

connect

EDITOR'S VOICE



The general perception is that creative people and people with artistic bend of mind usually lack administrative skills, hence are not successful in business. This seems to be particularly true with film actors and actresses. We have heard of the sorrowful stories of our stars of yesteryears who have lost their entire life's earnings in their attempts to become producers. But there are exceptional few who proved it otherwise. Our film industry recently lost two such actors who made it big as producers. They are K.Balajee of South Indian Film Industry and Feroz Khan of Mumbai Film Industry. Incidentally, there are a lot of similarities between these two great actors turned producers. Both of them were flamboyant and dashing and known for their strict discipline and efficiency. They knew the pulse of the audience and made films which catered to their taste. Feroz Khan's films (which he produced under the banner F.K.Films) are particularly known for its glamour, glitz and fabulous visuals. He has never compromised on spending when it comes to quality and always aimed for technical excellence. So is the case with K.Balajee who too ensured that his films produced under the banner 'Sujatha Cine Arts' carried the stamp of quality. Most of his Tamil films which were remakes of popular Hindi films never disappointed the audience because of its perfect casting, production values, execution and finish. At the same time they had good control over cost, production scheduling etc., to make the projects viable. They are also known for fulfilling their commitment to various sections of the film industry and the people they deal with. That is one of the main reasons for their long standing reputation in the industry as producers. Their contribution to the then thriving industry was significant. Unfortunately producers of such calibre are a vanishing tribe now.

We are proud, that both these veterans always chose Prasad Film Laboratories and Prasad Group Companies for the post production work. The Management and the employees of Prasad are grateful to these two greats who have always appreciated quality and patronized Prasad. We deeply mourn the sad demise of these two personalities who were not only great producers but also great human beings, always kind and warm.

S.Sivaraman, Editor

RECENT PROJECTS AT PRASAD GROUP



CANNES FILM FESTIVAL



Prasad Group is participating as a Silver Sponsor in The India Pavilion organised by ASSOCHAM at the 62nd Cannes Film Festival, being

held between 13th and 23rd May 2009 at Cannes, France. A 1956 classic feature film 'The Red Shoes' which has been digitally restored by Prasad EFX is being screened under the Cannes Classics 2009 section. The festival is being attended by Suresh Babu of Prasad EFX.



FICCI FRAMES 2009



This year's Frames, an annual event organised by FICCI, was held between 17th to 19th February 2009 at Hotel Renaissance, Powai, Mumbai. Frames honored legends including Amitabh Bachchan and Danny Glover at a grand function attended by several government officials from the USA. The Media & Entertainment Industry in India is presently Rs.584 Billion (2008) and is expected to grow to Rs.1052 Billion by 2013 according to the KPMG report released on the occasion. The big growth areas of the future being Gaming (33.3%), Internet Advertising (27.9%), Television (14.5%), Radio (14.2%), Print (9%) and Film (9.1%). The event was attended by several industry professionals and a number of useful sessions on various subjects ranging from Television, Film and Radio to case studies in Animation & VFX and Co-production agreements were organised. Karan Johar joined the board of FICCI Entertainment Committee as Co-Chairman heralding the entry of youthful dynamism amidst much expectations from the Industry.



BIRMINGHAM UNIVERSITY OFFICIALS VISIT PRASAD



Professor Christopher O'Neil, Executive Dean of Birmingham City University, UK led a small group of officials on a visit to Prasad facilities in Chennai and interacted with senior managers to understand business models of Prasad Group and the education scenario from the L.V.Prasad Film & TV Academy perspective on 13th February 2009.

BRADLEY UNIVERSITY STUDENTS VISIT PRASAD



A group of 16 UG Students from Bradley University, Peoria, Illinois, USA, visited Prasad Group facilities in Chennai on 17th March 2009 to observe and understand various facets of the business as an effort by the University to increase awareness and exposure in doing business with India. Prasad Group has a long term relationship with Bradley University in this area.

YOUNG ENTREPRENEUR AWARDEES VISIT PRASAD

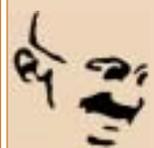


The British Council has an ongoing program called 'Young Screen Entrepreneurs' and this year's award winner Teun Hilte - Managing Director, Content Republic and runner-up Phil Wood, Co-founder and Programmer of Roxy Bar & Screen and Geraldine Patten, Managing Director of Keel Films were on a tour of Indian Film companies and visited Prasad Group, Chennai on 25th February 2009 to understand the Media and Entertainment business in India and the opportunities it provides. The visit was organised by The British High Commission.

