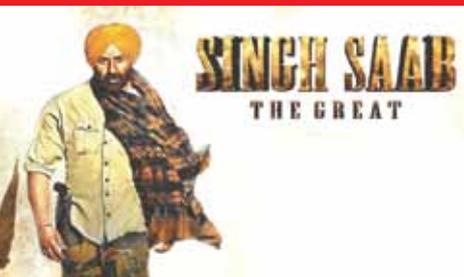


# CONNECT

## RECENT PROJECTS



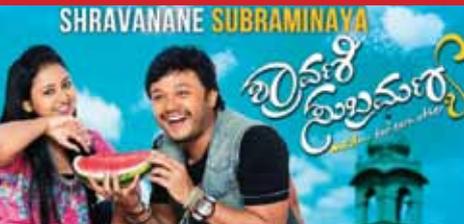
Lab, DI & VFX Services



VFX



DI & VFX



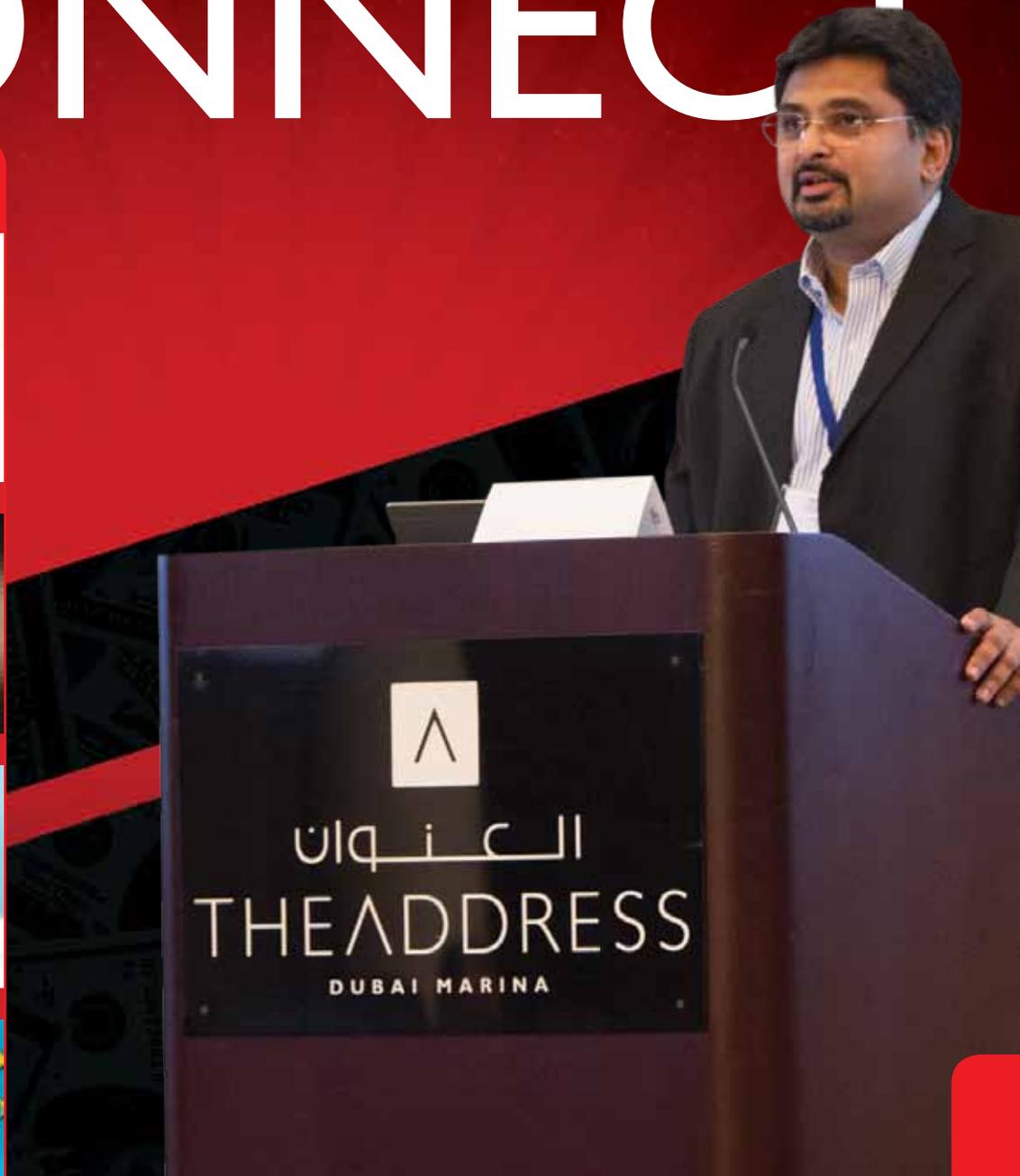
DI



DI & VFX



Bluray



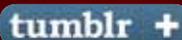
CONFERENCES APRIL 5<sup>th</sup>-10<sup>th</sup> 2014 / EXHIBITS APRIL 7<sup>th</sup> - 10<sup>th</sup> 2014

COME & SEE THE NEW SCANITY HDR DURING THE SHOW, BOOTH NUMBER SL15123

Exhibit Hours: April 7-9, 9:00am - 6:00pm  
April 10, 9:00am - 2:00pm

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**We have built a legacy. We have nurtured a tradition.** We have built one of the biggest names serving the Indian Film Industry. Over the past 55 years we have been a trusted, strong, efficient and quality conscious service provider for customers from around the World. Each one of us has played a role in building this reputation, this brand. We now have to carry forward this legacy and tradition into the next era. An era of change as we have never seen before; an era of change that will close the doors for many and open new opportunities for those who have adapted to change, transformed themselves to meet changing market conditions, challenged traditional thinking, grown younger to nurture new generations and positioned themselves to face the challenges. We want to be among this few, climb higher and continue to lead the way. **And we want to do it together holding hands with you.**

The brand we built over the decades was consolidated some years back under one umbrella as a unified identity – Prasad Group. The brand identity symbolized an image of Authority, Confidence, Dignity, Loyalty, Power, Success, Security and Trustworthiness to our clientele worldwide. Times have changed and today our presence, services and markets have expanded to embrace a wider range of clientele whose expectations are different. Different in terms of business models, marketing strategies, media, customer profiles, services and most importantly the way we deliver those services. To adapt to these changes we need to project an **image of youthful creativity** and build it on our strong foundations. Our brand identity, communications and marketing strategies should all reflect this changing image and with this in mind we are subtly changing our logo color to Orange to symbolize an Affordable, Creative, Enthusiastic, Fun loving, Jovial, Light hearted, High-Spirited and Youthful Global Brand.

We eagerly look forward to your enthusiastic involvement and energetic support as we enter this exciting new phase. We are thankful to all our people across our companies worldwide for having helped us build the Group's Image and feel confident that together we will continue on this mission to provide sterling service to our customers.

