



RECENT PROJECTS



RAAZ 3 - 3D Movie Solutions, VFX, DI, Lab Services



HEROINE - Lab Services, DI



MUGAMOODI - Lab Services



FERRARI KI SAWAARI - Bluray Compression & Authoring



JULAYI - Lab Services



REBEL - VFX, DI



RUN BABY RUN - Lab Services, VFX



GOD FATHER - VFX, DI, Lab Services



MAATTRRAAN - VFX



Mr.MARUMAKAN - VFX, DI, Lab Services



This issue brings in focus the yeoman service our company is rendering in the area of training and skill

up-gradation and creating talent pools which are strong in fundamentals and exposed to the state of the art technological innovations. The sixth convocation of L V Prasad Film and Television academy presided over by Padmashree Dr.Kamal Hassan, the icon of the film industry gives credence to the fact that our academy is one of the top film schools in the country. The huge popularity of REDUCATION - a real world training program by professionals and conducted at Chennai in association with Prasad Group is another testimony to our commitment towards this cause.

Although we know that the industry is moving towards digital technology fast, nobody realized this change could be in such an accelerated phase. Initially it made its headway in the post production areas like editing, audio, VFX and DI. Now we are feeling its impact in the acquisition, distribution, presentation and delivery systems too. Luckily having his fingers on the industry pulse Mr.Sai Prasad has brought in 3D Technologies offering total solutions encompassing capturing, post production and exhibition. Similarly with the direct involvement of Mr.Ramesh Prasad, the camera department and outdoor equipment divisions across Mumbai, Hyderabad and Chennai are poised for growth with the acquisition of a battery of new lenses and digital cameras to spearhead this change and maintain our leadership position in the industry.

S.SIVARAMAN, EDITOR



PRESS MEET & TRAILER LAUNCH

AVM's magnum opus, Rajini starrer 'Sivaji - the Boss' is being converted to 3D at Prasad Group's Stereo Imaging Division in Chennai. AVM organized a press meet to showcase the 3D trailer and a song sequence on 13th August at Prasad Film Labs' preview theater. The guests included Super Star Rajinikanth and Art Director Thotta Tharani. AVM Saravanan, MS Guhan, Aparna Guhan, Sai Prasad, SP Muthuraman and several other officials from AVM and Prasad were present as the show for the press started to a packed house. Mr.Rajinikanth in his interview to the press said that he was amazed at the way the film has been converted to 3D and was all praise for AVM and Prasad for having done such a wonderful job.

RAAZ 3 - VFX, DI AND 3D MOVIE SOLUTIONS

Prasad EFX provided the complete range of 3D Movie Making Solutions for 'Raaz3'. Prasad EFX has also provided Digital Intermediate, VFX, Film Prints and Digital Cinema Prints for this Megahit.

Vikram Bhatt, Director of Raaz-3 says, "I appreciate the efforts put in by the entire Prasad team without which this would not have been possible. The team worked day and night on every detail without stopping till they achieved excellence. Prasad should be proud of what they have created. I am indebted for the effort that has been taken and cannot thank them enough. Prasad leaves every other post studio behind by leagues with this effort."



Mr.Mahesh Bhatt in a mail to Kavita Prasad, Director, Prasad EFX said, "A big thank you to you and your brilliant team. Raaz 3 was not possible without this support. You are the BEST!"

REDUCATION BY RED AND PRASAD GROUP



Ted Schilowitz



Reduction in progress



Ted addressing the participants



A.R.Rahman dropped in for an insight on the equipment

REDUCATION is real world training – taught by working professionals, for working professionals and those looking to work in the field of Digital Cinematography and High Resolution Post Production. The event which started on 16th July 2012 at Prasad Group's 70MM Theatre in Chennai had Mr.Ted Schilowitz taking charge of the training and lifting the program to its acclaimed global standards. More than 60 students from beginners to accomplished DoP's from all over India attended the show and were absolutely thrilled about the intensive 3 day workshop. The third day saw Ms. Jill Smolin of 3Ality Technica conducting the 3D session. The Workshop ended on 18th July 2012 with an Open House involving Red, 3Ality, Adobe, Assimilate, Autodesk and others making product demos and presentations.

