

connect

EDITOR'S VOICE



It is good news that more and more companies from the corporate sector is entering the film industry and a lot of money is being pumped in to the production sector. The biggies have recently announced a slew of projects. The industry is vibrant and booming, going by the reports in the print media and the industry sources. The prospective producers are no longer complaining about financial crunch. The funds is no longer the eluding factor. There is plenty and with in reach, thanks to the corporate sector.

In my opinion, the real and bigger contribution the corporate companies can make is to bring in their management expertise and introduce metrics and measures in planning, execution and monitoring the progress of the projects they are funding. This will definitely bring in the required discipline and make the industry more organized and efficient which should finally reflect in bringing down the cost of production besides increasing the quality of the final output.

Thus paving the way for a healthy and sustained growth in which every section of the industry is benefited in the long run.

S.Sivaraman,
Editor

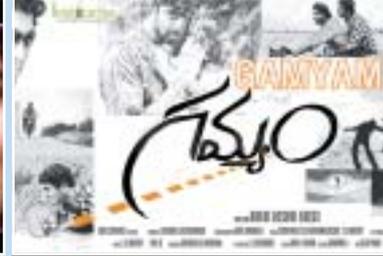
RECENT PROJECTS AT PRASAD GROUP



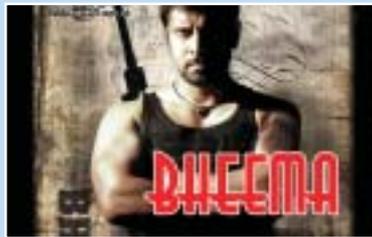
Lab Services by Prasad Film Labs, Chennai



Lab Services by Prasad Film Laboratories, Bangalore & DI & VFX by EFX, Chennai



Lab Services by Prasad Film Laboratories, Hyderabad & VFX by EFX - Hyderabad



DVD Authoring by Prasad Video Digital, Chennai



Visual Effects by EFX, Chennai



DI & Visual Effects by EFX, Chennai



Audio Services by Prasad Recording Studios, Chennai



DI & VFX Services by EFX, Chennai



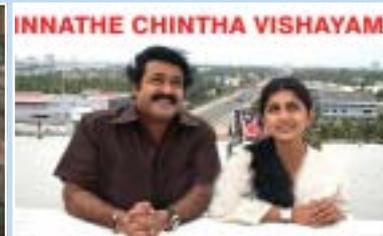
Lab Services by Prasad Film Laboratories, Bhubaneswar



Lab Services by Prasad Film Labs, Mumbai.



DI & Optical by Prasad EFX, Mumbai



Lab Services by Prasad Film Laboratories, Thiruvananthapuram

FICCI BAF AWARD FOR EFX



The 9th FICCI FRAMES award convention was held in Mumbai on 26th March 2008. EFX bagged honors for "The Best VFX in a Motion Picture" –

Special award for "Outstanding Indian Content" was awarded for the film YAMADONGA (Telugu). This is the second consecutive year that EFX has been recognised by FICCI BAF for this category. Last year, we won the award for our visual effects work in the film KRRISH (Hindi). Cheers to EFX Employees!

Continued on next page ➡

STATE AWARD FOR PFL, TRIVANDRUM



The Kerala State Awards have been announced and Prasad Film Labs,

Thiruvananthapuram was awarded the Best Film Lab for the film "Adayalanga". This film directed by Mr.M.G.Sasi and produced by Mr.Aravind Venugopal, has also won the State Awards for the Best Feature Film and the Best Director of 2007. It also bagged the best cinematography award for Mr.M J Radhakrishnan.

FICCI BAF AWARD FOR EFX - Continuation from Page 1

The award winning sequence in the film “Yamadonga”:



For this particular sequence, the old footage of the legendary Late Shri. N.T.Rama Rao Sr. was composited along with Jr.NTR (New Footage). For this some footage from the negatives of some of his memorable old feature films(about 15-20 yrs old) were selected and scanned in 4K resolution for digital film restoration. After restoration, the images were color corrected. The next steps were to shoot Junior NTR separately to accurately match Sr. NTR's moves from the collected dance sequences. To conclude, both the layers were composited from dialogue sequence to the song sequence. By doing this, Sr. NTR was brought to life through the fantasy world of visual effects. The

master establishment shots of the YAMALOKAM were generated in 3D and the interiors were decorated and extended digitally. The computer graphic teams of EFX, from Hyderabad and Chennai, who worked on this project, have been fittingly rewarded for their brilliance.