### **A.Ramesh Prasad, Managing Director**

Cinema and television programs like all other media of art and literature, has always reflected the socio economic, cultural activities and ethnicity of the people of the particular geography and hence has always been a part of cultural heritage. It is imperative that we preserve this heritage for posterity. Cinema is more than 100 years old and television about 75 years. All over the world efforts are on to save those films and television content before they deteriorate and vanish forever. We at Prasad Group have always been conscious about this fact and with our vast experience in film, video, state of the art digital tools and systems in our arsenal, have been playing an important role in providing solutions in the domains of Digitization, Restoration, Archiving and Asset Management for film and television content.

This issue of connect focuses on the various activities of our company in promoting and show casing our capability in this sphere of activity by way of participation in International Film Forums, Film Festivals and related events. Well, with the film laboratory business having practically vanished, Media Education, Family Entertainment Centres, Audio, Equipment Rental and Studio Infrastructure are the other thrust areas we need to pay attention to. On behalf of Connect, I wish you all a happy new year and take this opportunity to thank you all for your support and patronage over the years.

**S.Sivaraman , Editor**

## AMIA ANNUAL CONFERENCE 2013

AMIA, The Association of Moving Image Archivists, is a Non-Profit Professional Association established to advance the field of moving image archiving by fostering cooperation among individuals and organizations. The annual conference of the AMIA was held between November 6 and 9, 2013, at Richmond, Virginia, USA. Prasad Group was one of the sponsors for this event. The conference provided an opportunity for a diverse array of professionals and students to meet, share information and work together through an intensive and cost-effective learning forum for audio-visual preservation and access. Mr. Markus Hasenzahl, Head of R&D, Digital Film Technology GmbH attended the conference and gave a presentation, "A Demonstrated Concept of High-Speed High-Dynamic Range Black and White Film Scanning" at the technical symposium, "The Reel Thing". This symposium dedicated to presenting the latest technologies in audio-visual restoration and preservation brought together a unique line up of laboratory technicians, archivists, new media technologists and preservationists.