L.V.PRASAD ACADEMY - NEW ACADEMIC YEAR



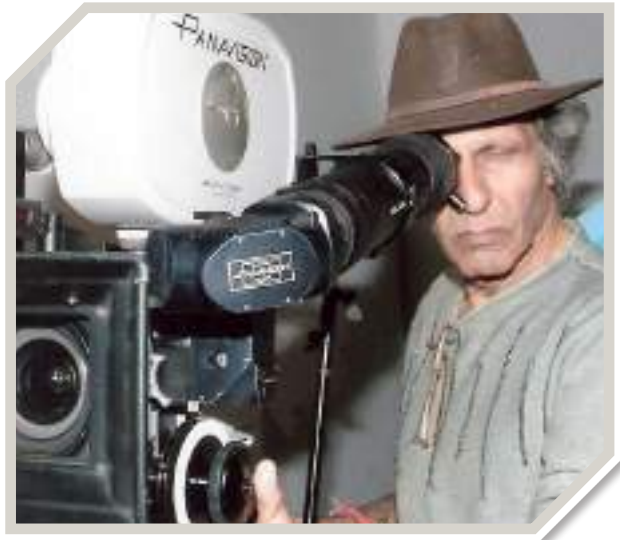
The Indian National Flag was hoisted by Mr.K.R.Subramanian, Business Head to mark the Indian Independence Day on 15th August 2012 at Prasad Film Labs, Chennai along with Senior Managers and staff of Prasad Group. L.V.Prasad Film & TV Academy started the current year's courses with new batches and the group led by Mr. Hariharan, Director of the Academy along with the new students symbolically walked to the Academy Campus.





Shakti Foundation organized a program, 'FunFair' for the differently abled Children on the occasion of World Disability Day on 11th August 2012 and to reiterate 'Corporate Commitment'. Employees from different companies including Prasad Group set aside time from their busy schedules to be with the children. Stalls were put up by companies to interact with the children who thronged the St. George's School Grounds, Chennai. Prasad was represented by Banu, Muthu and Narayanan.

HOMAGE TO ASHOK MEHTA (1947 - 2012)



Ashok Mehta was an innovative DOP and his forte was the evolving technique of lighting that earned him lots of recognition. Ashok Mehta had a fascination for new technology and a keen interest in negative processing which made him look at Prasad Film Labs always. We processed many films for him including Bandit Queen, Moksh,

Gupt and Shortcut. Ashok Mehta had tremendous respect for L.V Prasadji as a film maker and was a very close friend of Mr.Ramesh Prasad, exchanging lots of information whenever they met. He had great admiration for Mr.Ramesh's contribution to introducing new technology. Whenever he was in need of any equipment, process or information on new technologies he used to say 'check with Ramesh Prasad and Sai Prasad'. He was very hard working, humble and a very nice human being. He was above all very friendly with one and all in the Industry. I had the good fortune to have a friend like him and will miss him for sure.

- JAIPRAKASH NAIDU, EXECUTIVE DIRECTOR, PRASAD FILM LABS, MUMBAI



"Yash" in Hindi means and signifies "Success". Yashji had become synonymous with Success. We have known Yashji from the time he had his office at Rajkamal Studios, after which they shifted to the spacious Juhu office and finally to the sprawling YRF Studios in Andheri. In the real sense of Studios, Yashji brought back the concept of Production Studios and ventured into distribution, where they are leaders. Others seem to follow them, though not as successfully. YRF means only premium Products for which the audience never hesitated to pay more, however small it was. Any product from YRF becomes big. The heights to which Yashji took Yashraj Films has very little parallel. Yashji was a very helpful

person and whenever asked for any help or recommendation, has always been forthcoming. He led the Film industry from the front, Fought for the industry, a real Stalwart, an Icon and represented an Era very distinguished, in the true sense.

