



PRASAD EFX  
receives Best VFX Award  
for RAAZ 3

RECENT PROJECTS



VISHWAROOPAM - VFX & Lab Services



ANYBODY CAN DANCE - Complete 3D Movie Solutions



MIRCHI - VFX, DI & Lab Services



AADHI BHAGAVAN - VFX & DI Services



NAYAK - VFX, Blu ray Compression & DVD Authoring



VATHIKUTCHI - Audio, VFX, DI & Lab Services



ROSE GUITARINAAL - Lab Services



ZILA GHAZIABAD - VFX, DI, Lab Services



VEERA - LAB SERVICES, VFX & DI



BAADSHAH - DI & Lab Services

## EDITOR'S VOICE



Although cinema is basically a visual medium sound plays an important part in enriching the experience. In

many dramatic situations in a film it is in fact the sound, or the absence of it, that evokes the right emotions. The detailing in the effects, creative background scoring, a clear voice recording (live or dubbed in post) and the fine balancing of these elements in a perfect mix is what adds spice even to the most bland visuals. At Prasad we have always realized the importance of sound and today we have 18 recording suites spread across India, which are equipped with state of the art equipment and tools for the audiographer, director and the creative team behind a movie. The latest addition in this constant quest to explore new horizons is the upgradation of our 70mm mixing theater into an Auro 3D mixing facility. Another important step is the launch of a sound recording and mixing facility in Kolkata.

L.V.Prasad Eye Institute is doing an yeoman service to the visually challenged and is recognized as one of the premier eyecare institutions by the World Health Organization. This is a shining example of Corporate Social Responsibility (CSR) initiative by Prasad Group. A comparatively smaller yet satisfying experience in recent times is the successful implementation of the induction of hearing impaired people into our film restoration department in Hyderabad, thus providing them with equal opportunity. Congratulations to the team and in the times ahead I am sure more such CSR activities will be taken up by Prasad Group.

**S.Sivaraman, Editor**

## PRASAD RECORDING THEATER, KOLKATA



Prasad Group fulfilled a long time demand of the Bengali Film Industry and opened a new state of the art sound recording theatre on 10th January 2013 at P-23, Raja Basant Roy Road, 1st Street, Kolkata - 700029. The studio providing sound recording, dubbing and other related services was inaugurated by noted Film Director Sandip Ray, son of the legendary Satyajit Ray. Noted film industry personalities along with Mr.Ramesh Prasad & Mr.Bose of Prasad Group were also present. With the launch of this facility Prasad now operates India's largest network of sound studios.

## AURO 3D



Recently Prasad launched India's first Auro 3D sound mixing facility. Auro 11.1, developed by Auro Technologies and powered by Barco, is the next-generation 3D sound format for the cinema industry. It turns conventional cinema audio into a fully immersive 3D sound experience, with sounds coming from all around and above the listener, provided by three layers – surround, height and overhead without the need of using complex and expensive object based technology. As a perfect match for visual 3D, the channel-based Auro 11.1 sound system offers a very natural and enveloping experience. Thanks to its configuration, the technology not only enables sound mixers to move objects around in space but it also allows them to reproduce the immersive aspects of a film soundtrack in a way that is more compatible with their current workflow.

## DENTAL CHECK-UP CAMP

As part of our employee welfare initiatives, a Dental check-up camp was organised at Prasad Film Labs Campus on 17th & 18th January 2013 by Smile Dental Care Clinic.

Over 25 employees participated in this program.



**Prasad Group Founder's Day** - The birthday of our founder Shri. L. V. Prasad was celebrated in all our offices as 'Prasad Group Founder's Day' on 17th January 2013. On this occasion Prasad Group directors, senior management and employees paid floral tribute to Shri. L.V. Prasad. **In the picture** : Prasad Group, Kolkatta team.



