

connect

EDITOR'S VOICE


The events featured in this issue particularly reflect the multi faceted image of Prasad Group companies. Its dominant position in the film & entertainment industry, its technology orientation and pioneering efforts in introducing new technologies, its quality standards, its business ethics and employee policy of offering life time employment to its people, the dedicated service and helpful nature of its people at all levels towards customers.

The last aspect of service to customers is exemplified at the highest level by Shri.M.P Rao, Our beloved Director who passed away recently. Shri MP Rao is known for his unassuming nature and gentle ways of dealing with customers, be it a producer, director or even small time technicians. He treated his colleagues and the people who worked under him with the same kindness.

The launching of "Complete 3D Movie Solutions" proves that we have not lost steam in introducing new technologies. The growing popularity of L. V. Prasad Film & TV Academy among the student community and the interest shown by Manipal University to work with us for their MBA (Media & Entertainment) program is testimony to Prasad's commitment to the Industry in general and the student community in particular.

The smiling faces of the employees who just retired, after serving 28 to 34 years, amply speaks of the satisfying experiences they have had in our company. We take this opportunity to thank them for their dedicated service, unstinted support in meeting the customer's dead lines all the time and contribution towards achieving the company's goals. We wish them and their families a happy and healthy life in the years to come.

S.Sivaraman, Editor
RECENT PROJECTS AT PRASAD GROUP

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


VFX & DI - Prasad EFX, Chennai



VFX & DI - Prasad EFX, Hyderabad & Chennai


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


Lab Services - Prasad Film Labs, Hyderabad



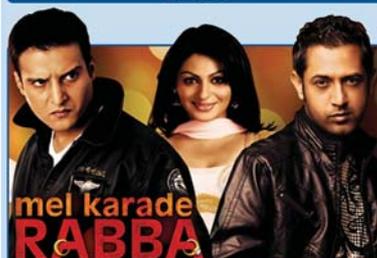
VFX & DI - Prasad EFX, Chennai



Audio - Prasad Recording Studios, Chennai


 DVD Authoring
 Prasad Video Digital, Chennai


Lab Services - Prasad Film Labs, Thiruvananthapuram


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

 Blu-ray compression and authoring
 Prasad EFX, Chennai


Lab Services - Prasad Film Labs, Bangalore

HOMAGE TO SHRI.M.P.RAO
by Ramesh Prasad

Mr Maganti Paratpara Rao, popularly know as M.P.Rao was a founder director when Prasad Productions was constituted in 1956 along with my father late Shri.L.V.Prasad, my mother late Smt.A.Manoharamma and my brother late Shri.A.Ananda Rao.

Mr.M.P.Rao is my mother's brother's only son. During my father's days of struggle at Mumbai due to financial and other reasons, myself and my brother were shifted to our village, where we were living with Mr.M.P.Rao's family and we were looked after till my 4th standard. When my father shifted to Chennai, I had moved there for my education and Mr.Rao followed us for doing his B.A in Vivekananda College and was living with us in Gandhinagar, Chennai.


SHRI.M.P.RAO

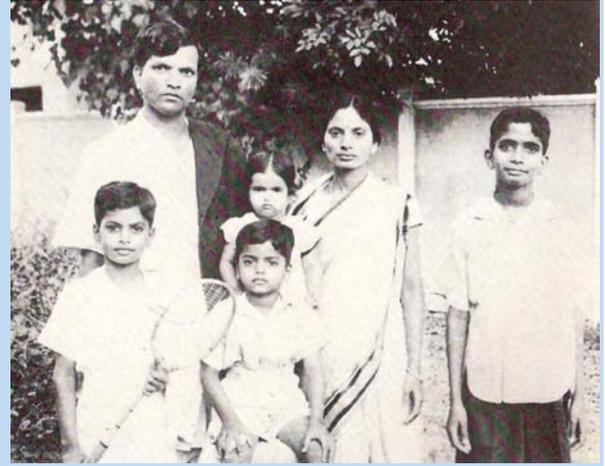
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HOMAGE TO SHRI.M.P.RAO - Continued...

