

connect

EDITOR'S VOICE



There is no doubt that our films are making rapid strides in technology which we could see in the final finish of the film. The advent of digital intermediate (DI) has expanded the horizon of visual possibilities. The visuals are pristine, glossy and is a treat to the eye. The editing is sleek. With the use of state - of - the - art audio recording and reproducing technology, we are able to produce sound tracks of very high standards which gives the audience a never before audio visual experience. This is also the time to remember the ever-green saying 'Content is the King'. In these days when good content seems hard to come by we fondly remember the contemporaries of our founder who made memorable films which touched the minds and hearts of the people.

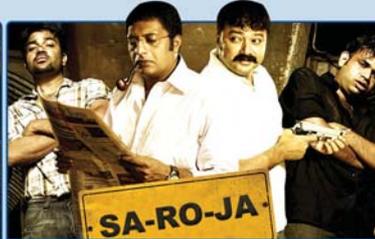
This Year, our industry lost two such master's who produced and directed films of everlasting interest. They are Mr.C.V.Sridhar and Mr.B.R.Chopra. We at Prasad take this opportunity to pay our respectful homage to the departed souls and hope that there will be a revival of interest in depicting human emotions and that technologies play only an invisible role to enhance the ultimate movie going experience of the audience.

S.Sivaraman,
Editor

RECENT PROJECTS AT PRASAD GROUP



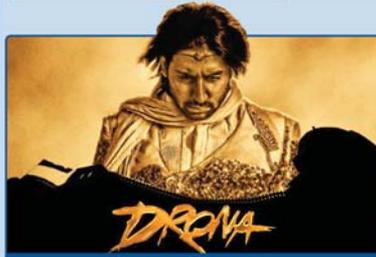
VFX & DI - EFX, Mumbai
Lab Services - Prasad Film Labs, Mumbai



VFX & DI - EFX, Chennai



Lab Services - Prasad Film Labs, Mumbai



Lab Services - Prasad Film Labs, Mumbai



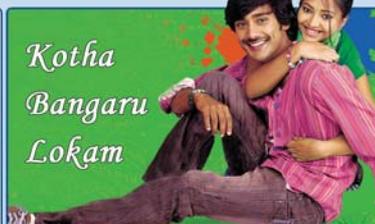
VFX & DI - EFX, Hyderabad



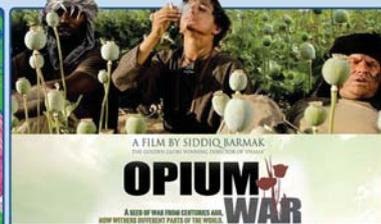
Lab Services- Prasad Film Labs,
Thiruvananthapuram



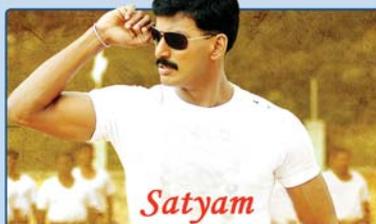
Lab Services - Prasad Film Labs,
Bangalore



Lab Services - Prasad Film Labs,
Hyderabad



Audio - Prasad Recording Studios,
Chennai



Lab Services - Prasad Film Labs, Chennai
VFX & DI - EFX, Chennai



DVD Authoring
Prasad Video Digital, Chennai



Lab Services - Prasad Film Labs,
Bangalore

L.V.PRASAD FILM & TV ACADEMY - CONVOCAATION DAY

L. V. Prasad Film and TV Academy celebrated the graduation of its second batch of 30 students on 27th August 2008, grandly with Music Director A.R.Rahman and Film Director K.Balachander as Chief Guests.

Film Maker Balu Mahendra was the chairman of the jury that selected the best films by the graduating students under different categories. Ramesh Prasad, Managing Director, Prasad Group and K.Hariharan, Director of the Academy were present.



L.V.PRASAD FILM & TV ACADEMY'S CONVOCATION DAY - Cont'd..

