

connect

EDITOR'S VOICE



The Quarter ending October was once again an eventful one, as you can see from the little windows that pop up in the first page of every issue of CONNECT. It is satisfying to note that Prasad Group companies have handled some of the prestigious projects of this year which indicates the producers' faith in Prasad's professionalism in execution and delivery of the job entrusted to it across the full spectrum of services. Also it has been our constant endeavor to go that extra mile to satisfy our customers, which we do with pride and passion and shall continue to do so forever.

Awards are important as it is a morale booster and help us to recharge our batteries and it is heartening that Prasad Film Labs, Mumbai has been awarded the best Film Lab for the Film "FROZEN" at the 55th National Awards Function held in New Delhi. We can be proud of the fact that this is the 18th time Prasad Film Labs have received the National Award. The good part of these awards is that we never aim for it; we do our work with commitment and recognition comes our way; hence it is much more valuable to us. Also it reignites us to pursue the same values which ensure high quality and service to our esteemed customers.

S.Sivaraman,
Editor

RECENT PROJECTS AT PRASAD GROUP



NATIONAL AWARD FOR THE BEST FILM LAB FOR THE 18th TIME

Prasad Film Laboratories, Mumbai was awarded the Best Film Lab for the film 'Frozen' at the 55th National Awards. This is the 18th time that Prasad Film Labs is getting the Award. Congratulations to all at Prasad Film Labs (Mumbai) Pvt Ltd whose hard work has made this Award possible. Mr. Sai Prasad received the Award from the Hon'ble President of India, Smt. Pratibha Patil in the presence of Hon'ble Minister for Information & Broadcasting, Smt. Ambika Soni on 21st October 2009 at New Delhi.



THIRD CONVOCATION DAY OF L.V.PRASAD FILM & TV ACADEMY

The Third Convocation Ceremony of the L.V.Prasad Film & TV Academy was celebrated on 22nd August 2009 at Chennai. Mr.Mani Ratnam and Mr.Balu Mahendra were the chief guests where thirty students passed out in the disciplines of Direction, Cinematography and Editing & Sound Design. Other special guests who constituted the awards jury included Film Editor Sreekar Prasad, Film Director Krishna Seshadri, Sound Technician A. Lakshminarayan and Cinematographer M. Rengaswamy. Mr.Ramesh Prasad recollected the vision of his father Shri.L.V.Prasad for this training Academy to a packed audience at the Prasad Film Labs Preview Theater. Mr.Balu Mahendra, Chairman of the Academic Council, had great words of appreciation for the academy and its achievements and spoke fondly of his early days, motivating students. Mr.Mani Ratnam recollected his student days and emphasized the need for good education to be a successful film maker. He said "I sometimes wish I could have also gone to a film school like all you fortunate ones". Both focused on the importance of constant learning and highlighted how even now every day is a learning process for them. **Project Awards were presented by :**

Mr.Mani Ratnam	Mr.Balu Mahendra	Mr.Sreekar Prasad	Mr.Lakshmi Narayanan
			
<i>S. Ganesh Karthik Gold Medal for Direction</i>	<i>Abhinandan Ramanujam Gold Medal for Cinematography</i>	<i>P.L. Azhagappan Gold Medal for Editing</i>	<i>M. Gowri Shankar Gold Medal for Sound Design</i>
			
<i>V. Ramanathan Silver Medal for Direction</i>	<i>K. Anshu Silver Medal for Cinematography</i>	<i>Ashwin Ajit Silver Medal for Editing</i>	<i>B. Karhtik Silver Medal for Sound Design</i>
			
<i>Shiva Shankar Rao Bronze Medal for Direction</i>	<i>(Receiving on behalf of Tanveer Mohi-ud-din Mir) Bronze Medal for Cinematography</i>	<i>N. Sathya Raj Bronze Medal for Editing</i>	<i>Kabir Malik Bronze Medal for Sound Design</i>

SRM UNIVERSITY STUDENTS VISIT PRASAD

A group of 30 Students from SRM Sivaji Ganesan Film & Television Institute, Chennai visited Prasad facilities on 22nd October 2009 to gain an overview of the feature film post production process and an insight into the services of Prasad Group. The detailed tour took them through the entire post production pipeline. They interacted with M/s. Hariharan (Director, L.V.Prasad Film & TV Academy), Kumar (Film Edit), Sudha and Louis Babu (Prasad Recording Studios).