ARENA MULTIMEDIA STUDENTS VISIT PRASAD



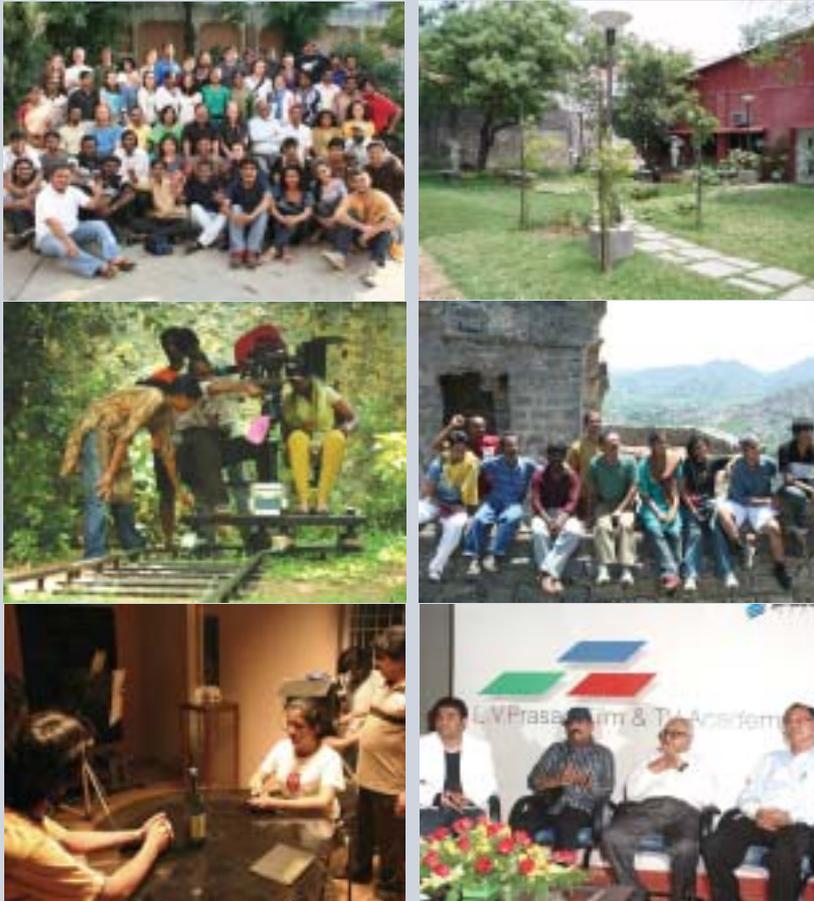
Students of Multimedia and Editing from Arena Multimedia - Kellys Center, Chennai, India, visited Prasad EFX and Prasad Film Laboratories, Chennai on 24th February 2009 to gain knowledge of VFX, Traditional and Avid editing work flows. The students spent a lot of time interacting, understanding and clarifying various points.



*Even if you are a minority of one,
the truth is the truth.*

- Mahatma Gandhi

KUDOS FOR L.V.PRASAD FILM & TV ACADEMY



The last few months witnessed an unprecedented recognition for the student films of the LV Prasad Film & TV Academy. It all began with the IFFI in Goa where one of our cinematography students' works was selected for the Panorama. Abhyuday Khaitan's film '*The Shop that sold everything*' was screened and came in for a lot of praise. Our own Chennai International Film Festival next, screened all our diploma films of 2008 as part of their programme and this was reported in all the media.

Soon on its heels came this year's Berlin International Film Festival where Abhyuday was invited again and along with him the Berlinale also invited our direction student R S Prasanna to be a member. They had some very valuable discussions with fellow filmmakers from all over the world. Another student film called '*Janmantharam*' by Nishant Ravindran was screened at the Colombo International Film Festival. In the beginning of March a very reputed Student film portal called Reelshow International declared our Academy as among the top ten film schools in the world. And in the most recent edition they have voted Prasanna's diploma film "*Penn Vesham*" as the best student film for this quarter. Incidentally this film was also given the gold medal by our own august jury during the diploma screenings last August.