About FICCI FRAMES

FICCI – FRAMES is Asia's largest convention on the business of entertainment. It is an annual program conducted to recognize and award global excellence in the fields of Animation, Gaming and Visual Effects. Over 2000 delegates representing, the global media and entertainment industry participate in this event every year.

CONNECT congratulates EFX Team.



In the picture : (From L to R) Mr. Ram Mohan, Chairman, Graphiti, popularly known as the father of Indian animation, is seen awarding Mr. Srinivas Chodiboyina, Line producer – EFX (Centre) and Mr. Kilari Hima Kumar, Executive Producer – EFX



The EFX - Hyderabad team

DADA SAHEB PHALKE AWARDS FUNCTION



The Dadasaheb Phalke Academy has conferred the prestigious Dadasaheb Phalke Ratna Award to Dr.B.R.Chopra for his devoted services to Indian film industry at the awards function held on Dada Saheb Phalke Jayanti on 30 April at the Bhaidas Hall at Vile parle in Mumbai. Actor Rajesh Khanna received Phalke Golden Actor award. Many other senior artistes and technicians were also honoured and felicitated with trophies at the function. Mr.Ramesh Prasad, Managing Director, Prasad Group was

the chief guest on the occasion. In his keynote address Mr.Ramesh Prasad recalled the contributions made by Mr.B.R.Chopra to the Indian Film Industry and the pioneering work done by him in realising true potential of the market for films in India and expanding it by producing quality films of great commercial value.



SICA AWARD FOR EFX - CHENNAI



In the Picture : Mr. Vijaya Bhaskar, Sr. Line Producer of EFX - Chennai receiving the award

Southern India Cinematographer's Association conducted its fifth G.V. SICA Awards on 01 May, 2008 at YMCA grounds, Nandanam, Chennai. SICA Awards for 'Best Special Effects for the year 2007 (For Many Films)' was awarded to EFX. EFX is greatly privileged to be the **first company** to be recognized by SICA for excellence in both visual effects and Digital Intermediate services to clientele.

Mr.Kilari Hima Kumar, Executive Producer - VFX added, "This award reaffirms our commitment to the quality of our work. We are delighted to have contributed to the Indian Visual effects Industry in the way we have. This award is definitely an icing on the cake for our crews year long efforts and contribution."

Mr. Madhu Sudhan. K, Executive Producer - Digital Intermediate acknowledged the efforts of the 'men behind the camera'. DI is a technology that expands the horizons of colour. We can manipulate and grade colours according to the imagery or footage, which is not possible in conventional grading. We thank the Cinematographer's for this recognition."

DI FACILITY OPENS IN HYDERABAD



From 2008, EFX will have an additional facility for all its Digital Intermediate (DI) requirements in Hyderabad. The Hyderabad centre is expected to focus on the local demand for DI work, in addition to satisfying the growing demands of clientele in Andhra Pradesh and surrounding regions.

Speaking on the occasion, Mr. Madhu Sudhan, Executive Producer - DI, EFX said "Our strength

is our delivery model. In the long run, most of the need fulfillment will cascade in to satisfied customer base. A strong DI pipeline enables our customers to experience digital quality in real time. What you see in the DI monitor is what you will see on the silver screen, that's the constant endeavor for EFX" he concluded.

Mr. Sankalp Anand, Line producer - EFX, Hyderabad added that "The demand for DI in Telugu movies is rising steadily; Film Directors, Producers, DOPs and Editors comprehend DI and its benefits to their work of art. The value add for all the technicians, will use their day time for shooting and concentrate on DI work in late evenings effectively. This gives the film makers dual advantage of saving both cost and time. Customer loyalty towards the Prasad Group certainly adds value to our goals", he ended.