He had become part of our family ever since he came to Chennai for his education and continued to be the right hand person for my father in all his endeavors - in making films, building studios and so on. At that time I was young, in school and later went to college at Coimbatore to do my engineering and from there to USA for my masters. After my return from the USA, I took interest in the company and we were together and participated in the progress. He supported in my initiative of building a film processing lab at Chennai and subsequently at Hyderabad, Bangalore, Bhubaneshwar, Mumbai and Trivandrum.

All these years, he continued to be part of the company and was responsible for its growth. After his marriage he had moved into his own home and subsequently he left Prasad Productions Pvt Ltd in 1973 to be on his own and he was successful as a producer making some Malayalam and Oriya films and he also operated an outdoor equipment hiring organization in a small way. He later joined back in 2001 as Director in Prasad Productions and continued in the position till his last days. Everybody in the industry knew and respected him as a honest and most sincere person. Mr.Rao was meticulous in maintaining records and also exceptional in drafting agreements with the film makers, distributors and others. If I had to name a single person, who had stood by my father all the years since inception and who had contributed most for the growth of the company, it would be Mr.M.P.Rao. In all my life, I have seen nothing else but gratitude and regard from Mr.Rao to my parents and he participated in all the family functions and conducted the marriages of all the children and grand children with utmost care and responsibility. He had been blessed with one daughter and one son who are very well qualified and embedded with the culture and values of their father. I am happy that they are well settled. I do pray to the almighty to give strength for the family to bear the irreparable loss and wish peace and prosperity in the years to come.



From L to R: M/s. Anand Prasad, L.V.Prasad, Ramesh Prasad, Gruhalakshmi, Manoharamma, M.P.Rao

Although I knew Mr.M.P Rao for many many years I had close contact with him only for the last 10 years or so when he took over the administration of Prasad Film Laboratories, Chennai after the demise of Mr.Kumaraswamy . The very mention of his name conjures up the image of a gentle natured tall and fragile man, cool and composed. Some of his qualities have made deep impact in me and helps me to be a better human being. The greatest quality in him is his immense patience and capacity to listen. He listens to you completely and expresses his opinion in very few words, some times in monosyllables. But those words of wisdom come out of his rich experience. Also I have never seen him interrupting anybody during the course of a conversation, an etiquette many of us lack and hardly try to develop. While discussing a point or proposal he would never dispute or disagree, rather he would just suggest another idea (often cost effective) for you to consider. Such was his gentle way of making you see his point without being assertive. His frugal ways are well known, but what is not so well known is his generosity while playing host and the love and affection he shows in fleeting moments. Simple to the core he led by example. I was deeply touched by his amazing will power in facing the serious health problem he had during his last few months. He was unruffled, calm and cool and went about discharging his duties as usual without any significant dip in his energy levels till his last working day. Poignant indeed when we recollect. A brave heart and a man of dignity whose memory we shall always cherish.

Sivaraman - Prasad Film Labs, Chennai

The Prasad Studios has certainly lost a great legend. Every square feet of this hallowed land was known to Sri MP Rao and nothing could escape his scrutiny and attention. From a new lightboy to a veteran producer the Prasad Studios was synonymous with his amazing personality. Sri MP Rao was not someone with whom you could easily strike up a conversation. A man of few words and yet someone who was capable of enormous actions. A true 'Karma Yogi'! He was the best example of a good listener who would give you a patient hearing and give himself sufficient time to arrive at the right solution. Never one to rush into a decision and yet, whenever the need arose, he was an amazing firefighter. In the last few years when floods ravaged the low lying studio floors he would be there in the middle of night and organize for pump sets to flush all the water out without caring for the hours that he had to stand alone. His old age and frail figure was never going to be an excuse to attend to the smallest problem and when it came to receiving accolades this modest gentleman would quietly disappear into the distance. For him any sort of credit for good work done would be attributed to our Founder Sri LV Prasad and God. Undoubtedly the big statue of Lord Ganesha in the middle of the campus is going to feel very lonely without this humble devotee!