K.Balachander in his captivating and inspiring address to the audience said "almost every other profession in the world deals with the body or mind; but in cinema you deal with the heart. Take everything as a challenge, question everything and change everything that needs to be changed". Emphasizing on the role of filmmakers as custodians of the conscience of society he added "watch films, criticize them, celebrate them, massacre them, but do not ignore them. Though you are now officially qualified to be married into the family of cinema, your education however begins now".

His speech was so invigorating that A.R.Rahman requested for and took the speech copy with him. "Try and do something which will make India proud and your institution proud" were the words of advise from A.R.Rahman to the students of the Academy.

Mr.Balu Mahendra in his speech before announcing the awards for the films made by the students said, "How can I get rid of Ray, Godard and Kurosawa in me? I cannot divorce myself form the influence of hundreds of masters, I don't even want to try. So don't get bogged down. Don't start with pre-conditions, just be yourself. One could only say that when identifiable resemblances decrease in your work you are becoming more and more original".

List of Award Winning Students :

Direction:

R.S.Prasanna (Gold)
Alok Bharat Naik (Silver)
Arup Nanjappa (Bronze)
Viplove (Bronze)

Cinematography:

G.V.Satyanarayana Raju (Gold)
Jahnvi Ruparel (Silver)
Abhyuday Khaitan (Bronze)

Editing:

Prasanna Venkatesh (Gold)
Santosh K Nanda (Silver)
Avinash Prakash (Bronze)

Sound Design:

Harekrishna Mahato (Gold)
Santosh K Nanda (Silver)
Bhala Meenakshi (Bronze)



R.S.Prasanna receiving Gold Medal from K.Balachander



Prasanna Venkatesh receiving Gold Medal from Balu Mahendra



Harekrishna Mahato receiving the Gold Medal from A.R.Rahman



Alok Bharat Naik receiving Silver Medal from K.Balachander



Jahnvi Ruparel receiving Silver Medal from Balu Mahendra



Santosh K Nanda receiving Silver Medal from A.R.Rahman

For more pictures & information, visit www.prasadacademy.com

INTRODUCTION TO COOKE LENSES

Les Zellan, Chairman of Cooke Optics Ltd, UK was in India recently on a visit to Prasad Film Labs where a major presentation on the making of lenses and technical information about optics was presented by him to an elite audience comprising of cinematographers, technicians, and students on 15th October 2008.

From L to R : Mr.S.Sivaraman - General Manager (Operations) of Prasad Film Labs, Chennai, Mr.Les Zellan - Chairman of Cooke Optics, Mr.K.Hariharan - Director of L.V.Prasad Film & TV Academy



L.V.PRASAD CENTENARY CELEBRATIONS AT BANGALORE



From L To R : Mr.K.R Subramanian, Mr.B.K.Viswanath, Mr.Sivaraman, Mr.Ramesh Prasad, Mr.Ramesh



Mr.Ramesh Prasad welcoming Mr.K.C.N.Chandrashekar

A function was organized to celebrate the centenary year of Prasad Group founder Shri.L.V.Prasad and 50 years of the group in Bangalore at Hotel Le Meridien on 9th August 2008. More than 150 dignitaries including actors, producers, directors and technicians of the Kannada film industry took part and felicitated Prasad Group and its Founder. Some of the important people who attended the function included K C N Chandrasekar (Producer), Rockline Venkatesh (Producer), Dwarakesh (Actor & Producer), Ajantha Raju (Producer & Distributor) , Paul Chandani (Distributor). K S L Swamy (Actor & Producer) to name a few.

Mr.Ramesh Prasad, MD, Prasad Group recollected memories of his father Shri L.V.Prasad and thanked the Karnataka Film Industry for the long and fruitful association. Mr.K.R.Subramanian, Business Head, Prasad Film Labs, Chennai welcomed the gathering earlier and Mr.Sivaraman proposed the vote of thanks.