PRASADS - HYDERABAD'S PRIDE



1. A Press meet on 11th April 2008 was organized for the release of Space Station 3D.

(In the Picture from L to R) Chief Guest, Dr. B.G. Sidharth - Director General, B.M.Birla Science Centre, Hyderabad, Mr. Ramesh Prasad - MD & Mr. Srikanth - DGM, Prasads



2. Budweiser 6v6 football tournament promotion on 22nd March 2008 took place at PRASADS.

3. TATA Sumo displayed their new model car 'GRANDE' on 12th & 13th April 2008 at Prasads.

4. Global Warming Awareness Campaign was conducted by Hyderabad Unplug on May 3rd 2008 at Prasads with excellent response. REVE Rock Band joined hands by giving a great music to the audience.



5. Space Station 3D was released in Prasads IMAX Theatre to a grand reception by the audience. The film is the first IMAX 3D Space film.

6. Spiderwick Chronicle was released in Prasads IMAX and running successfully

To know more information and news about Prasads, Visit our website at www.prasadz.com

Please visit our exclusive activity page on Space Station 3D at www.prasadz.com/spacestation

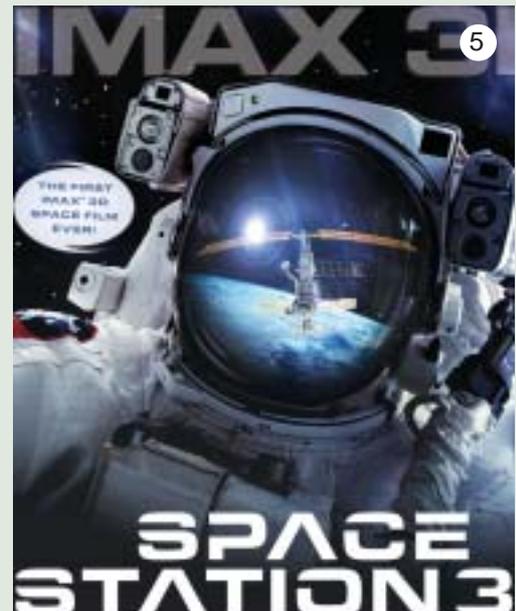


IMAGE INFOTAINMENT

Image Infotainment Ltd, a leading educational company servicing the digital media industry, inaugurated its 6th centre in Chennai. Ms. Kavita Prasad, Director, EFX, the chief guest for the event, spoke about the growing demand for visual effects in the Indian and International feature films. She reiterated that the responsibility of honing the skills of students and developers to international standards lies in the hands of leading e-education companies. She added that "As a integral part of Prasad Group, Asia's premier post production company with 50 years of excellence, EFX is one of the preferred destinations for well trained students." Mr. K. Kumar, MD & CEO of IMAGE Infotainment and delegates from Punch entertainment, a mobile gaming company, were also present during the occasion.



HUMMING WITH BARUN DA



Sri Barun Mukherjee's Workshop for 2nd Year Cinematography students at LV Prasad Film and TV Academy commenced on the evening of 7th April, 2008. We didn't quite know what to expect when we were summoned to his hotel room at 9.30 pm.

What unfolded was a dream-like conversation about our lack of awareness of the real world scenario. The next morning Barunda as he is fondly known "gauged" us by our recently concluded music video and ad projects. Later Barunda's 'Show reel' was not just a montage of amazing Cinematography – for most of us, it was a poetic experience which could have been titled – "recollections from early childhood". All the ads that had over the years formed part of our collective conscious were right there – being played on our very familiar auditorium screen. A revelation was that Barun da had not just provided us with the images of our childhood television, but had also composed some of the unforgettable tunes. The jingles 'Hamara Kal, Hamara Aaj' and 'Kal bhi, Aaj bhi' for 'Bajaj' and 'V.I.P' were not just jingles – they were national anthems.