## KRANTI VEERA SANGOLI RAYANNA - 100 DAYS CELEBRATION



Ravinandan- Sales and collection



Balakrishnan.M - Line producer, DI



Raja - Line producer, VFX



Ramamurthy.N - DI Colorist

Sangoli Rayanna, a Historical Movie, completed 100 successful days in the theatres. The film was produced by Sangoli Rayanna Cine Combines and directed by Naganna. The makers of this megahit movie arranged a big function in Srinagar Palace Garden, Bengaluru on 22nd February 2013. The function was attended by industry bigwigs including Mr.Siddaramaiah - Ex Deputy Chief Minister, Mr.Ambarish, Mrs.Jayapradha and Mrs.Jayanthi. The Prasad team which did the VFX, DI and Lab Services for this film.

## ISRAELI FILM FESTIVAL

"The Israeli Film Festival" was organized by Hyderabad Film Club at Prasad Film Laboratories Hyderabad on 14.02.2013. Mr.Ramesh Prasad was the chief guest for the function. The other guests included Mr. M. Dana Kishore, IAS, Commissioner I & PR Department, Government of Andhra Pradesh. The festival was organized in collaboration with the Embassy of Israel, Indo-Israel Chamber of Commerce and Industry and Federation of Film Societies of India. The four-day festival included six award-winning Israeli movies - Intimate Grammar, The Flood, Lonely Planet, The Human Resources Manager, Bena and the Matchmaker. Annually, about 100 movies are made in Israel.



## HOPE FOR THE DIFFERENTLY ABLED



HOPE is a Corporate Social Responsibility initiative of Prasad Corporation to rehabilitate and bring the differently abled into mainstream.

We undertook this project with an objective to make long-term sustainable employment available for differently abled people. It involved educating them and the regular workforce, strengthening infrastructural facilities to be differently abled friendly, fighting a very common notion that differently abled can't fit into mainstream functions and providing humanitarian assistance through government, NGO's and volunteers.

Here's an insight into the humbling experience - Early last year, we were facing a problem with high costs and lower operating margins in our stereoscopic conversion and restoration departments. In an effort to change things, we looked internally to identify possible process efficiency solutions.

We discovered that 40% of the work requires neither experience nor expertise. Anyone with basic computer skills and preliminary training can do the job. Therefore the training plan was revisited and framed into phases with the help of Mr. Martin from the training department. The first phase included dust busting training - which could be completed in a week. From day 1 to go live, the time span was reduced by over 20 days. The next big challenge was to identify who to hire. Here's where HOPE was ideated. We wanted to employ deprived candidates with different abilities. We also had to orient the existing seniors to ensure they are comfortable with the idea. After months of research, we partnered with a couple of NGO's (MEPMA, SERP: Youth for Jobs) to source hearing impaired candidates. With the help of an interpreter, we interviewed many individuals and used psychometric tests to filter the best fits.

We employed visual aid as much as possible to ensure training is customized. The learning curve was over two weeks instead of one. The production process was tweaked to accommodate them. Most of the communication happened through SMS, white boards and sometimes hand written notes. Though efficiency was low at the beginning, their overall performance during Q4 - last fiscal, has been commendable.

Along with providing opportunities for the deprived, we were able to increase our operating margins to a great extent. But what is even more satisfying is the overwhelming gratitude they all express towards Prasad Group. Here's what Umar Farook has to say, "I am so glad to be back working again. My family is very proud of me and I would like to thank the whole team at Prasad for offering me this job".



Today at Hyderabad, we have employed over 25 candidates who are challenged for hearing and speech. We are hoping to take this to the next level by hiring physically challenged candidates across Chennai and Hyderabad. Remember, these are people just like us or of even better calibre, but deprived of jobs and self-esteem as a result of their disability.

For any questions or assistance in this regards, you may write to me at [chandrasekhar.k@efxmagic.com](mailto:chandrasekhar.k@efxmagic.com) or call +91 8897388855.

**- Chandra Sekhar K, Stereo Imaging Division & Restoration, Prasad Group - Hyderabad**

*Supported by Navyatha Priyadharsani (HR Manager), Mohamed Rafik (Lead Quality Auditor), Pavan Kumar (Project Coordinator) and G Saravanan (Quality Controller)*



The **Camera Rental Division** of Prasad Group, Mumbai moved into a new facility opposite to the existing Film Lab on 17th January 2013. The new Sony F65 Digital camera was inducted into our fold on the occasion. Prasad now provides a wider range of film and digital cameras, new lenses and specialised accessories.