Yashji shared a great personal relationship with Mr. Ramesh and both used to always meet whenever in Mumbai, and passionately talk only about films. He always used to receive us with lots of warmth. I don't remember even one occasion when Yashji has not taken our calls, evaded meeting us nor kept us waiting. I personally shared a very cordial and friendly relationship with Yashji. On a personal note, Yashji has always been very accessible to me whenever, I have had the need to approach him. Once I went to meet him as scheduled and was told he was busy by his secretary. But Yashji had seen me come through the CCTV and immediately called me in. To my surprise he was with Aishwarya Rai in a narration. As I offered to wait he introduced me to her and then finished my meeting before continuing discussion with Aishwarya. This speaks volumes about Yashji's ethics, culture and the importance that he attached to a committed meeting.

Yashji always gave utmost importance to quality. When we started our Lab in Chennai, Yashji processed many of his films with us including the Super Hit 'Chandni', which paved the way for YRF following up with a string of Block Busters. Later when we were the first ones to start Dolby Mixing, Yashji and his son Aditya came down to Chennai and mixed the Megahit 'Dilwale Dulhania Le Jaayenge'. There are many firsts in our Organization and Yashji has been magnanimous by gracing all these occasions by switching on the Processing Machine, the Panavision Cameras and the 3D Gears. He used to participate happily and always spoke highly of Prasad's commitment to quality, new technology and service to the industry.

Some time back I experienced a sentimental side of Yashji which I had never known earlier. We were making a film for the 75th birthday of Mr. Ramesh Prasad. When I called him to request a few words on video he exclaimed "Oh, I did not know that Ramesh is 75 years old", but he requested me to call later and when I called again he said that he was a bit busy and would speak the next day. But within 10 minutes he called me back and said 'Mr. Naidu, you sounded unhappy when I spoke to you... Its ok you can come in the morning at 10.30am'. My respect and awe for him grew ten folds. He always used to say 'Ramesh is a very dear friend of mine'.



Yashji was very fond of Sai and often said 'Sai is a very sweet boy and full of knowledge'. Sai too had lots of respect for Yashji addressing him lovingly as 'Yash Uncle'. When Yashji and Aditya wanted a certain VFX effect for a song in 'Dil To Pagal Hai', Sai was involved to execute it. Many in the cast and crew had strong reservations about getting the desired effect, without a Motion Control Rig. But Yashji knowing Sai's knowledge in Technology expressed tremendous faith and confidence in his talent and ability and convinced his unit members to let Sai do it in his way. I distinctly remember the 4 or 5 days shoot at Rajkamal Studios where Sai personally supervised the VFX shots and quietly assured Yashji that it will work. After processing in Chennai, Sai

sent the print to me and I went to Yashji and Adi where they had already kept the Steenbeck machine ready. After seeing the shots Adi and Yashji were amazingly excited and seemed to convey "see I told you that Sai will do it". Yashji patted my back and wanted to speak to Sai. Later when Sai got the award for Best VFX, the first ever instituted by Zee Cine Awards, Yashji and his wife Pamelaji warmly greeted him at the Award ceremony and proudly congratulated him for the award by saying 'You deserved it'.

Yashji celebrated his 80th Birthday on 27th September 2012 in a grand manner. Myself and Mr. Ramesh's last interaction with Yashji turned out to be at Amitabh Bachchan's 70th Birthday on 10th October 2012. He saw me and hailed from across 'Hello Mr. Naidu!!'. I never imagined that it would be the last exchange with the Great man... In fact it turned out to be the last for many in the industry. There can be only one Yash Chopra. May the Almighty Bless Yashji's departed soul with Eternal Peace.

- JAIPRAKASH NAIDU, EXECUTIVE DIRECTOR, PRASAD FILM LABS, MUMBAI

“Dont lose your innocence, your naivete and always watch and make films with passion”

Padmashree. Dr. Kamal Hassan



Sixth Convocation Day

A day of celebration, Nostalgia and accomplishment at the L.V. Prasad Film & TV Academy