For more pictures, visit www.prasadgroup.org

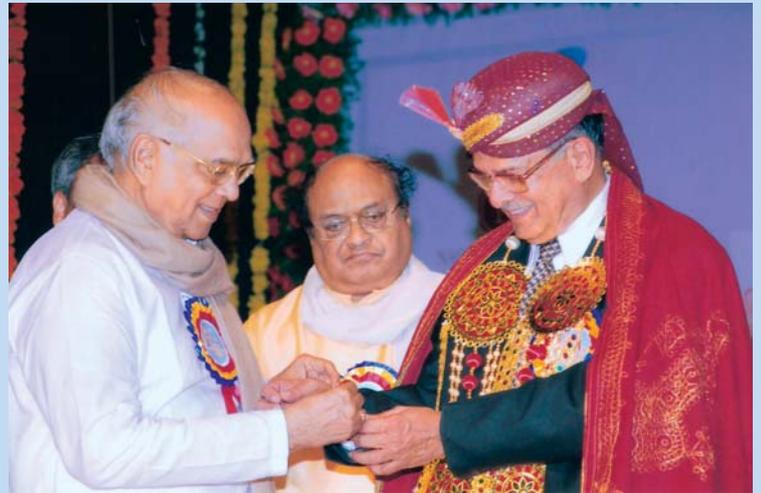
Prasad EFX received the National Award for Best Special Effects for the year 2006 for the movie Krrish. The award was given by the President of India on 2nd September 2008 to Mrs.Kavita Prasad, Director, Prasad EFX at a glittering function in New Delhi.

CINEMASCAPES

“CINEMASCAPES” an event on Cinema Tourism was jointly organised by Film & Television Producers Guild of India and SATTE (South Asian Travel and Tourism Exchange) at Hotel Leela Kempinski, Mumbai on 16th and 17th October 2008. Mr.Ramesh Prasad was a Special Invitee and delivered a speech on that occasion. Veteran Film Makers Mr.Surender Kapoor and J Om Prakash were felicitated for their valuable contribution to the Film Industry.



ANR - VAMSEE AWARD FOR MR.RAMESH PRASAD



The ANR-VAMSEE International Award was presented to Mr.Ramesh Prasad in a glittering function at Hyderabad on 21st September 2008 by the Matinee Idol Akkineni Nageswara Rao (ANR). The function was held in Ravindra Bharathi Auditorium, Hyderabad and was attended by a host of celebrities and government officials including Hon'ble Minister for Finance(Govt. of AP) Mr. K. Rosaiah, Akkineni Nageswara Rao, Dr.C.Narayana Reddy, V.S.Ramadevi, T. Subbarami Reddy, Jamuna, G.Vinod, and Dr.A.Manjulatha.

NATIONAL AWARD TO EFX FOR THE MOVIE 'KRRISH'



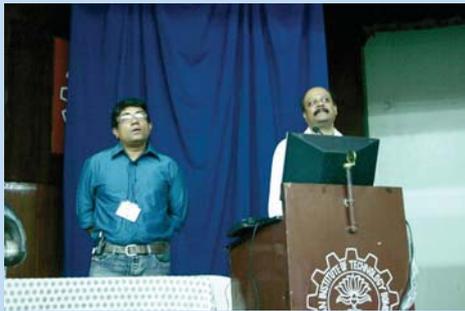
PRASADS - HYDERABAD'S PRIDE



Friendship Day was celebrated at PRASADS jointly by Ramani Creations and Media Minds. The event was sponsored by Reliance Communications. A 10 ft high backdrop was erected for the huge gathering to write their poetic messages and imprint their signatures. Some of them wrote the names of their best friends. Prizes and special gifts were presented to the participants. About 10000 friendship bands were distributed amongst the participants.