MATTER OF PRIDE

As many as nine feature films that used Prasad Group services and facilities have won the 55th National Awards under various categories - Frozen (Best First Film Director - Shivajee Chandrabhushan, Best Cinematography - Shanker Rehman), Gandhi My Father (Best Screenplay - Feroz Abbas Khan, Best Supporting Actor - Darshan Jariwala, Best Jury Award - Anil Kapoor), Kanchivaram (Best Actor - Prakash Raj, Best Film), Gulabi Talkies (Best Feature Film - Kannada, Best Actress - Uma Shree), Nirop (Best Feature Film - Marathi), Periyar (Best Feature Film - Tamil), Naalu Pennungal (Best Director - Adoor Gopalakrishnan, Best Editor - B. Ajith), Dharm (Best Feature Film on National Integration), Krishnakanter Will (Best Costume Designer - Ruma Sen Gupta). Connect Congratulates the Award Winners and all Prasad Group Employees who made this possible.



Magadheera VFX Special

The latest Telugu blockbuster by Director S.S.Rajamouli, 'Magadheera' starring Ram Charan Tej and Kajal Agarwal has over 63 minutes of enthralling VFX work done by Prasad EFX. Produced by Allu Aravind's Geeta Arts, Magadheera has over 700 VFX shots took nearly one year to complete.

Says Hima Kumar, Head, DI & VFX at Prasad EFX, "The technical contribution of the team in the VFX shots was of great help in this mega project. The excellent team work involving external specialists is reflected in the wonderful Arena sequence which is a highlight in the film".

Majority of the shots in the Film were shot against blue mattes and Compositing using computer generated background layers.



The sand episode was shot mostly against a blue matte in the studio and composited against live plates shot in Gujarat. This involved extensive tracking and complicated Compositing to seamlessly merge it with the live shot.



The Helicopter Sequence was entirely shot using a dummy Helicopter without blades. The rotor blades were modeled and animated in 3D and Compositing on the live footage. Attention was paid to extremely minute details like the shadows of the blades falling on the Helicopter body. The dummy Helicopter was moved in the air using industrial Cranes and the wires and cranes were removed later. The background plates (Ariel shots) for the Helicopter sequence was separately shot from a real Helicopter.



PRESS MEET AT HYDERABAD



From L to R : S.S.Rajamouli, Sai Prasad, Ramesh Prasad and Kamalakannan at the press conference.

Prasad EFX conducted a press conference to promote the VFX work in Magadheera in the presence of the film's director Mr.S.S.Rajamouli. The Press conference held on 19th September 2009 was attended by a large number of press reporters. Mr. S.S.Rajamouli answered the questions of the press along with Mr.Kamalakanan, Visual Effects Supervisor, Himakumar and Ch.Sreenivas of Prasad EFX. The press conference was in the presence of Sai Prasad and Ramesh Prasad.

Speaking to the media Mr.S.S.Rajamouli said, "Each day the technology is growing vastly but one should understand how to make use of that. In this movie graphics played the vital role. So I needed to explain the technicians my requirements in the film and bring out the output accordingly. I thank all technicians who strived to give their best output." Sai Prasad in his address to the media said, "One can see the hard work of many professionals in the film's graphics".