Last month the Sischutke film festival in Potsdam, Germany screened direction student Rohin's diploma film '*Nanba*' in the competition section and Alok Naik's film '*Mallika*' in the information section. Both of them were invited to the festival and their films were appreciated immensely. The Lucknow Film Festival held last month showed the student films of Abhilasha and Rohin. All of this proves that there is going to be a growing market for short films and with the growing popularity of Direct-To-Home television, I am sure, audiences in the future will be calling in for short films quite like the way they are downloading mobile ring tones! We must realize that cinema as an art form can never fade out. It will only change its shape to suit the requirements of the audience.

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

RESTORATION TRAINING PROGRAM



A Leadership Training Programme was organised on 27th and 28th April 2009 for Managers of the Film Restoration division of Prasad EFX, Chennai. Mr. Shantaram, VP-HR, set the premise for the training and Mr. K.V.Ramesh, VP-Operations, expounded on Managerial Leadership. Mr. Martin Robert, Manager - Training, facilitated the programme with case studies, simulations, lectures and structured exercises. Demystifying Leadership, Skills and Qualities, Orientations, Styles, Challenges, Relevance of leadership were covered during the two day training programme. Participants were introduced to leadership SWOT, Discovering one's preferred style of leadership through psychometric tools and mutual feedback. The program was a platform to synchronize and learn 'What others expect from Me'.

IMAGECARE TRAINING PROGRAM

A Training program on 'Film Handling' was conducted at Prasad Film Labs, Chennai as part of the Kodak ImageCare training program by Mr.S.Sivaraman on 25th April 2009. The session was attended by all Supervisors in Grading, Printing, Developing, Chemical and Maintenance Departments and workmen in ECN - Calder & Negative film handling.

ACADEMY AWARD WINNER AT PRASAD



Academy Award Winner for achievement in Sound Mixing Resul Pookutty was at Prasad for mixing audio for the film Pazhassi Raja on 12th April 2009. He interacted with the audio department team members and offered valuable advise on several related aspects.

RECENT ACTIVITIES AT PRASADS - HYDERABAD'S PRIDE



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1. Aircel, mobile services provider, conducted an event to promote their services. To make it more interactive they had an activity with the patrons walking into the complex by involving them in games on 2nd May 2009.
2. Gillete has been Prasads regular customer in running product promotions at the Mall Complex. The activity they had this time was to give a free shave to all the patrons who visited on 28th February 2009.
3. 'Invisible Wings' was screened for the students of Nasr School on the 9th April 2009. This is a movie based on a girl who loses her two hands and still manages to live like any other human being and provides a lot of inspiration and confidence to youngsters.
4. To promote their brand, Asian Paints ran an SMS contest providing the winners with free paints for their house.
5. Toyota Innova displayed its new model on 3rd February 2009, attracting a number of visitors.
6. Nokia conducted an event to promote Nokia 5800 express music mobile phone, along with Airtel on 14th February 2009.
7. Fiat displayed its new model LINEA in March 2009 for two weekends.
8. Mr.Ramesh Prasad was a 'Guest of Honor' at the Tamil Nadu Tourism meet which was organized to promote Tamil Nadu Tourism on 13th March 2009. The event was hosted by Mr Rajaram, MD of Tamil Nadu Tourism and the Secretary of Tamil Nadu Tourism. Mr.PV Ramana Reddy (Executive Director, AP Tourism Development Corporation) was another Chief Guest at the event.
9. LG Stars of India, an event conducted for 2 days as a general promotion for LG products attracted a lot of interested visitors.

BABY NEWS

Prasad Film Labs, Mumbai

Avinash Bhongade Lab Operator was blessed with twins a Baby Boy and Baby Girl on April 10, 2009

EFX, Chennai

Loganathan - Restoration was blessed with a Baby Girl on March 26, 2009

Sundararajan. A - HR was blessed with a Baby Girl on April 8, 2009
Ganesh.S - CG was blessed with a Baby Girl on February 11, 2009

EFX, Mumbai

Pradeep Kumar Yadav - Recording Technician was blessed with a Baby Boy on February 11, 2009