For more news & information, visit www.prasadz.com

ANIFEST INDIA 2008



Anifest India 2008 an annual event by TASI (The Animation Society of India) was organised at the picturesque IIT, Powai campus in Mumbai between August 15-17, 2008. Prasad EFX was invited to participate in the event to showcase the VFX work done in Kunal Kohli's film 'Thoda Pyaar Thoda Magic' on 17th August 2008. Cinematographer Sudeep Chatterjee found time in his busy schedule to be present along with Mohan Krishnan of Prasad Group to take the large group of animation enthusiasts through the making of the film's VFX. Mr.Sudeep fielded a number of questions about the film from a technical perspective.

BRADLEY UNIVERSITY GROUP VISIT



A group of 30 members of the executive management program from the Bradley University, Peoria, Illinois, USA visited Prasad facilities in Chennai on 11th October 2008 as part of an ongoing arrangement to acquaint its students on the business scenario in India. A presentation on the Indian entertainment industry followed by an interactive session was taken up by Mohan Krishnan, Head – Corporate Communications, Prasad Group. Mr.Sivaraman spent valuable time with the group interacting on various technology related points. This was followed by a tour of the facility.

EFX CAMPAIGN @ VELLORE



Tamil Maiyam, a registered non-profit organization that has been established to promote Tamil Art, Literature and Culture, as part of its commitment to bring urban facilities to rural areas organized a job fair in Vellore, Tamilnadu on 30th September 2008.

Prasad EFX's HR Department participated in this job fair to meet up with prospective candidates. The fair attracted large number of visitors from across the district.

KODAK IMAGE CARE TRAINING PROGRAMME



A Training program on 'Chemistry of Processing' was conducted at Prasad Film Labs, Chennai as part of the Kodak ImageCare training program by Mr.S.Sivaraman on 19th September 2008. The session was attended by Production Supervisors, Maintenance Engineers and Chemists.

INDUSTRIAL SAFETY TRAINING PROGRAMME



A full day Training Program on Industrial Safety covering Accident Prevention, Personal Protective Equipment, Material Handling and Fire Hazards was conducted by the Factory Inspectorate of the Government of Tamil Nadu on 30th October 2008. About 35 employees of Prasad Film Labs, Chennai comprising supervisory personnel in Production and Maintenance Department and Chemists participated in the program.

PANAVISION WORKSHOP AT WHISTLING WOODS



Prasad Panavision conducted a camera work shop for 3rd year students of Whistling Woods from 16th to 18th, September 2008 at their campus in Mumbai. This work shop was organized with the help of Cinematographer Mr. Rajen Kothari, Head of Cinematography Department of Whistling Woods International - Mumbai and his associate Cinematographer, Mr. Krishnamoorthy. The workshop was conducted by Director of Photography, Mr. Prasanna Jain.

VFX EXTRAVAGANZA BY IMAGE ACADEMY



Image Academy, one of the academies with an understanding with Prasad EFX for Human Resources sourcing organized a gala event in Trichy and invited Mohan Krishnan, Head – Corporate Communications, Prasad Group to inaugurate and participate to showcase VFX case studies from various projects done by Prasad EFX for the benefit of a large gathering of over 1000 students from across various institutions. The event was held on 30th August 2008.

PANAVISION WORK SHOP AT FILM & TELEVISION INSTITUTE OF INDIA - PUNE



On the invitation of Film and Television Institute of India – Pune, Prasad Panavision conducted a camera workshop on 24th September 2008 at Pune. “Jodhaa Akbar” fame Director of Photography Mr. Kiran Deohans, conducted the work shop. Mr. Santosh – Manager, Technical Marketing - Prasad Panavision, explained the technical aspects of Panavision Camera to the students.

For more information, visit www.prasadpanavision.com

CII BIG PICTURE SEMINAR, CHENNAI



“Growing Power of Regional Cinema” a seminar organized by CII was held at Taj Coromandel, Chennai on 7th October 2008. A Session titled Digitization of Regional Cinema (Digital Cinema, New Formats – Animation, Gaming & Mobile) explored new vistas and trends made available by the effective use of technology. Dr C Chandramouli IAS, Secretary – Information Technology, Govt. of TN delivered the key note address for the session. Mohan Krishnan (Head – Corporate Communications, Prasad Group) was one of the panelists along with other eminent industry professionals including M/s. K B Reddy, Chief Executive Officer, Digiquess, Saleem Mobhani, Chief Operating Officer, Hungama Mobile, Arvind Ranganathan, Head – Strategy, Real Image and Tan Ngaronga, CEO, Sathyam Cinemas.