The workshop which was sponsored by Kodak India Ltd. commenced with product shots of various products like Soap, Oil, Lipsticks and some trick shots like apple falling in water. The finesse with which Barun Da went about executing the lighting and the intricacy with which he personally handled the art direction was an eye opener. Working in tight close-ups with macro lenses taught us how to handle

depth of field even in such proximity. The next morning the entire set was lit and the magic that transpired left us all spellbound as we watched the rushes unfold on the big screen in our Lab theatre. In his own way he took questions posed to him and answered with a kind of modesty, only a maestro is capable of. Truly, an unforgettable experience!

ABHYUDAY KHAITAN - STUDENT, IIND YEAR CINEMATOGRAPHY, L.V.PRASAD FILM & TV ACADEMY

Mr. SIDDIQ BARMAK VISIT



The Golden Globe award winning director, Mr. Siddiq Barmak, was in Chennai for his latest project "Opium War". The screening of this movie was done in 27th March 2008 with a lot of enthusiastic students from the L.V. Prasad Film & TV Academy. Ms. Jaya Vasant, Sr. Manager, International Client Service, said "We have a loyal customer in Mr. Siddiq barmak today, thanks to the quality of service and expertise offered by the Prasad group."

All his film post production requirements have been completed from our facilities in Chennai and Mumbai. The Afghan director also took time to answer some interesting questions posed by the L.V.Prasad Film & TV Academy Students.



WEBSITE NEWS

Please visit our revamped and improved website on L.V.Prasad Film & TV Academy at www.prasadacademy.com

For Photographs and press releases on Shri.L.V.Prasad Centenary celebrations, Please visit www.lvprasad.org

THE FUTURE IN YOUR HANDS

Parents, are concerned about what their son or daughter would turn out to be. Also students, do worry that they might not be able to make up their minds about the future education and career. Many parents have rightful concerns and would prefer their children to follow their advice on what they should choose to do, but why should one limit ones choices today only to regret it tomorrow?

Today is a different day, very unlike how it was when we were young. Today's young people have a better grip on the wider world and also have wider choice of careers. Professional education has also grown leaps and bounds in order to cater to the demands of the ever developing world. Opportunities abound for skilled technicians, creative artists, and diligent professionals. And I am not just talking about business management, engineering, or IT.

The media and film industry is one of those rapidly growing fields. And wherever there is a need for expertise; academic, training, and research institutions do the crucial job of grooming young men and women who can do great things. Every single day there is news of advances in television, radio, and film technology, with new projects being announced, and the industry in need of qualified technicians, creative personnel, and astute managers. It is only apt that those with the right aptitude and the right attitude avail themselves of these opportunities at the right time. This is the time, today is the day. Education in film and media is the way. The Choice is yours !

R.N.SUBRAMANIAN, L.V.PRASAD FILM & TV ACADEMY



THE INDISPENSABLE MAN OR WOMEN

Sometime when you are feeling important,
Sometime when your ego is in broom,
Sometime when you take it for granted
You're the best qualified in the room.

Sometimes when you feel that your going
Would leave an unfillable hole,
Just follow these simple instructions
And see how it humbles your soul.

Take a bucket and fill it with water,
Put your hand in it up to the wrist,
Pull out and the hole that's remaining
Is the measure of how much you are missed.

You may splash all you please when you enter, You can stir up the water galore,
But stop and you'll find in a minute,
That it looks quite the same as before.

The moral in this quaint example Is – "Do the best that you can"
"Be proud of yourself" but remember,
"There is no indispensable man or women".



SERVICE WITH A SMILE

A man wrote a letter to a small hotel he planned to visit on vacation. The letter was "I would very much like to bring my dog with me. He is well groomed and well behaved. Would you be willing to permit me to keep him in my room with me at night".

The Hotelier responded as under:

"I am running this hotel for years. In all these years I've never had a dog steel towels, bed clothes, silver ware or pictures of the walls. I've never had to evict a dog in the middle of the night for being drunk and disorderly, never had a dog run out on hotel bill. Yes, indeed, your dog is welcome at my hotel. If your dog will vouch for you, you are welcome to stay here, too".

Source – Karl Albrecht and Don Zenke Service – America.