## AWARDS GALORE AT PRASAD GROUP

### NANDI AWARD FOR 'RUSHI'

Instituted by the Government of Andhra Pradesh, the Nandi Awards is an annual feature. This year the 'Special Jury Award' was given for Telugu Film "RUSHI" produced by Prasad Productions. The award was presented to Mr. Ramesh Prasad by Hon'ble Chief Minister of Andhra Pradesh Mr. N. Kiran Kumar Reddy and Mr. Amithabh Bachchan on 11th April 2013.



### PRASAD EFX BAGS TOIFA BEST VFX AWARD

Prasad EFX received at the Times of India Film Awards (TOIFA) best VFX Award for the movie Raaz 3. TOIFA is a global IPR envisioned to be the definitive awards platform felicitating the Indian Film fraternity. TOIFA invites fans across the world to vote on the nomination categories to determine the winners by popular choice. The grand ceremony was held at Vancouver, Canada between 4th and 6th April 2013 and was attended by Sanjith and Rajiv Ghosh of Prasad Group.

### NATIONAL AWARD - YET AGAIN

The National Award for the 'Best Film Lab' was given to Prasad Film Laboratories, yet again, for the Assamese film KO:YAD. The Award is coming to Prasad Film Labs for the 20th time endorsing our attention to quality.

## MYANMAR DELEGATES VISIT

A 13 member, high level delegation from Myanmar visited the Prasad Group facilities in Mumbai and Chennai in the last week of March 2013 and were very impressed by the sheer space, technology and the volume of work handled by the various divisions meeting quality standards and timelines. The team from a cross section of the Myanmar Media and Entertainment industry had senior representatives from the Myanmar Motion Picture Enterprises, Motion Picture Association, The Producers Council, a Film Director, Scriptwriters, an Audio Engineer, Multiplex Operators, Cable TV and Broadcast Channel service providers.

Their visit to Prasad facilities would pave the way for a lot of interaction between the two countries and provide them a solution for technical and creative support for the newer and more popular Entertainment techniques in Production, Distribution and Exhibition which is still a passionate dream for many young and creative minds in Myanmar.

They were given a brief on the current trends in India on Digital Production, Post Production, Distribution and Exhibition by the Prasad Team in Mumbai and Chennai. As a token of their appreciation of Prasad's hospitality they presented the Mumbai and Chennai centres with beautifully framed pictures of the Myanmar landscape, all done with semi-precious stones. A glittery start to a new relationship!

**Jaya Vasant, Senior Manager – Client Relations International  
Prasad Group**



### M.G.R Government Film and Television Institute & Prasad Group

together conducted a two day seminar on 3D Film Making covering shooting in 3D, post production in 3D, 2D-3D conversion, 3D equipment and experiences from recent films including Sivaji, Raaz3 and Any Boby Can Dance (ABCD). The faculty from Prasad included Sivaraman, Peter Mc Arthur, Chandrasekar, Ramesh Jayaraman and Krishnan Vasant and was attended by the over 120 students.



## REWARDS & RECOGNITION PROGRAM

Prasad launched its Reward and Recognition frame work during the Award of Excellence ceremony organized on 3rd April, 2013 at L.V.Prasad Film & TV Academy Auditorium. The framework consists of:

- Performance Awards : Star
- Excellence Awards : Icon for
  - » Innovative Solutions: Collaborating for results
  - » Bringing Out the Best: Everyday leadership throughout Prasad
  - » Serving the Client: Providing consistent and exceptional service
  - » Unsung Hero: Working behind the scenes
- Appreciation Awards : Kudos

In this function, the Innovation Award was presented to Chandrasekhar K, Restoration Division, Hyderabad by Mr.Sai Prasad for his contribution to the organization's initiative of introducing differently abled resources. The award was bestowed upon him for his active participation and implementation of the process improvement drive by challenging existing processes through new ideas which has helped in improving earnings for the Company.