TRYING TIMES OF NATURE'S RAVAGE

The recent cyclone 'Nisha' accompanied by days of incessant rains in Chennai flooded our campuses and brought work to a standstill. Words cannot describe the problems faced and we take this opportunity to thank and recognize the sterling service of the following personnel during this hour of need:

Prasad Film Labs: Housekeeping team headed by Mr.Balakrishnan, Electrical team headed by Mr.Palani, Mechanical team headed by Mr.Gopalakrishnan.

Prasad Studio and EFX: Administration team headed by Mr.Dinesh, Systems administration team headed by Mr.Jeyendran, Technical support team headed by Mr.Rajendran, Electrical & Civil team headed by Mr.Balakumar, Mr.Satish of EFX accounts, Mr.Prabakar of Prasad Productions...

...And all others who contributed to put the system back on rails. We also recognize the invaluable contribution of M/s.Dialtone, providers of housekeeping services for our facilities.

Management and Employees of Prasad Group.

HEALTH TIP

VITAMIN C - BEYOND CITRUS: Vitamin C makes most of us think of citrus – oranges and lemons. This isn't accurate, but there are many other foods with plenty of C, some that contain even more than citrus fruits. For example, red, green and yellow peppers, and such herbs as parsley and basil, contain large amounts of C. Foods highest in vitamin C include guava, kiwi, cranberries, cauliflower, blackcurrants, strawberries, mangoes, red cabbage, oranges, papaya, peppers (red, yellow and green), broccoli and turnip greens. Green tea contains antioxidants in addition to C.



WELCOME TO PRASAD GROUP

Prasad Film Labs, Chennai
E.Sivakumar, Exim. Department

Prasad Video Digital, Chennai
Vijay Anand. S, DVD Authoring
Karthik.G, Electrical

Prasad Media Corporation Ltd, Hyderabad
Kenroy Clarence Daly, Associate - Customer Care
G Balakrishna, Associate - Customer Care
Chaitanya Sajjad, Asst.Manager - Operations
P.Satish Kumar, Associate - Customer Care
Rudolph patrick Holding, Associate - Customer Care
N Nageswar rao, Associate - Fun Factory
T Konda Babu, AC Technician - Maintenance

BABY NEWS

Vijay Anand, Member - DVD Authoring, Prasad Video Digital, Chennai was blessed with a baby boy on 1st October 2008.

Krishnamurthy.P, Client Service Dept., EFX - Chennai was blessed with a baby boy on 16th October 2008.

BL Prasad, compositor - CG was blessed with a baby girl on 24th September 2008.



CONGRATULATIONS

B. K. Prabhavathy (Stores Dept), **R. Amaranathan** (Printing Dept), **Jacob Thomas** (Printing Dept), **K. R. Madana Gopal** (Tape Punching Dept), **T. R. Gurumurthy** (Maintenance Dept) of Prasad Film Labs, Chennai have all completed 25 years of service.



Mr.Rajesh Panchal, Lab Coordination Department, Prasad EFX - Mumbai gets Best Performance Award for the year from Mr. Mukesh Baijal - General Manager, Sales, Prasad EFX - Mumbai

CONDOLENCE

G. Naggaiah – General Dept. of Prasad Film Laboratories, Chennai expired on 17th September 2008.

** Our heartfelt condolences to the bereaved family.*

RETIREMENT

M. Kamaraju– Supervisor, Maintenance Dept. of Prasad Film Laboratories, Chennai was superannuated from service on 6th October 2008 after 23 years of service



KODAK IMAGE CARE ASSESMENT



Phase 1 accreditation Assessment for Prasad Film Labs, Chennai was performed on October 20th 2008 by Mr.Jerry Tribuzio of Kodak. After the stringent Annual audit, our Chennai Lab is once again assessed as meeting the Kodak Image Care programme standards for the assessment year 2008.