P.S.MOHAN, PRASAD PRODUCTIONS, CHENNAI

AN EVENING TO REMEMBER

FICCI-BAF 2008 was a grand finale. The kings and queens of Indian Animation, Gaming and Visual Effects were present in full-strength on the glitzy night of 26th March 2008.

The night began with the display of Autodesk – Best of the best showreel. M/s. Kilari Hima Kumar – VFX Executive Producer, Srinivas Chodiboyina – Line Producer, Jacob Mathew – Senior Producer & me represented EFX and the most eager person of the lot was Mr. Srinivas, representing his team in Hyderabad, who was chosen to receive the FICCI award.

The wait to receive this prestigious award, was a test of patience and then the most awaited award of the evening, special award for outstanding Indian content was announced. The announcement flashed on the big screens, with visual effects footage of Sr. & Jr. NTR from the film Yamadonga. The sound of cheers and claps accompanied our EFX Magicians who walked on stage to receive this award. Mr. Ram Mohan, the father of Indian animation, awarded the EFX team.

Mr. Kilari Hima Kumar then made a speech. He said "EFX is like a pillar rock in India, when it comes to Visual Effects. This is EFX' 2nd consecutive award in the Visual Effects category, Last year it won the same award for the Hindi film KRRISH. We are happy to have contributed to Indian Visual effects in the way that we have." His speech set the stage ablaze.



**C.VIJAY SHEKAR -
MANAGER, CORPORATE COMMUNICATIONS, EFX**

PRASAD GROUP IN THE MEDIA



START - CAMERA - ACTION

According to K.Hariharan, the Director of the institution and a highly regarded film director, the major advantage the institution is its own full-fledged studio. "It is highly expensive to set up a studio. None of the institutions in Chennai have a full-fledged studio for the students to work on and so they can not fulfill the holistic need of an aspiring student in film making," says Hariharan, who is also as educator and columnist. It is the highly modern infrastructure is so good that a student will learn all aspects of film making. We are taught in mainstream industry standard," says Nishanth Raveendran, who is a student of Direction here. There are students from all across the country studying here. "We are afraid when the institute was started that it would be localised and only students from Chennai would be keener on taking up courses here. But there was amazing response from all across the country," says Hariharan.

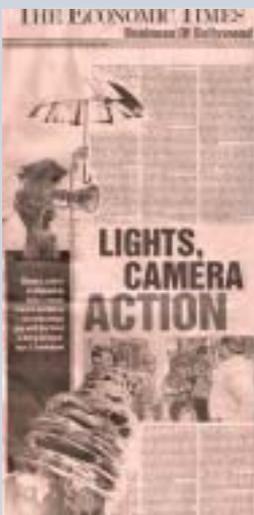
EDUCATION EXPRESS - THE NEW INDIAN EXPRESS, 3rd APRIL 2008

MAN OF CINEMA - SHRI.L.V.PRASAD

Today, the Prasad Group is the largest infrastructure for feature film post production in India. "My father firmly believed in giving back to cinema what he got from it, investing back all his money into film production and technology," recounts Ramesh. The LV Prasad Eye Institute in Hyderabad was founded by him, 'because it was with their eyes that audiences saw his films'. The Dada Saheb Phalke Award (1982) and a postage stamp (2006), bear testimony of the recognition he gained. Ramesh concludes, "My father's mottos were work is workshop, honesty and commitment, passion, perseverance, patience and purity of thoughts. He was indebted to cinema and we owe everything we have to it."



MADRAS PLUS - THE ECONOMIC TIMES, 15th FEBRUARY 2008



LIGHTS, CAMERA, ACTION

The tipping point was in 2006, when California - based Panavision entered the Indian Market. This company, which doesn't sell its cameras but only rents them out, tied up with South Indian movie giant, Prasad Group, as the exclusive partner to sell and service Panavision Cameras in the country. Panavision Cameras, as well as the high end Arri 535 model, allow sync sound, or synchronised location recording of both scene and sound. The very first talkie Alam Ara has used this technique and Hollywood fans accept nothing less till today, but the chaotic Indian System has for long resorted to dubbing, the post-production recording of sound that will be aligned to the movie. But Aamir Khan brought back sync sound in Lagaan (2001), boosting the market for cameras offering the facility. Lagaan's immense success proved to skeptics that sync sound could be used in the Indian Systems also. "The trend of sync sound is catching up. DoPs (Director of Photography) say the scene and the expression come out very well when you record on location," says Mr.Naidu, executive Director of Prasad Labs in Mumbai.