**Sunil Mohan, Human Resources, Chennai**



## PERFORMANCE AWARD

The Restoration Department of Prasad EFX organized its Half Yearly Performance Awards presentation on Feb 25th, 2013. The awards were given out for performance excellence during the first half of the year for various roles and designations. Certificates and mementos were given out to the star performers. It was indeed quite motivating for the team to receive these awards from Mr. Sai Prasad himself. The team also has a monthly Rewards and Recognition program in addition to the Half Yearly awards, commending top performance on a month on month basis.

**Lester VK, Restoration, Prasad EFX, Chennai**

### National Seminar on VFX

A Two Day National Seminar on VFX was conducted by **M.G.R Government Film and Television Institute** in their Chennai Campus between 18th and 19th of March 2013. Experts from the VFX industry, DOP's and Art Director's were present to share their experience. Ramesh Jayaraman and Sri Rengaraj represented Prasad EFX and shared their experiences and projects with the students during this seminar.

## EGG PAINTING COMPETITION



This season of Easter saw a grand 'Egg painting Competition' at Prasad EFX. The event took place in the Prasad Studio grounds on 30th March, 2013. The employees responded with amazing enthusiasm and showcased their talent bringing creativity to the fore. The winners were:

- 1st Prize - Vivek. S (Restoration)**
- 2nd Prize - Boopathi. B (Computer Graphics)**
- 3rd Prize - Ganapathi Arumugam. G (Computer Graphics)**



## WELCOME TO PRASAD GROUP

### Prasad Film Labs, Hyderabad

**S. Harish**, Sound Recordist - Dubbing

**B. Siva Prasad**, Sr. Asst. - Accounts

**B. Suresh**, Executive - Outdoor unit

**K. Satish**, Attendant - Outdoor Unit

### Prasad Group, Kolkata

**Sanjeev Baliar Singh**,

Recording Engineer

## CONGRATULATIONS

### PRASAD FILM LABS, CHENNAI

**M.V.Radhakrishnan** – Maintenance Dept., has completed 30 years of service.

**A.S.Balakrishnan**, Supervisor – Housekeeping Dept., has attended work on all the working days in the year 2012 and was rewarded with a gift cheque in appreciation of his perfect attendance. This is the sixth year in which he has put in 100% attendance.

## BABY NEWS

### EFX - Chennai - Restoration

**Mohammed Ali** was blessed with a baby girl Ruhaina. M on 05/01/13

**Senthil. A** was blessed with a baby boy Vigneshwar.A.S on 25/02/13

**Indrakumar K** was blessed with a baby girl Bavana on 04/02/13

**Rathinavel** was blessed with a baby boy T.K.Lokranjan on 06/02/13

## WEDDING BELLS

### EFX - Chennai

**Christian. V**, Restoration got married to Chitra. C on 06/02/2013

**Sudarsan. K**, Restoration got married to Srijia. S on 14/02/13

**Lester.V.K**, Restoration got married to Radhika Laxman on 18/03/13

**Saravanan. N**, Restoration got married to Selvakumari. S on 23/01/13

**Prem Kumar. G. T**, Human Resources got married to Janani. P on 22/02/13

**Venkatesh Prabhu. T.V**, Systems got married to Gowri. R on 13/03/13

**Vinod. D**, Stereo Imaging Division got married to Divya. R on 15/03/13

## RETIREMENT

### Prasad Film Labs, Chennai

**K.Lakshmanan** – R & D Dept retired on 14.01.2013 after 34 years of service

**N.Ranganathan** – Maintenance Dept retired on 11.02.2013 after 35 years of service

## BIRTHDAY CELEBRATIONS

Prasad Group, Mumbai celebrated birthdays falling in January, February & March 2013, providing employees an opportunity to get together and have a good time, not to forget the lip smacking snacks that made the event even more interesting. The employees who celebrated their birthday's are : Prakash Utekar, Kapilendra Gouda, Pravin Talegaonkar, Pramod Bordvekar, Amol Shinde, Prafulkumar Kamble, J. Naidu, Baburam Yadav, Sandeep Bagul, Akshay Bole, Nitin Lawoo Dalvi, Sanjay Chavan, Arun Bhate, Swapnil Pawar, Yeshwant Bangera, Rajaram Kamble, Sanjay Shinde, Ravindra Sutar, Sachin Bhosle, Mani Thevar, Laxman Tatyaba Kadam, Dominc Rodrigues, Swapnil Kadavadar, Vishal Surve, Baliram P Sonar, Shilpa Vichare, Rajendra Kadam, Mahesh Dhuri, A .Sakthivel, Ketan K Naykodi, Mahadev Madane, Yogesh Anand, D. Shankaran, Sandeep Patil, Nitin Salgaonkar.