K.Hariharan - L.V.Prasad Film & TV Academy

In one of the numerous visits to our Wind Farm at Metrathy, near Coimbatore, he used to reminisce the experiences he had under gone in life and it was quite interesting, exhilarating and informative. During one such visits Mr.M.P.Rao climbed on to a 40 meter conical tower of a Wind Electric Generator – which anyone at his age would not dare to do. And on another occasion since our land required an official Surveyor to measure it through "Chain Links" he actively held the chain at the other end for the entire length and breadth of 40 acres in the scorching sun with not a tree around to seek shelter.

True to the saying "Do not talk about yourselves for it will be done when you leave" he had not spoken about his various achievements when he lived and whereas we do now after he left. What we are doing now is an epitaph which is a deferred compliment. Prior to closing this small note I remember him saying "Do you know how to stop smoking – ensure you always carry a wet match stick" which interpreted in a myriad manner would connote different meanings applicable to all situations.

P.S.Mohan, Prasad Productions Pvt. Ltd., Chennai

PRASAD LAUNCHES COMPLETE 3D MOVIE PRODUCTION SOLUTION

Prasad Group launched the first ever 'Complete 3D Movie Production Solution' in India on Friday, 11th June, 2010. This is an end-to-end service solution for all aspects related to the production, post-production and delivery of 3D content for cinemas and other media. Prasad Group has tied up with Toronto based 3DCC (3D Camera Company), who have been in this domain for many years now and have provided cutting edge solutions for several feature films, ad commercials and documentaries. Ace Director Vikram Bhatt's latest project 'Haunted' is being shot now with this 3D equipment.

Prasad Group and 3DCC conducted a full day workshop on the technical and operational aspects of the 3D system in Mumbai for a group of Cinematographers and Film Makers. The Launch in the evening was attended by leading film personalities. The press conference was attended by a large section of print, electronic and online media. This was followed by cocktails and dinner at the Club Millennium, Juhu, Mumbai.



Yash Chopra cutting the ribbon to inaugurate the 3D shooting equipment



Yash Chopra viewing the 3D Demo Clip with Sai, Ramesh and Kavita Prasad



Ramesh Prasad with Manmohan Shetty



Prem Sagar presenting a set of DVD's of the evergreen Ramanand Sagar's Ramayan to Ramesh Prasad



Director Gunasekar, Cinematographer Ravi Varman and Director Mehar Ramesh at the event



Cinematographer Anil Mehta with Sai and Ramesh Prasad



Cinematographer W.B.Rao with Stereo Tango Rig



Jeetendra who has acted in many Prasad Productions films with Ramesh and Sai Prasad at the launch



Sai Prasad with Director Abhishek Kapoor



Producer - Director Vikram Bhatt, at extreme right, and Cinematographer Pravin Bhatt, second from left



Telugu Film Director Gunasekar with Kavita Prasad



Cinematographer Ashok Mehta with the Stereo Tango Rig

3DCC LAUNCH GALLERY - Continued...



Ramesh Prasad with Kabir Bedi



Ramesh Prasad, Sai Prasad and Marco Willis (3DCC) at the Press Conference



Guests at the workshop viewing the 3D Demo Clip

SHRI.L.V.PRASAD DEATH ANNIVERSARY



The Employees of Prasad Group paid respects to Shri.L.V.Prasad on his 16th Anniversary on 22nd June 2010. Mr.Ramesh Prasad gave a floral tribute to the Statue of Shri.L.V.Prasad at L.V.Prasad Marg and a pooja was performed at Prasad Film Labs, Hyderabad.