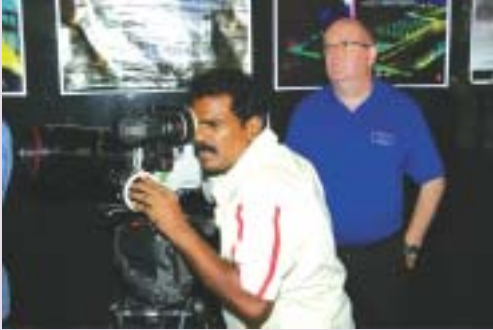


Prasad EFX Team with S.S.Rajamouli, Sai Prasad, Ramesh Prasad and Kamalakannan



PANAVISION LAUNCH AT CHENNAI

Prasad Group launched the Panavision range of cameras on 5th and 6th of September 2009 in Chennai. A large number of cameramen, technicians, students and well known film makers came on the two days and interacted with Mr.David Sheppard and Mr.Srikant Kharkar of Prasad Panavision and explored the camera's possibilities. Reels from two recent films shot in Panavision Cameras, Love Aaj Kal and Kaminey, were showcased during the launch.



PRASAD LAUNCHES DIGITAL CINEMA SERVICES

Prasad Group launched Digital Cinema Services on 5th and 6th of September 2009 in Chennai, providing film makers, content owners and distributors the most comprehensive set of Digital Cinema Services in the industry including mastering, packaging, distribution and exhibition. This service is an economically efficient Digital Cinema package for the entire production, post production and distribution chain, providing a variety of secure delivery solutions based on encrypted files, precisely tailored to the film makers' needs.

Prasad's Digital Cinema services offer the best end-to-end technology solution for Digital Cinema and all other media including Film, DVD, Bluray and New Media. Our creative expertise in color management combined with years of experience in handling color across the entire pipeline gives us the cutting edge required to ensure that colors visualized by the cinematographer is what viewers see across a wide range of media.

FLOOD RELIEF - HYDERABAD

The staff of Prasad Film Laboratories (P) Ltd, Hyderabad, Andhra Pradesh Film Chamber of Commerce, A.P.Film Employees Federation and others organized a flood relief camp in Bhimavaram village in Kurnool district. Prasad Film Laboratories (P) Ltd, Hyderabad contributed 6.5 tons of rice. Employees and others generously contributed various material like Pulses, Oil, Tamarind, Utensils, Saris, Bed Sheets, Towels, Clothes, Soaps and other essentials. All the material, mixed and packed into individual bags, were distributed to the people through a token system to enable effective distribution in the camps.

From Left to Right : J.V. Mohan Goud - Hon. Jt.Secretary A.P.Film Chamber Of Commerce, Kotagiri Venkateswararao (Chanti) - President, A.P. Film Employees Federation, T.Bharadwaja - Director & Producer, A.Ramesh Prasad, K.Sekhar Babu - Hon.Secretary, A.P. Film Chamber Of Commerce, V.Nagineedu, T.Prasanna Kumar - Hon.Secretary, A.P. Film Producers Council.



Prasad Media Corporation Ltd, (Prasad Multiplex, IMAX and Mall) presented a cheque for Rs. 10,00,000/- towards A.P. Chief Ministers Flood Relief Fund. The cheque was handed over to The Honorable Chief Minister of Andhra Pradesh Mr.K.Rosaiah by Mr.A.Ramesh Prasad.



RECOGNITION FOR MR.RAMESH PRASAD

Mr.Ramesh Prasad was presented with this year's 'Dr Pyde Lakshmayya Prathibha Puraskaram' on the 106th Birth Anniversary celebrations of Kalaprapurna, late Dr.Pyde Lakshmayya on 24th June 2009 at Ravindrabharathi, Hyderabad.



from L to R : Dr.R.Prabhakara Rao. I.P.S (Retd), Mr.P.Keshav, MLA, Mr.Ramesh Prasad, Dr.C.Narayana Reddy, Dr.P.L.Sanjevareddy, Dr.K.Ramu



Let there be no distinction between rich and poor, high and low. I own no property and yet I feel that I am perhaps the richest man in the world.