*The Byrd Theater, Richmond*

## IFFK, 2013



The 18th edition of International Film Festival of Kerala (IFFK) was inaugurated on 6th December 2013 at Thiruvananthapuram the capital city of Kerala, India and was organised by Kerala State Chalachitra Academy on behalf of the Department of Cultural Affairs, Government of Kerala. Two classic Tamil feature films of the 1960's, Paasamar and Karnan which have been digitally restored to their original glory by Prasad Group were showcased after an introduction on the restoration services rendered for the projects. IFFK 2013, focusing on the importance of digitization and preserving the heritage of cinema, also conducted a seminar on film preservation where Prasad Group was invited to make a presentation. The seminar was inaugurated by Mr. Priyadarshan and the inaugural address was delivered by Dr. P.K. Nair. The panel discussion in the seminar included Dr. C.S. Venkiteswaran, Theodore Baskaran, Aruna Vasudeva, Venkitesh Krishna and Nasreen Kabir. Prasad Group Hosted a dinner for special invitees and important delegates at Hotel Rajdhani.

*(From L-R) Bina Paul, Priyadarshan, Meenu Gaur - Director (Zinda Bhaag), Mazhar Zaidi - Producer (Zinda Bhaag), Sridhar Gopalan of Prasad Group at the dinner.*



## FLASH BACK



Chennai International Film Festival celebrated 100 glorious years of Indian Cinema. As a tribute to this magnificent journey, an exhibition called 'FLASHBACK' was organized for the first time by the enthusiastic students of the Department of Visual

Communication, Ethiraj College for Women and the Department of Media Sciences, Anna University. This exhibition was organized under the guidance of Mr. Venky. Prasad Group participated by providing vintage film post production equipment for a display to educate visitors on the Evolution of Technology in Cinema. The equipment provided by Prasad included Moviola, 35mm Film Projector and ARRI Cameras. The exhibition held at Anna University between December 15th and 21st, 2013 also had some rare and wonderful collection of photographs of the veterans of Indian Cinema including our founder Mr. L.V. Prasad.





Kundalini Pictures LLC is a Los Angeles based film production and service company. The German Crew from this company came to India for the shooting of their film 'A New Life'. Prasad Group provided camera services for this film.



## NFDC FILM BAZAAR

Film Bazaar is an annual film market organized by the National Film Development Corporation of India (NFDC) and was held alongside the International Film Festival of India (IFFI) at the Goa Marriott Resort between 20th and 24th of November 2013. Prasad Group has been sponsoring the DI Award for the winning film for the past several years. This award is a completely free Digital Grading service and this year's winning film was 'TITLI' directed by Kanu Behl. The award was given on behalf of Prasad Group by Mr. Jaiprakash Naidu, Executive Director. Prasad Group also had a stall to promote the group services.



**Maya Academy of Advanced Cinematics (MAAC)**, officially announced the launch of its new centre in T.Nagar, Chennai. The Guest of Honour was Mr. HimaKumar, Vice President - Prasad EFX. The inauguration function was followed by a Panel Discussion on offbeat careers, new age media, potential of Chennai market to accommodate the surging growth in this field and the different career options available in this Industry .



*From R -L : Union Minister for Information and Broadcasting, Mr. Manish Tewari, Ramesh Sippy, J. Naidu, Nina Lath Gupta - MD, NFDC during the Film Bazaar Inauguration*

## AURO MIXING



Director Shaji N. Karun was recently at Prasad 70mm mixing studio to do the 11.1 Auro Mixing for his film "Sopanam". Prasad launched India's first Auro Mixing theatre sometime back and provides the best infrastructure and environment for large scale 11.1 Auro sound mixing.

## TEAM OUTING



Prasad Group's Restoration Department, Hyderabad went for a Day Out to Srinidhi Resorts, Habsiguda in October 2013 to encourage team members to freely interact, make decisions, plan, learn and progress effectively. The team had a wonderful time learning and enjoying themselves. - **Navyatha - Human Resources, Prasad EFX, Hyderabad.**

# FIAT / IFTA CONFERENCE



The International Federation of Television Archives is a global network of broadcast archives and archive experts sharing insights through conferences, seminars & training sessions. Prasad Group participated in its world conference held in Hotel Dubai Marina in November 2013.