MANIPAL UNIVERSITY ASSOCIATION WITH L.V.PRASAD FILM & TV ACADEMY

The month of July was equally exciting and challenging. The excitement was generated due to the overwhelming presence of over 90 candidates in the campus vying for 30 seats which had to be decided after 4 grueling interviews. The quality was also so good that all of us, at the helm, found it difficult to reject so many good candidates. So we added six more and selected 36 this year and they will be entering our portals on the 15th August, as is our custom. The challenge came in the form of an extraordinary request! Manipal University, the biggest educational institution in India approached us to accommodate their MBA students in Media and Entertainment for a practical training session in our campus! After a lot of deliberations among ourselves we took the decision that we can confidently take up the challenge of teaching and training these bright MBA students the fundamentals of Production Management and the importance of designing it in a creative manner. Our MD Sri Ramesh Prasad and myself went over to Bangalore on the 21st of July to sign the historic agreement in the presence of their CEO Sri Anand Sudarshan. So come February 2011, we will have the MBA graduates coming to our Academy and working with the final year students to accomplish the task of doing the diploma films in a fitting and professional manner. Another feather in the Academy's cap indeed!

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



1. from Left to Right : Mr. Sivaramakrishnan, President- Manipal Education, Mr Gokul Kesavan, Manager - Industry Outreach, Mr Madhusudhan, Sr VP- Manipal Education, Mr Anand Sudarshan CEO- Manipal Education, Mr K. Hariharan, Director - Shri.L.V.Prasad Film & TV Academy, Mr Ramesh Prasad, Ms Padma Srinivasan, Director- Academics.



2. Mr. Sivaramakrishnan, President- Manipal Education and Mr.Ramesh Prasad signing the agreement.



3. The Dignitaries in the conference.

THILLALANGADI - PRASAD EFX EXECUTES SINGLE SHOT MOTION CONTROL SONG SEQUENCE

For the first time in India a full song sequence has been done as a Single Shot, but what makes this unique is the use of Motion Control Rig to replicate the hero into 15 characters and the heroine into 5 characters. Says Sri Rengaraj of Prasad EFX who was the graphics supervisor for the project, "We shot for 4 continuous days with short or no breaks to finish this extraordinary song sequence". Prasad EFX utilized the Nero Motion Control Rig to shoot the multiple layers seamlessly. Himakumar, Head of VFX and DI at Prasad EFX adds, "the Nero Motion Control rig has been used by us in various films and played a very important role in shooting this single shot over 4 days. Painsstaking attention to detail was given in the sets to ensure smooth entry and exit of the characters against a flawlessly uniform background".



An onsite compositing team was deployed to work on the compositing while the shooting was in progress. The nature of this song sequence and the way in which it was shot was unique and offered no scope for making up for any mistake while shooting. "It was a do or die situation wherein we had to either do it perfectly or lose the whole song", says Rengaraj who spent the 4 days along with his colleagues Sanjith and John Verghese with the film production team on the sets. Back in the studios of Prasad EFX a team of 35 VFX professionals worked on the compositing and set extensions involved in the song sequence.

PRASADS - HYDERABAD'S PRIDE



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1. Micromax mobile displayed its product 'Gamolution' at PRASADS on 29th May 2010.
2. Hitachi displayed its new model AC at PRASADS on 29th May 2010.
3. Ice Skating Rink was inaugurated at PRASADS on 30th May 2010.
4. Mahindra conducted an event and displayed its new model bikes at PRASADS on 11th June 2010.
5. Bajaj Allianz promoted its new plans at PRASADS on 11th June 2010.
6. Uninor put up a stall for its new package at PRASADS on 18th June 2010.
7. Prasads was one of the sponsors for the Lake Festival & 25TH Laser National Championship held at Hyderabad from 23 - 31st July 2010.
8. Tetrapack put up a consumer education stall at PRASADS on 25th July 2010.

for more news and information about PRASADS, please visit www.prasadz.com

WELCOME TO PRASAD GROUP

Prasad Film Labs, Hyderabad

Suresh Krishna - Asst. Sound Recordist, Dubbing

Prasad Video Digital, Chennai

Sindhu. K.M - Senior Executive, Accounts

Chinta Pothuraju - Senior Colorist, Telecine

Sanjeev. M - Colorist, Telecine

Prasad Media Corporation Limited, Hyderabad

K Jagadeeshwar - Painter, Maintenance

A Pramod - Associate, Concessions

E Shiva Shanker - Associate, Fun Factory

K.Vikram - Associate, Fun Factory

K Sujatha - Associate, Fun Factory

G Chetan Kumar - Associate, Fun Factory

S Chandra Sekhar - Asst.Manager, IMAX

S Mahesh - Associate, Fun Factory

T Mahesh - Associate, Fun Factory

J Bharath - Associate, Fun Factory

CONGRATULATIONS

T.Kamatchinathan - Audio Engineer of Prasad Video Digital, Chennai has completed 15 Years of service