- Mahatma Gandhi

PRASAD GROUP IN THE MEDIA



PRASADS - HYDERABAD'S PRIDE



1. BIG 92.7 FM, Hyderabad's leading radio network captured the spirit of the much awaited Ganesh Mahotsav, by presenting the first ever Paper Ganesha, that is 'for the people and by the people'. The radio station got the public involved by launching a news paper collection drive, requesting each house-hold to come forward and donate One Newspaper, which went into the making of this Ganesha. The BIG Paper Ganesha was designed and made by acclaimed artist, winner of many awards, JNTU and Shantiniketan (WB) scholar Mr. S Kantha Reddy. The Paper Ganesha was on display at Prasads Multiplex and Mall between 23rd and 31st August 2009.
2. A collection of Signatures of Freedom Fighters was on display at Prasads on 14th August 2009. Internationally Renowned Signature Expert & Author Mr.Ranadheer Kumar launched the exhibition. The Speaker of the AP State Legislative Assembly, Mr.Kiran Kumar Reddy inaugurated the exhibition and Mr.Ramesh Prasad was the Guest of Honor.
3. 'Fly Me To The Moon' an IMAX 3D Adventure was released in Prasad IMAX Theatre to a rousing reception by the Audience.

RAMESH PRASAD HONoured BY L.V.PRASAD EYE INSTITUTE, BHUVANESWAR

A Silver Oak Tree was planted and named after Mr.Ramesh Prasad by Dr.Tara Prasad Das, Head of L.V. Prasad Eye Institute, Bhuvanewar, in the beautiful garden of the Institute during Mr.Ramesh Prasad's visit on 22nd November 2009.



AP GOVERNOR'S 85th BIRTHDAY

Mr.Ramesh Prasad greeted his Excellency the Governor of Andhra Pradesh Shri.Narayan Datt Tiwari on his 85th birthday on 18th October 2009.



LONDON BUSINESS SCHOOL PROJECT

A team of six students of Management from London Business School, London were at Prasad Group, Chennai to work on a project to understand, analyze and present the Strengths, Weaknesses, Opportunities and Threats of the group. The team spent 2 days on the first week of September 2009, interacting with and interviewing a large cross section of Managers and other employees. The observations of the study were presented to Mr.Sai Prasad and other senior managers.



from Left to Right : Anthony, Matt, Marengo, Eze, Abid, Jason

FLOATING UNIVERSITY VISIT

A team of 30 students from The University of Pittsburg's 'Semester at Sea' program visited Prasad facilities in Chennai on 27th October 2009 to understand the film post production process and scenario in India. They also interacted with Mr.Hariharan, Director of L.V.Prasad Film & TV Academy on the education scenario in the film industry. This is part of a regular arrangement Prasad Group has with the University of Pittsburg.



KODAK IMAGECARE TRAINING PROGRAM

As part of the Kodak Imagecare Program at Prasad Film Labs, Chennai and in compliance with the training policy of the company, a training program on 'Color and Light' was conducted by Mr.S.Sivaraman, General Manager (Operations) on 23rd September 2009. The Supervisory staff from Production, Maintenance, Grading, Developing, Quality Control and Chemical Departments participated in the program.



WALT DISNEY VICE PRESIDENT VISITS PRASAD

Vice President and Senior VFX Producer at Walt Disney Studios, Mr. Andrew J Fowler was on a visit to Prasad facilities in Chennai on the 19th October 2009. He toured Prasad Group's facilities and spent a few hours with the VFX team going through the work done on the recent Telugu film Magadheera. He admired the work and the speed at which the project had been done. He expressed his belief that given more time and budget by the Indian producers, we could well be competing with the Hollywood VFX Studios. He also mentioned that the Walt Disney Studios and Prasad Group have been around for many years and attributed this to the loyalty and affection the people working in both organizations have for their Founders.