Mr. Sai Prasad made a presentation on the various services provided by Prasad Group for digitizing, restoring & archiving film & video content and a unique business model for onsite project execution. He also participated as a panel speaker on the topic 'The Future of Film Scanning'. The event provided an ideal platform to understand the potential for our business in the Middle East region and meet with prospective clients and understand their specific requirements which will help in formulating our strategy to develop business in various potential markets abroad.

**Sridhar Gopalan, Dy. General Manager – Business Development**



*Mr. Sai Prasad at the conference*



*Mr. Sridhar Gopalan at the conference*

## PRASAD GROUP IN THE MEDIA

### THE HINDU

#### Aayirathil Oruvan gets digital

49 years after its release, MGR-Jayalalitha

Karthik Subramanian

CHENNAI: Soon, one will get to hear the evergreen anthem of MGR – "Atho antha paravai pola vaazha vendum" – in digital surround sound at multiplexes across the state. Nearly five decades after the release of the movie, featuring former Tamil Nadu Chief Minister and iconic actor M.G. Ramachandran and current Chief Minister Jayalalitha in lead roles, 'Aayirathil Oruvan' directed by B.R. Panthulu is getting ready for a digitally enhanced theatrical re-release in January.

Divya Films, which released the Sivaji Ganesan epic 'Karnan' in digital format in 2012 to a good response, is working on the finishing touches to the digital version of 'Aayirathil Oruvan' at the Prasad EFX studio in the city. The digitally restored film will also feature a completely re-recorded background music (BGM) played out by an assistant of veteran film director M.S. Viswanathan. It



The entire length of 2 hours and 45 minutes

has been recorded in digital surround sound. The technicians at Prasad EFX who had previously done the restoration for 'Karnan' and 'Paasa Malai' are working on technical aspects of the restoration, including preparing the 'digital intermediates' (DI) and scope conversion for converting the 35 mm film to digital scope.

G. Chockalingam of Divya

Films says he has been recording on restoring 'Oruvan' ever since completed the release of 'Karnan'. "The film was in a more damaged than those of 'Karnan' had to painstakingly the digital restoration corrections to every frame of the 18 reels. With 'Karnan' just three reels needed care. But here, the

#### India's Film Bazaar Targets Mainstream Projects



The government-backed annual incubation and networking event, which has had such successes as India's Oscar entry "The Good Road," this year featured sessions on the portrayal of women in cinema and the country's presence at the Cannes festival.

#### DAILY BULLETIN 09

#### Restoring the Indian Classics

A discussion titled 'The First Century of Indian Cinema – Preserving Heritage, Celebrating Diversity, Issues of Preservation, Restoration, Archiving and Curation' will be held tomorrow at 3.00 pm at Hotel Hyatt. Dr. P. K. Nair will inaugurate the function and Dr. C. S. Venkiteswaran will be the moderator. Theodora Bhaskaran, Aruna Vasudeva, Venkatesh Krishna and Nareen Kabir will also participate. The seminar is conducted with the cooperation of Prasad Digital, Indian Classics.

#### imation press

#### December 24-2013 Prasad EFX delivers over 600 VFX shots for Singh Saab – The Great

Prasad EFX has delivered over 600 VFX shots for the movie 'Singh Saab – The Great' directed by Anand S. Prasad. The VFX shots include the creation of a digital environment for the movie's action sequences. The VFX shots were delivered to the production house in a timely manner.

#### DAILY BULLETIN 10

#### Preserving the Heritage

The seminar titled "The First Century of Indian Cinema – Preserving Heritage, Celebrating Diversity, Issues of Preservation, Restoration, Archiving and Curation" will be held today at 3.00 pm at hotel Hyatt. Dr. P. K. Nair will inaugurate the function and Dr. C. S. Venkiteswaran will be the moderator. The seminar focuses on the importance of digitization and preserving the heritage of cinema. The programs will be conducted with the cooperation of Prasad Group which had digitally restored the early classics of Indian cinema including Paasamalai and Karnan. The digital versions of both these films are screened in this year's IFFK. Theodora Bhaskaran, Aruna Vasudeva, Venkatesh Krishna and Nareen Kabir will be present.