A. Chinnappan - Sound Recording Division of Prasad Film Laboratories, Chennai has completed 25 years of service

BABY NEWS

C. Sathish, Driver, Prasad Film Laboratories, Chennai was blessed with a baby boy on 25th March 2010

P. Perumal, Driver, Prasad Film Laboratories, Chennai was blessed with a baby girl on 28th June 2010

HEARTY WISHES FOR A BLISSFUL MARRIED LIFE

Ritesh Kumar, Jr. Engineer - Maintenance, Prasad Film Labs, Hyderabad married Asha on 28th May 2010

Arun K Mohanty, Conformist - DI, Prasad EFX, Mumbai married Sujata on 20th May 2010

Sathish Kumar.R, System Administrator, EFX - Chennai married Suganya on 16th May 2010

M. Rajiv, Maintenance Dept, Prasad Film Labs - Chennai married K. Sathya on 28th June 2010

CONDOLENCE

R. Yesurathinam - Chemical Dept. of Prasad Film Laboratories, Chennai passed away on 23rd July 2010. *Our heartfelt condolences to the bereaved family.*

RETIREMENT - PRASAD FILM LABS, CHENNAI



J.T. Manohar
(06.05.2010,
32 Years of
Service)



K. Gunasekar
(26.05.2010,
34 Years of
Service)



S.K. Thirunavukkarasu
(24.05.2010,
34 Years of
Service)

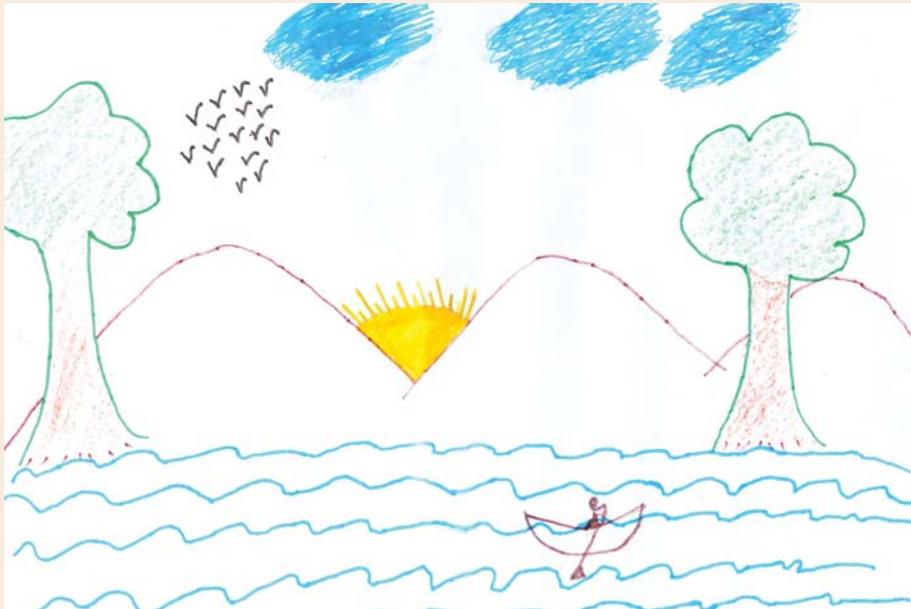


S. Mohan
(13.06.2010,
28 Years of
Service)



V.S. Sivanantham
(30.06.2010,
33 Years of
Service)

CHILDREN'S CORNER



Miss. A. Alice Christina, IIIrd Std.