Mr. Andrew J. Fowler interacting with Hima Kumar and Jaya Vasant at Prasad EFX

BABY NEWS

P. Ramesh, Printing Dept. of Prasad Film Laboratories, Chennai was blessed with a baby girl on 04th August 2009

R. Krishnamoorthy, Audio Engineer, Prasad Video Digital, Chennai was blessed with a baby boy on 11th October 2009

Franklin Kanaas. A., Sr. Executive - HR, Prasad Video Digital, Chennai was blessed with a baby boy on 30th September 2009

Gunalan. S., Member – CG, Prasad Video Digital, Chennai was blessed with a baby boy on 13th September 2009

Venugopal Rao, Lustre Colorist, EFX Mumbai was blessed with a baby boy on 7th September 2009

HEARTY WISHES FOR A BLISSFUL MARRIED LIFE

EFX, Chennai

Senthil Kumar. S, Sales Dept. married Saridha.S on 30th August 2009
 Arpudharaj, Restoration Dept. married Sindhuja on 3rd September 2009
 Ramesh. N, CG Dept. married Suganya. P on 6th September 2009
 Madhan. G, CG Dept. married Arularasi. M on 7th September 2009
 Senthil Kumar.K. , CG Dept. married Nithya. S on 14th September 2009
 Chandran. T, Restoration Dept. married Shobana on 14th September 2009
 Parthi.C.P. , CG Dept. married Sangeetha. P on 14th September 2009
 Abdul Khalid. M. Y. , CG Dept. married Hasimathul Marzia on 27th September 2009
 Vinod. M. , CG Dept. married Geetha.V on 8th October 2009

Prasad Video Digital, Chennai

Shankar. J, Member – DVD CG married Sarguna.S on 06th September 2009
 Anthony, Office Assistant – Audio married Arputha Mary.S on 11th September 2009

RETIREMENT - PRASAD FILM LABS, CHENNAI



P. Alphonse, Maintenance Dept. retired on 5th September 2009 after 32 years of service



M. K. Raja Rao, Developing Dept. retired on 1st October 2009 after 34 years of service



P. Poornachandra Rao, Maintenance Dept. retired on 16th September 2009 after 32 years of service



A. S. Srinivasan, Positive Checking Dept. retired on 12th October 2009 after 28 years of Service

WELCOME TO PRASAD GROUP

Prasad Video Digital, Chennai

Sundaravel. B, Jr. Officer - Accounts
 Yuvaraj.D, Audio Engineer - Audio

Prasad Film Labs, Mumbai

Manish Matkar, Coordinator - Telecine
 Vinod Kharat, Lab Trainee - Printing

CHILDREN'S CORNER



Master.S.Randhir, 1st Std.,
 S/o K.Shanmugam, Commercial Edit Dept.,
 Prasad Video Digital, Chennai



Master.S.Aravindan, IIIrd Std.,
 S/o T.Saravanan, DVD - Avid Dept.,
 Prasad Video Digital, Chennai

Gifts for contributions from Children - work published in the last issue



Sashikala of EFX - Chennai received a prize for her daughter
 Miss. S.Maanasi



Manickavasagam of PFL - Chennai received a prize for his Son
 Master. M.Manigandan



Bosco of PFL - Chennai received a prize for his Son
 Master. B.Akash



Meera of PVD - Chennai received a prize for her Daughter
 Miss. P.Poornima

CONGRATULATIONS

Prasad Film Labs, Chennai

G. Kothandan, Developing Dept.
 J. Sivaprakasam, Developing Dept.

Completed
 25 years of
 Service

Prasad Video Digital

P.Siva Shankar Rao, Telecine Colorist
 R.Krishnamoorthy, Audio Engineer
 J.Adam, DVD Sub-title Member
 U.K.Bindu, Section Head, DVD - CG
 V.Kathiravan, Audio Engineer
 K.Kumaresan, Tech Support Engineer

Completed
 10 years of
 Service

DUSSERA CELEBRATIONS AT PFL MUMBAI



Dusseera was celebrated at Prasad Film Labs, Mumbai on the 26th September 2009 with participation from Employees.

Hello Children, Participate and receive a gift. Send your Drawings, Paintings, Poems, etc., to
 Prasad Group Corporate Communications,
 58, Arunachalam Road, Saligramam, Chennai -600 093.