THE ECONOMIC TIMES, 19th APRIL 2008



'ADAYALANGAL' WINS STATE AWARDS

Adayalangal, directed by M.G.Sasi and produced by Aravind Venugopal, has won the State awards for the best feature film and best director of 2007. Its photographer and processing laboratory (Prasad Film Labs, Thiruvananthapuram) have also won awards.

THE HINDU, 9th APRIL, 2008



The new centre of Image Infotainment Ltd in Velachery, Chennai was inaugurated by Ms. Kavita Prasad, Chief Guest of that function.

DINAMALAR, 24th April 2008

WELCOME TO PRASAD GROUP

PRASAD VIDEO DIGITAL, CHENNAI

Sathis. T.R, Executive - System Admin.
Franklin Kanaas. A, Sr. Executive - HR
Niranjani. G.K, Sr. Executive - Accounts
Solaimani.A, Section Head - DVD Edit
John Andrew Charles.S, Data Entry Operator - Subtitle
Gowtham Rajan. C, Trainee - DVD Authoring
Vichin. N Trainee - Computer Graphics

PRASAD MEDIA CORPORATION LIMITED - HYDERABAD

George Bush J, Associate
Arjun N, Associate
A Srinivas, Electrician
P Mallesh, Associate
V Yadagiri, Projectionist
G Anil Kumar, Associate
P Rajesh Kumar, Associate
K Ramu, Projectionist
D Vinay Rajeswar, Associate
B Devender Reddy, Associate
Mohammed Yousuf, Associate
Ch Narsimlu, Associate
P Ashok Kumar, Manager IMAX

LVP CINEMAS - HYDERABAD

S Sai Kumar, Associate
V Swamy, Associate
V Ramesh, Associate
M Shyam Prasad Reddy, Associate
P Geethanjali, Associate
S Balakrishnan, Associate
N Sugun rao, Associate
A Naresh Krishna, Associate
R Shanker, Associate

PRASAD FILM LABS, MUMBAI

Matthew Joseph, Manager - Maintenance

PRASAD FILM LABS, CHENNAI

K.Ashokkumar - Maintenance (Electronics)
K.Thanikaivel - Chemical Department
R.Samundeeswari - Maintenance (Electronics)
T.Rajaram - Maintenance (Electrical) Dept.
S.Shivanandam - Telephone Operator
Karthikesan - Chemical Department
D.Sethu - Developing Department
L.Chittibabu - Developing Department
K.Sundarraj - Accounts Officer

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

CONGRATULATIONS

M.V.Radhakrishnan, Maintenance Department of Prasad Film Labs, Chennai has completed 25 years of service.

P.Palaniappan, Developing Department of Prasad Film Labs, Chennai has completed 25 years of service.

T.Lakshmi, Administration Dept., Prasad Film Labs, Chennai has completed 15 years of service.

WEDDING BELLS

Prasad Media Corporation, Hyderabad

Raju, Technician- IMAX, is married to Savithri on 02nd March 2008

Bhaskar, Associate - Concessions got married on 20th April 2008

Krishna Kumar, Associate-Concessions got married on 09th March 2008

Ramu, Associate -Concessions got married on 28th February 2008

EFX - Mumbai

Venugopal Rao, Colorist - DI Team got married to Bhavya Prathyusha on 17th April, 2008

Milind Kadam, System Administrator - Systems Team got married to Amita on 30th April, 2008

Prasad Film Labs, Hyderabad

Mr. Narendra Reddy - Grader got married to Sunita on 19th April 2008.

Prasad Film Labs, Chennai

S.Santhakumar, Negative Vault, Prasad Film Labs, Chennai got married to S.Ashta Lakshmi on 25th February 2008.

A.Sugumaran, Chemical Department of Prasad Film Labs, Chennai got married to Selvarani on 01st February 2008.