- Meena Shrivastava, Human Resources, Prasad Group, Mumbai

## VALENTINE'S DAY CELEBRATION



An evening full of fun, laughter, dance and excitement. Dress code was RED for girls and WHITE for men. We had something for everyone. The Mr. & Ms. Valentine Awards were won by Mr. Krishnamoorthy & Ms. Priyanka Mufti respectively. We also had a penalty round for employees who didn't follow dress code, wherein they danced to a song of our choice. Extra charm was added to the event by our employees Guru Pratap Singh Matharu, Rehan Mukri, Ganapathy S. to name a few, who regaled us with their music & dance moves. The event was enjoyed by one and all.

- Meena Shrivastava,

Human Resources, Prasad Group, Mumbai





Holi, The festival of colors was celebrated at Prasad facilities on Saturday 23rd March, 2013. In Chennai a festive mood was created by splashing Gulal (Holi Colors) and enjoying the spirit of togetherness. Lot of employees participated and competed with each other in the "URI ADITHAL" event with an exuberant spirit of joy. The hot Samosas and Badam Milk added to the enjoyment!

- Team Human Resources,  
Prasad EFX, Chennai

## WOMEN'S DAY CELEBRATIONS

The team of women in Prasad has grown and how!! In Chennai the 20 member Venus Team in the Restoration department of Prasad EFX was at the center-stage being the youngest and most energetic. As is the practice, an elaborate session of introduction of the 'Old' to the 'New' and vice versa went on with great fanfare. The event put together at break neck speed by the HR team was very enjoyable as all the women across the Group participated.

This year was special as many awards were given away to deserving candidates. The highlight for the evening was the sponsored gift coupons for a Buffet lunch for 2 at the Greenpark and the JP Hotel. The Lucky winners were Meera and Vijaylakshmi both from PVD.

And finally the wonderful Cake - though we didn't make it, we got to eat it. Everyone took back a memento that evening, with the promise to collect one every year as they grow together with Prasad Group.

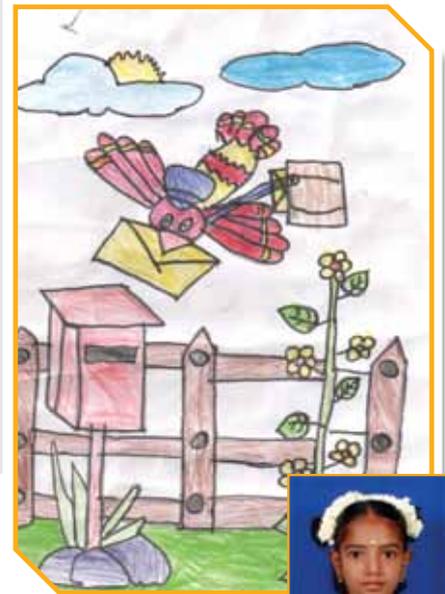
I have often wondered why this attention should stop beyond the few waking hours of the 8th of March, but then I decided to stop wondering and just enjoy the DAY and the attention..... Viva La Femme.....

**Memories by Jaya Vasant,**  
**Senior Manager - Client Relations International, Prasad Group**

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## CHILDREN'S CORNER



**G.Hemalatha,**  
3rd Std.  
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Maintenance Dept.,  
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*The next issue of CONNECT covering the months of April, May & June 2013 will be published in July 2013.  
Please email your articles (before 15th June 2013), news (before 30th June 2013) and suggestions to  
[connect@prasadgroup.org](mailto:connect@prasadgroup.org)*