CONGRATULATIONS

Prasad Film Labs, Chennai

M. Ravi - Developing Department has completed 25 years of service

V. Bupesh - Developing Department has completed 25 years of service
V. Ashok Raj - Chemical Department has completed 15 years of service



MUSICAL GEMS OF PRASAD PRODUCTIONS

True romance was portrayed in the song from Ek Duje Ke Liye. This song belongs to every heart that breathes love. It goes like this:

Solah Baras Ki Baali Umar Ko Salaam
Aye Pyar Teri Pehli Nazar Ko Salaam
Duniya mein sabse pehle
Jisne dil diya
Duniya ke Sabse Pehle
Dilbar Ko Salaam

*I salute the teenage of sixteen
I salute the very first glance of love
Whosoever offered
The heart to his beloved
I salute to that very
first beloved of the world*

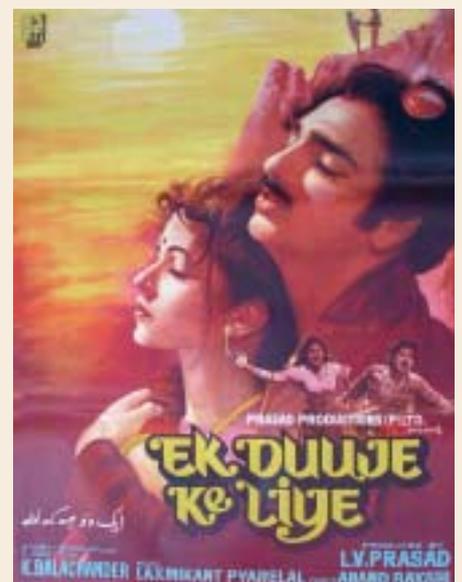
Indeed, love can break all the barricades of cultures, of languages. From same film there is a thematic duet song; which says –

Tere Mere Beech Mein
Kaisa Hai Yeh Bandhan Anjaana
Maine Nahin Jaana Tune Nahin Jaan
Ek Door Keenche Dooja Chala Aaye
Kache Dhaage Mein Bandha Chala Aaye
Aise Jaise Koi Deewana
Itni Zubaane Bole Log Hamjoli
Duniya Mein Pyaar Ki Ek Hai Boli
Bole Jo Shamaa Parwaana

*Lovers do not understand why this
Bond is taking place between them
This invisible bond forms a strong
Telepathy between them
They believe that there exist
Hundreds of languages but
The world has only one language
language of moth -An obsessed lover
of flame*

Sangeetha Dighe, Business Sourcing Executive, Prasad Panavision, Mumbai

...Continued from previous issue



WOMEN'S DAY CELEBRATIONS AT EFX-CHENNAI



The Flower power (Not to be read as FLOUR) in Prasad Group, Chennai came to the forefront on the 7th March 2009 to celebrate the spirit and essence of being a WOMAN. International Womens Day was celebrated with full gaiety and fun, music and dance and not to forget the introduction of each woman present ranging from early twenties to late Fifties, to ladies who had completed 30 years in Prasad to 3 days...



The All Women evening had about 50 ladies and the only two men officially allowed to be in the auditorium were the Photographer, who opted to see through the lenses of his camera for the whole evening and the Housekeeping Supervisor, who refused to look up from his position in a corner!!! The 'blooming buds' of EFX (to be read as BUDS only!) gave enthralling performances matching steps with the lilting dance numbers of Vijay and Prabhudeva and FilmDom's sizzling ladies!! A special mention of Preetha, Sharanya and Kanmani of EFX who gave us some really exceptional 'hot' dance numbers... the men stayed off since they had been told that entry will be allowed only if they wear 'flowers' in their hair!!! Finally the Barbie Doll cake was cut by the oldest staff of 30 years, Lalitha of Prasad Film Lab, sixty year old Sharada of 70mm Audio theater who retires next month and Kamakshi, the youngest entrant in Prasad Video Digital, followed by refreshments before being chased out of the preview theatre!!!



JAYA VASANTH, EFX - CHENNAI

HEALTH TIP - PINEAPPLE



Therapeutic Effect - The enzyme Bromelain in Pineapple starts the digestive process, thereby relieving gastrointestinal upsets, improving circulation, stopping cramps and inhibiting inflammation. It may help rid the body of inflammatory compounds that contribute to arthritis. It also has diuretic properties which induce perspiration, flushing the body of toxins.