D/o J.Adam, Subtitling Dept., Prasad Video Digital, Chennai

IMAGECARE TRAINING PROGRAM

A training program on "Film Handling and Cleanliness" was conducted by Mr.S.Sivaraman on 24th July 2010. All employees of Production and Maintenance departments of Prasad Film Labs, Chennai attended this program and benefited.



NATURE'S REMEDY - CABBAGE



Many varieties of cabbage - white, red and Chinese - and their leafy vegetable cousins - Broccoli, Brussels Sprouts, Cauliflower and Kohlrabi - have long been known for their therapeutic effects. An important food for a well-balanced, healthy diet, cabbage is rich in proteins, vitamins, minerals and roughage. Thus, the vegetable is highly recommended for treating most gastrointestinal illness. Plus, eating vegetables from the cabbage family has been linked to the prevention of cancer. Remember that cooking often removes valuable nutrients, so eating cabbage raw is your best bet nutritionally.

Therapeutic Effect: Cabbage is rich in minerals, especially sulfur compounds and magnesium. For this reason it is favored in the treatment of mineral deficiencies and can restore vitality and fitness. It is low in calories and is considered a valuable nutritional component in diets to combat obesity and constipation. Cabbage is also effective in calming the nerves and promoting relaxation and sleep. Eaten raw, it coats the digestive tract with a protective layer of mucus, making cabbage juice a valued treatment for those with ulcers.

Cancer Prevention: Members of the cabbage family, especially when eaten raw, may play a strong role in preventing cancer. The vitamins in the vegetables act as antioxidants, neutralizing damage - causing free radicals that may be linked to cancer. Plus, the roughage in cabbage cleanses the intestines of toxins, while its germicidal mustard oil helps guard against infection.

Reference : The Complete Guide to Natural Healing, IMP Inc.

EYE CAMP

Prasad Film Labs, Chennai organized a 'Vision Screening Camp' for all employees of the Lab on 22nd May 2010. Around 100 employees benefited out of this program. The eye camp was conducted by M/s.Vasan Eye Care Hospitals, Vadapalani, Chennai.



CONGRATULATIONS

Mr. E. Radhakrishna who has been working in Prasad Group, Hyderabad for the past 19 years as DTS Engineer, has received many awards for Best Sound Engineer from the Government of Andhra Pradesh - 2006 for the Telugu film "POKIRI", 2007 for the Telugu film "MANTRA" and 2008 for the Telugu film "ARUNDATI". Connect congratulates this Achiever and wishes him good luck for the future.



EVENTS

In Prasad Group's constant quest to promote and encourage young talent, associations with various academies have been promoted and nurtured in the past. Recently Image, Pathanamthitta, Kerala organized a VFX Seminar and MAAC, Bangalore organized their annual event Srijan 2010. Both events saw a large turnout of students and aspiring youngsters where Mohan Krishnan, Corporate Communications made presentations and provided career advise.

A VISITOR FROM NIGERIA

Ms. Chineze Anyaene, a student filmmaker from Nigeria was in Prasad recently to do the final Tape to Film conversion along with Dolby Digital Optical transfer and theatrical release prints for her graduation film IJE – The JOURNEY. A film professional from a reputed film school in the USA and as the producer / Director of IJE, she was all praise for the excellent work and services offered to her and the cherry on the cake was, obviously, the quality and timelines we were able to maintain to meet her deadlines. The star-studded film has made appearances and received accolades at film festivals such as Swansea Bay International Film Festival with Festival Patron Catherine Zeta-Jones and Festival Vice President Michael Sheen; International Youth Film Festival with Patron Sir Anthony Hopkins and the highly regarded Boston International Film Festival.



JAYA VASANT, PRASAD EFX - CHENNAI

POOJA CELEBRATIONS BY PRASAD OUTDOOR UNIT, HYDERABAD

A pooja was organised at Peddamma Temple, Hyderabad on 28th May 2010 by the Prasad Outdoor unit. Mr.Ramesh Prasad joined a large number of employees in the Pooja followed by Lunch.