P.Ramesh, Printing Department of Prasad Film Labs, Chennai got married to J.Jaya Lalitha on 11th February 2008.

EFX - Chennai

A. Silverster Antony, Asst.Manager - HR, got married to Sancta on 25th April 2008

BABY NEWS

Venugopal.I, Assistant - Telecine, Prasad Video Digital, Chennai was blessed with a baby boy on 20th March 2008

Ruth Hilda. A, Sr. Executive - HR, Prasad Video Digital, Chennai gave birth to a male baby on 21st March 2008

Babu, CG Department - EFX, Chennai was blessed with a baby girl on 23rd March 2008



BE FIRENDRSHIP TO ALL

"This universe is the creation of supreme Power meant for the benefit of all; Individual species must therefore learn to enjoy its benefits by forming a part of the system in close relationship with other species; let not the other species encroach upon the other's right."

PROVERBS

A man does not seek his luck, luck seeks its man.

A silent mouth is melodious.

An enemy will agree, but a friend will argue

A hungry man is an angry man.

Fame is a magnifying glass.

T.LAKSHMI - STENOGRAPHER, PRASAD FILM LABORATORIES, CHENNAI



FLOATING UNIVERSITY STUDENTS VISIT



'Floating University' belonging to the University of Pittsburg, USA with a Ship containing more than 500 Students came to Chennai and a team of 30 Students from the University visited our L.V.Prasad Film and TV Academy, Chennai on 15th March 2008 to understand about the Indian Movies and the facilities available in our Prasad Studio. Mr.K.Hariharan, Director of L.V.Prasad Film & TV Academy answered questions of the students.



SEMINAR ON VISUAL EFFECTS

Image Infotainment & CG Tantra organised a one-day seminar on 8th March 2008 in Music academy, Chennai. The event focused on Animation, Gaming and Visual effects. About 700 developers, students and delegates from the industry participated in the event. Mr. C. Vijay Shekar, Manager - Corporate Communications, EFX made a presentation on "The state of visual effects in India".

In the Picture : Mr. N. Madhusudhanan, Chairman, FICCI Visual effects Committee is seen felicitating Mr. C. Vijay Shekar, Manager - Corporate Communications, EFX.



CASUAL WEAR DAY AT EFX - CHENNAI



The evening of Saturday, 29th March 2008, was a spectacle to watch. The car parking space in the EFX building was suddenly abuzz with amusement and thrill. Soon the decibel levels mounted, and within minutes, around 250 EFX magicians had gathered; imagining to be watching some rope walking tricks on display. What was about to happen, was for sure more exciting than that.



From the top to the top-notch everyone was dressed in the spirit of 'The Casual Wear Day'. Every one of us was in our own ways waiting, dreaming and imagining about the event. The end objective of this show was to bring the feeling of oneness.

The wait ended; as the mantle to run the show was taken by a familiar voice who gave a rolling welcome to one and all. She was none other than Ms. Jaya Vasant, Senior Manager - International Client Service, who proactively accepted to comperere for this event. The Judges for the evening were Ms. Jaya Shubha, Senior Manager - Human Resources and Mr. Jesudas, Manager - Business Process accepted to conduct the show in style without bias. The judges invited nominees for the event. With some good help of seniors and loud chants and claps from the employees, around 25 participants were selected. The contestants

were asked to ramp walk on the straight parking lines in the car park. They were evaluated on parameters of poise and gait, accessories worn, colorfulness of their attire, attitude, cheerfulness and over all presentation.

The contestants walked the ramp in style elegantly displaying their talent. The final short listed contestants were asked to give their views on the question "What makes Magic in Motion". All the speeches were equally good. The four Casual day style Icons for the day were selected.

Style Icons of EFX, Chennai: Ms. Tulika Roy - International Client Service, Mr. Francis Xavier - Sr. Touch-up artist, Mr. Guga Priyan - Roto Artist, Mr. Vijay Shekar - Manager, Corporate Communications

C.VIJAY SHEKAR, MANAGER - CORPORATE COMMUNICATIONS, EFX



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| Singapore | Hollywood