KOREAN DELEGATES VISITS PRASAD FACILITIES

A business delegation from Korea visited Prasad facilities in Chennai on 01.08.2008. Mr.Sivaraman facilitated their tour and explained about the film post production process in India.



INDEPENDENCE DAY CELEBRATIONS

The Indian Tricolor was hoisted by Mr.Ramesh Prasad to mark the Indian Independence Day on 15th August 2008 at Prasad Film Laboratories, Chennai along with senior managers of Prasad Group. L.V.Prasad Film & TV Academy started the current year's courses with new batches and the group walked to the Academy Campus to address the New Students.



From L To R : Mr.K.R Subramanian, Mr.K.Hariharan, Mr.Sivaraman, Mr.Ramesh Prasad



A DAY OUT FOR EFX MUMBAI

The 11th and 12th of Oct 2008 will remain close to our hearts. The yearly picnic was a real gala affair. Being with the same set of people one is with everyday, in a different environment can be a very refreshing change and EFX mumbai experienced just that. Mountview resort is placed somewhere amongst the hills and the smell of lush greenery was therefore a treat to our noses. Since it is outside the city limits, it provided huge lawns to amble around. However where was the time? It was a choc-a-bloc fun schedule. After reaching the spot we were given immediate instructions by our organizer to be ready for the dance party – a party with lots of games which put our skills to test and dished out awards for best performers in every team. Nature seemed more than willing to allow us the pleasure to dance and it started pouring in between making the dance a “rain dance”. No one was ready to sit back to watch the rest.



Even those with two left feet learnt the art of shaking a leg. After supper some of us retired to bed but most of us weren't willing to spend even a minute sleeping during the picnic and so we explored the place through the night.

For those of us who had gone off to sleep, we got up to a late breakfast and the sun was ready to welcome us. But stroll we did, in the lanes and bylanes of mountview, remembering the names of flowers and trees we had learnt long ago. Quite a few decided to spend the rest of their precious time in the pool itself and the others were busy with the indoor games facility provided at the resort. After lunch we were ready to get back home, with a deep sense of satisfaction that we had a chance to enjoy the 2 days to the hilt. Good surroundings, good food, good rooms and good crowd – we couldn't have asked for more.

KHANAK JHA, ASST. MANAGER - HUMAN RESOURCES, EFX - MUMBAI

ORANGE DAY AT EFX - MUMBAI

It was the 2nd of August and the office atmosphere gave us a 2nd chance to loosen up a bit. While we were toying with the idea, on 2nd thoughts the “orange friendship day” got a go ahead from all.



So there we were - all dressed up in various shades of orange. This day was primarily organized to welcome the new additions at EFX and most of us had been keeping too busy to socialize around and know each other. So what better occasion to organize a gathering than a “friendship day”? Ice breakers were organized which served as a good tool for knowing one another and even some clients joined in the flow in due course. The event ended with sweetmeats and awards for those who had won in various games.

KHANAK JHA, ASST. MANAGER - HUMAN RESOURCES, EFX - MUMBAI

FLORAL CARPET DECORATIONS



Floral carpet decorations made by EFX - Employees during the recent festival season in EFX - Chennai



58, Arunachalam Road, Saligramam, Chennai - 600 093. Phone : + 91 44 23760092, 23761174, Fax : + 91 44 23761551
www.prasadgroup.org

Offices & Facilities at
Chennai | Mumbai | Bangalore | Bhubaneswar | Hyderabad | Thiruvananthapuram | New Delhi | Kolkata | Dubai
| Singapore | Hollywood

The next issue of CONNECT covering the months of November, December 2008 & January 2009 will be released in February 2009.
Please email your articles (before 15th January 2009), news (before 30th January 2009) and suggestions to connect@prasadgroup.org