“Don’t lose your innocence, your naiveté and always watch and make films with passion”. These were the words of wisdom shared with the students by Padmashree Dr Kamal Haasan while presiding over the 6th convocation of the LV Prasad Film & TV Academy held at Prasad Film Labs on August 18th, 2012. “I envy you for this opportunity you have to learn and earn a certificate in 2 years while it took me 20 long years to achieve it on my own” he said, endearing himself to the graduates and audience with his candour and a fairly emotional presidential address. Joining him on the dais was our Guest of Honour who is also equally accomplished in the field of Cinematography, Mr. Ravi K Chandran, the award winning DOP of films such as Black, Dil Chahtha Hai and Kannathil Muthamittal. While addressing the students, he said “Work with focus and continue to carry the passion with you throughout your career and you are sure to succeed”. “Make films from the heart because I find that today the heart is missing from our films”. Mr. Ramesh Prasad spoke about his father “He died dreaming about starting a film academy to train young aspiring filmmakers”. He exhorted the students to keep in mind the values cherished by Mr. LV Prasad. Mr. K Hariharan while presenting the annual report of the Academy highlighted the diversity of films made by our students and the strides made by alumni including Balaji Mohan of the 1st batch and his debut feature ‘Kadhalil Sodhappuvathu Eppadi’. He also mentioned the awards and accolades won by the students films at regional, National and International film festivals and the Academy’s ranking among the top ten best film schools in the world by Reelshow International. Earlier Mr.Sivaraman welcomed the gathering. Vote of thanks given by Mr. K. R.Subramanian.



The Winners

Best Film & Best Direction

Gold - *HEIGHTS* Raghavendran KK

Silver - *NAIGAL JAGRADHAI* Keerthichandra CH

Bronze - *THAMBATHYAM* Yugandhara Muthukrishnan

Special mention - *ITHIGASAM* Ramnath B

Best Editing

Gold - *DHARMASANSHTABANARTHAYA* Ananthan R

Silver - *VELICHAM* Sishira KV

Bronze - *ANDHAM* Monica Kumar

Special mention - *MAAYA* Vishal K Jain

Best Cinematography

Gold - *SKYLAB IS FALLING* Karthik Muthukumar

Silver - *NAIGAL JAGRADHAI* Sakthivel R

Bronze - *LOVE, YOURS TRULY* Sooraj S Anand

Special mention - *ANDHAM* Jemin Jom

Best Sound Designing

Gold - *ARIVUMATHIYIN AAZHMANADHIL* Ananthan R

Silver - *SKYLAB IS FALLING* George Verghese

Bronze - *VELICHAM* Arjun R

Welcome to Prasad Group

Prasad Media Corporation Ltd., Hyderabad

H Vijay Kumar, Associate - Customer Care
U Naveen Kumar, Associate - Customer Care
A Krishna, Associate - Concessions
M Ranjith Kumar, Associate - Concessions
G Nagaraju, Associate - Concessions
G Chandra Sekhar, Associate - Concessions
A Krishna Murthy, Projectionist - Multiplex
Ch Sandhya, Associate - Fun Factory
N Sashidhar, Associate - Fun Factory
D Naresh, Associate - Fun Factory

Congratulations

Prasad Film Labs, Chennai

K.Venugopal – Printing Dept. has completed 25 years of service
R.Ravi Shankar – Admin Dept. has completed 25 years of service
D.Anthoni – R & D Dept. has completed 15 years of service
K.Ravi – General Dept. has completed 15 years of service
K.John - R & D Dept has completed 15 years of service

Baby News

Prasad Media Corporation Ltd.

Vijaya Lakshmi, Associate - Box Office was blessed with a Baby Boy on 9th August 2012
K.Bhasker, Associate - Concessions was blessed with a Baby Girl on 3rd June 2012.
Mr.G.Yesu Kumar, Associate-Box office was blessed with a Baby Girl on 6th July 2012

Prasad Group, Mumbai

Mangesh Bhalerao, Executive Producer - DI was blessed with a Baby Boy on 30th August 2012
Nitin Salgoankar, Lab Coordinator was blessed with a Baby Boy on 2nd September 2012
Swati Surve, Secretary was blessed with a Baby Boy on 20th September 2012

Prasad Film Labs, Hyderabad

Kiran, Outdoor Department was blessed with a Baby Boy - Sai Virat on 13th August 2012

Marriage News

Prasad Group, Mumbai

Rangaram Ranganathan, Technical Support Engineer got Married to Revathi on 2nd September 2012

Retirement

Prasad Film Laboratories, Chennai

K.Soundarrajan – Projection Dept. - 05.07.2012 after 34 years of service.
B.Sasiram Sharma – Security Dept. - 28.07.2012 after 37 years of service.
S.Muthu – Negative Checking Dept. - 25.08.2012 after 34 years of service.