Tip - fresh pineapple juice can calm digestive upset in children. Mix pineapple juice with an herbal tea and give in small amounts.

Take care!

To avoid the effects of fruit acids, present in pineapple, on your mouth, rinse your mouth with water after consuming and brush as soon as possible.



WELCOME TO PRASAD GROUP

Prasad Film Labs, Hyderabad

Layesh Patro, Asst. Manager - Admin
K. Kiran Kumar, Executive - Accounts
S. Surya Narayana, Executive - Accounts & Recoveries
G. Kiran Kumar - Trainee, Chemical Department
K. Prasad - Driver

Prasad Film Labs, Mumbai

Sachin Vispute, Trainee- Maintenance Engineer
Kamlesh Borkar, Management Trainee - Sales & Marketing
Faiz Khatib - Service Engineer

Prasad Media Corporation Ltd., Hyderabad

M Arjun, Associate - Concessions
J Vikas Kumar, Associate - Concessions
B Vishnu Kumar, Associate - Fun Factory
G Bapuji, Associate - Concessions
Mohd Feroz, Associate - Fun Factory
P Sai Vikas Kumar, Associate - Fun Factory
Praneeth Kumar G, Associate - Fun Factory
M Lakshmaiah, Associate - Fun Factory
M Srinivas Gandhi, Associate - Fun Factory
P Chakra Rao, Associate - Fun Factory
G Hari Kumar, Associate - Concessions
Md Jilani, Associate - Fun Factory
U Srikanth, Associate - Fun Factory
S Ravi Kumar, Associate - Fun Factory

RETIREMENT

S. KALYANA RAO – Positive Checking Dept. of Prasad Film Laboratories, Chennai was superannuated from service on 20.04.2009 after 29 years of commendable and dedicated service.



WISHING A BLISSFUL MARRIED LIFE

Prasad Film Labs, Mumbai

Mahadeo Madane, Lab Operator got married to Sonam on April 19, 2009
Chetan Gaikwad, Lab Operator got married to Sunita on April 29, 2009
Swapnil Chalke, Lab Operator got married to Vijaya on April 20, 2009

Prasad Media Corporation Ltd., Hyderabad

Chaitanya Prasad, Security Supervisor got Married to Swathi on Feb 14, 2009
L Santosh Reddy, Asst.Manager- Games & Entertainment got Married to Sireesha on March 01, 2009
Soma Nagesh, Associate got Married to Varshini on April 19, 2009

Prasad Film Labs, Chennai

P. Perumal, Driver - Client Service Dept. got married to M. Abirami on Feb 15, 2009

EFX - Chennai

Raja Pandian. H - Computer Graphics, got married to Sudha on Feb 6, 2009
Ganapathi Sankaran. A - Computer Graphics, got married to Bhuvanewari on Feb 1, 2009
Syed Rahim. M.S - Restoration, got married to Jameema. S on Feb 15, 2009
Annamalai. K - Computer Graphics, got married to Padmavathi. A on Feb 6, 2009
Rajesh. S - Compression & Authoring, got married to Kamatchi on March 4, 2009
Mohana Sundaram. A. K - Computer Graphics, got married to Sujatha on April 20, 2009
Karthikeyan. P - Computer Graphics, got married to Hamsudha on April 30, 2009
Santhosh Kumar Singh - Computer Graphics, got married to Amuthavalli on April 29, 2009
Sasikumar. R - Restoration, got married to Poongodi. R on March 13, 2009
Asalam. N - Restoration, got married to Rafeeqa Fathima. R on April 16, 2009
Thamodharan. L - Restoration, got married to Dhana Lakshmi. T on April 09, 2009
Karthikeyan. D - Restoration, got married to Prithi. K on April 29, 2009

EFX - Hyderabad

Anil Chaitanya. G - Computer Graphics got married to Sangeeta. A on Feb 15, 2009
Srinu Babu. T - Digital Intermediate got married to Divyamadhavi on Feb 13, 2009
Koteswar Rao. T - Administration got married to Getha on April 5, 2009
Sudheer Kumar. B. N - Computer Graphics got married to Renushree on April 30, 2009