GANESH CHATHURTHI CELEBRATIONS

Ganesh Chaturthi was celebrated at Prasad Film Labs, Chennai on 23rd August 2009. Mr. Ramesh Prasad joined a large number of employees in the function .



NANDI AWARDS

Nandi Awards for the year 2008 were announced by the Government of Andhra Pradesh recently. 'Gamyam', 'Vinayakudu' and 'Parugu' won the First, Second and Third Best Feature Film Awards. All three films were processed by Prasad Film Labs, Hyderabad. Prasad Group had provided post production services to many of the films namely Arundati, Ashta Chemma, Nenithe, Gamyam, Vinayakadu, Andamaina Manasulo, Kotha Bangaru Lokam, Parugu, Kantri and Ready, that won awards in several other categories. Congratulations to the winners and all at Prasad Group, Hyderabad for their sterling contribution.

INDEPENDENCE DAY CELEBRATIONS



LAKSHMI POOJA CELEBRATIONS AT PRASAD FILM LABS, MUMBAI



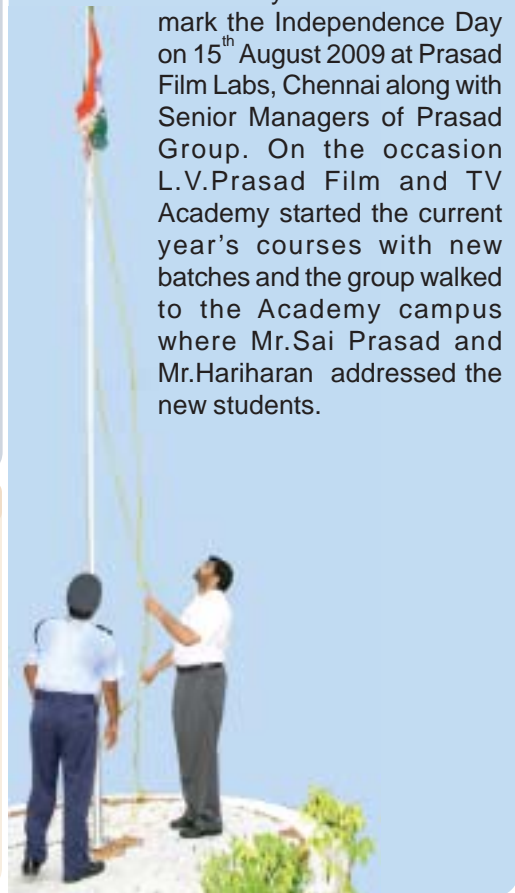
Lakshmi Pooja was performed at Prasad Film Labs, Mumbai on the 17th of October 2009 in the morning to welcome Diwali and to welcome goddess Lakshmi amongst us and bless us with prosperity. Senior Managers and Staff participated in the Pooja along with their family members.

ST. THOMAS COLLEGE, KERALA VISIT PRASAD

A group of 30 Students with their Faculty from St. Thomas College, Palai, Kerala visited Prasad facilities on 29th October 2009 to gain an overview of the feature film post production processes and gain an insight into the services of Prasad Group. The detailed tour took them through the entire post production pipeline. The faculty at Prasad for the tour included M/s. Kumar (Film Edit), Sudha, Louis Babu (Prasad Recording Studios), Ponnaiyan (Prasad Film Labs).



The Indian National Flag was hoisted by Mr. Sai Prasad to mark the Independence Day on 15th August 2009 at Prasad Film Labs, Chennai along with Senior Managers of Prasad Group. On the occasion L.V. Prasad Film and TV Academy started the current year's courses with new batches and the group walked to the Academy campus where Mr. Sai Prasad and Mr. Hariharan addressed the new students.



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Offices & Facilities at
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Thiruvananthapuram | New Delhi | Kolkata | Singapore | Hollywood

The next issue of CONNECT covering the months of November, December 2009 and January 2010 will be published in February 2010. Please email your articles (before 15th January 2010), news (before 30th January 2010) and suggestions to connect@prasadgroup.org