K.Soundarrajan



B.Sasiram Sharma



S.Muthu



Mr.Ramesh Prasad lighting the lamp at the Members' meet of Andhra Pradesh Chamber of Commerce on 31st July 2012 at Chiran Fort Club, Hyderabad. *In the photo (L to R): M/S. Akkineni Nageshwara Rao, D.S. Balachandra Babu, V.L. Indira Dutt, Dr. J.A.S. Giri, A. Ramesh Prasad, D. Seetha Ramaiah*



The last Friday of each month is celebrated as '**Monthly Birthday**' in Prasad Group, Mumbai. Employees from all divisions and departments get together, and for once keeping aside all their stress they join in to have a wonderful time and make merry. The employees who celebrated their birthday in the months of July, August & September are, Faiz Khatib, Tushar Wadhe, Pravinchandra Vaidya, Rajesh Panchal, V. Venkat Rao, Rushikesh Swarge, Bhupal Howale, Rajesh Gupta, Naresh Parab, Mohamed Ghouse, Swapnil Vaishnav, Shashank Ghag, Pravin Shinde, Vaibhav Patil, Rajesh Kadam, Nilesh Ghonge, Ganesh Gholap - **Team HR**

Nandi Awards - As many as Seven Telugu films that used Prasad Group Services and facilities have won the **Nandi Awards** under various Categories. **ANAGANAGA O DHEERUDU** (Best Villain | Best Costume Designer | Best Special Effects), **BADRINATH** (Best Audiographer), **DOOKUDU** (Best actor | Best Supporting Actor | Best Comedian | Best Editor | Best Screenplay | Best Popular Film for Providing Wholesome Entertainment | Best Stunts), **RAJANNA** (Second Best Film | Best Character actor | Best Art Director | Best Female Playback Singer | Best Child Actress), **SRI RAMARAJYAM** (Best Film | Best Actress | Best Cinematographer | Best Music Director | Best Makeup | Best Dubbing Artist (Female)), **JAI BOLO TELANGANA** (Best Director | Best Lyricist | Best Male Playback Singer | Best dubbing artiste (Male)), **RUSHI** (Best Story Writer). **Connect Congratulates the Award Winners.**



Children's Corner

R.Yogesh, VI Std
S/o. R.Latha
Prasad Video Digital
Chennai

TATA Motors displayed and promoted its new model Nano 2012 at PRASADS on 7th & 8th July 2012



TVS's new bike WEGO was displayed at PRASADS on 7th & 8th July 2012



BIG FM & Bharthi Cement celebrated with 'Green Ganesh' at PRASADS on 25th September 2012. Actress Tapsi and Actor Sunil attended the function. The Big 'Green Ganesh' was made from Newspapers donated by the people of Hyderabad.



ICC T20 World Cup matches were telecast LIVE at PRASADS by Hyundai on a big screen



Independence day was celebrated at Prasad Film Labs, Hyderabad and the Indian National Flag was hoisted by Mr. Nagineedu on 15th August 2012. Mr. Ramesh Prasad attended the event and addressed the employees. It was a memorable day for the staff spending time together coupled with fun and games.

Ganesh Chaturthi was celebrated at Prasad Film Labs, Chennai on 18th September 2012 and was attended by a large number of employees.



Meet us at



NFDC
National Film Development Corporation of India

Goa Marriott Resort, India

At the booth, contact

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Thiruvananthapuram | Kolkata | Hollywood

The next issue of CONNECT covering the months of October, November, December 2012 will be published in January 2013.
Please email your articles (before 15th December 2012), news (before 30th December 2012) and suggestions to
connect@prasadgroup.org