EFX - Mumbai

Abhijit Nimbalkar - Computer Graphics got married to Ruchi on April 20, 2009

CHILDREN'S CORNER - GIFTS TO CONTRIBUTIONS FOR CONNECT



Sasirekha, Secretary, Sales Dept, EFX - Chennai receiving a prize on behalf of her son, Master Arun Prasad from Mr.Sivaraman



T.Lakshmi, Stenographer, Admin Dept, Prasad Film Labs, Chennai receiving a prize on behalf of her son, Master T.Kirupa Shankar from Mr.K.R.Subramanian



U.K.Bindu, CG Dept, Prasad Video Digital, Chennai receiving a prize on behalf of her Daughter, Miss Malavika from Mr.Sivaraman



Jayashree, Client Service Dept, EFX - Chennai receiving a prize on behalf of her son, Master R.Shyam Anand from Mr.K.R.Subramanian

Enthusiastic children of the Prasad Group families participated in Connect with drawings and paintings. Gifts were given to all the contributors. Connect welcomes more such contributions like short articles, poems, drawings, paintings etc., from children of Prasad Group Employees for the next issue.

Prizes were given to Vinay S.Chaupal, EFX - Mumbai for his daughters, Sanskriti Chaupal and Priyan Chaupal by Khanak Jha, HR - EFX Mumbai.

GREAT ART!



Miss Sunishi, V Standard, D/o. Pratichi, Client Service Department., EFX, Chennai



Hello Children, Participate and win a gift. Send your entries to Prasad Group Corporate Communications, 58, Arunachalam Road, Saligramam, Chennai -600 093.

KUMBABHISHEKAM FOR SRI VALAMPURI VETRI VINAYAGAR TEMPLE AT PRASAD FILM LABS, CHENNAI



The Kumbabhishekam (Kumbha means the Head and denotes the Shikhara or Crown of the Temple and Abhishekam is ritual bathing) celebrations for Sri Valampuri Vetri Vinayagar Temple was held on 23rd March 2009. Mr.Ramesh Prasad, Mr.K.R.Subramanian, Business Head and a large number of Prasad Film Labs' employees participated in the function. This was followed by 48 days "Mandala Abhisheka Pooja" which was sponsored by employees on each day. The Mandala Abhisheka Pooja was conducted on 9th May 2009 with Maha Ganapathy Homam and a special pooja was sponsored by Prasad Film Lab Staff Union. All employees participated in the function and made it a grand success.

K.S.VISWANATHAN, ELECTRONIC MAINTENANCE, PRASAD FILM LABS, CHENNAI

EFX - CHENNAI DIGITAL INTERMEDIATE TEAM ON A PICNIC



It was fun time for the DI Team of EFX Chennai on the 18th of March 09 as they took off from the tight schedules of work and went on a picnic to Thalakona, a small hill station and waterfall near Tirupati in Andhra Pradesh. The team of more than 15 members used the opportunity to completely unwind and relax.

COMMON SYMPTOMS OF HEART ATTACK.. LET'S BE CAREFUL AND BE AWARE

- You should know that not every heart attack symptom is the left arm hurting.
- Be aware of intense pain in the jaw line.
- You may never have the first chest pain during the course of a heart attack.
- Nausea and intense sweating are also common symptoms.
- 60% of people who have a heart attack while they are asleep do not wake up. Pain in the jaw can wake you from a sound sleep.



FIRST AID

- Have the person sit down, rest, and try to keep calm.
- Loosen any tight clothing.
- Ask if the person takes any chest pain medication for a known heart condition and help the person take the medication.
- Call for emergency medical help.
- If the person is unconscious and unresponsive, call emergency medical help, then begin Cardiopulmonary Resuscitation (CPR - combines rescue breathing and chest compressions. Rescue breathing provides oxygen to the person's lungs. Chest compressions keep oxygen-rich blood circulating until an effective heartbeat and breathing can be restored).



DO NOT

- Do NOT leave the person alone except to call for help, if necessary.
- Do NOT allow the person to deny the symptoms and convince you not to call for emergency help.
- Do NOT wait to see if the symptoms go away.
- Do NOT give the person anything by mouth unless a heart medication has been prescribed.

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Hollywood

The next issue of CONNECT covering the months of May, June & July 2009 will be published in August 2009.

Please email your articles (before 15th July 2009), news (before 30th July 2009) and suggestions to connect@prasadgroup.org