mr. Ramesh Jayaraman with his spontaneous performance MJ number.

The singers for the evening were Mr. Elanchezhian and Mr. Lakshmanan.

CELEBRATIONS



On the Eve of Christmas Prasad Film Labs - Mumbai employees enjoy themselves by decorating a Christmas Tree and more.



Diwali was celebrated in Prasad Film Labs - Mumbai by organizing a special pooja in Prasad Film Labs and amidst joyful celebrations by all the employees.



A Floral carpet made by the employees of EFX - Chennai as part of the Vinayaga Chaturthi Celebrations.



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| Singapore | Hollywood

The next issue of CONNECT covering the months of February, March and April 2008 will be released in May 2008.
Please email your articles (before 15th April 2008), news (before 30th April 2008) and suggestions to connect@prasadgroup.org