## PRASADS - HYDERABAD'S PRIDE

1 & 2. The 18th edition of International Children's Film Festival of India took place from 14th to 20th November 2013 at Prasads screening more than 150 films from across the world. The festival had three Competition Sections: International, Asian Panorama, Little Directors where international and national films competed for the prestigious Golden Elephant Trophies, accompanied by cash awards.

3. Yashoda Group of Hospitals, GHMC and voluntary organisations Save the Children and Sahaya Foundation launched 'Donate your Extra Weight' campaign at Prasads to encourage the public to lose weight.

4. Towards achieving its objectives of youth empowerment and good governance, Surajya movement launched a web portal at Prasads on 9th October 2013. Surajya Movement Steering Committee Convener and Lok Satta party president Dr. Jayaprakash Narayan, Margadarsi Managing Director Sailaja Kiron, AMR-APARD Director General Chandramouli, Surajya Steering Committee members and youth participated in the inauguration of the web portal.

5. Nova Speciality Hospitals held a campaign about its health checkup plans at Prasads on 29th & 30th November 2013.

6. Micromax displayed and promoted its products at Prasads on 5th & 6th October and 9th & 10th November 2013.

- Nutri-Crisp Corn Flakes displayed its products at Prasads on 12 & 13th December 2013.
- Idea Mobile promoted its Indian classical music reality series 'Jalsa', which was also aired on Zee TV on 29th & 30th November 2013.



The **Christmas Celebrations** at Prasad Group, Chennai were filled with joy and was celebrated with a cause. Christmas Carols was followed by some good contributions by our employees for the poor children. We partnered with S.N Education Society (SNES) for this cause and donated new toys, notebooks, pens, dresses /cash to buy gifts for the needy.

- **Team HR, Chennai**

## MARRIAGE NEWS

### Prasad Group, Mumbai

Boopathy, Asst Manager - Tech Support married Kavitha T on 13th November 2013  
Tushar Wadhe, Junior Engineer - Mastering married Rupali on 25th November 2013

### Prasad EFX, Hyderabad

Gnaneswar, Paint Artist Married Swetha on 22nd October 2013.  
Ramakrishna, Junior Sfx Artist Married Swathi on 28th November 2013.

## BABY NEWS

### Prasad Group, Mumbai

Rangaram Ranganathan, Technical Support Engineer was blessed with a Baby Girl on 24th October 2013

Muthuraj was blessed with a Baby Girl on 5th December 2013

Sanjay Dhanawade, Trainee - Roto Artist was blessed with a Baby Boy on 13th December 2013.

### Prasad EFX, Hyderabad

K.Bhaskara Chari, Compositor was blessed with a Baby Girl, Urmica on 21st October 2013.

## CHILDRENS CARNIVAL

The 18th Edition of International Children's Film Festival of India happened in Hyderabad from 14th to 20th November 2013 screening more than 150 films from across the world. Prasad Group's preview theater was one of the venues for the festival. Children of Prasad Group employees participated in the event and engaged themselves in Painting, Singing, Dancing, Reciting Shlokas and Rhymes.



### Painting Competition:

#### Junior Team :

1st Prize : B.Srimani - D/O Ms.Sunitha  
2nd Prize : Harris Mithran.P - S/O Mr. Prem Raj.S  
3rd Prize : Sriram - S/O Ms.Vara Lakshmi

#### Senior Team:

1st Prize : M.Divya Sharan - S/O. Ms.Navyatha  
2nd Prize : Ch.P.Sekhar - S/O Mr.Ch.Sreenivas  
3rd Prize : P.Yuvaanesh - S/O Mr.K.Priya Kumar

### Talent show : Singing / dancing / rhymes

#### Junior Team :

1st Prize : A.Vardhini - D/O Mr.A.Nagabhushanam  
2nd Prize: M.Divya Srishti - D/O. Ms.Navyatha  
3rd Prize : G.Dheeraj - S/O Mr.Anil Chaitanya

#### Senior Team:

1st Prize : Ch.P.Sekhar - S/O Mr.Ch.Sreenivas  
2nd Prize : P.Yuvaanesh - S/O Mr.K.Priya Kumar  
3rd Prize : M.Divya Sharan - S/O Ms.Navyatha

### Navyatha - Human Resources, Prasad EFX, Hyderabad

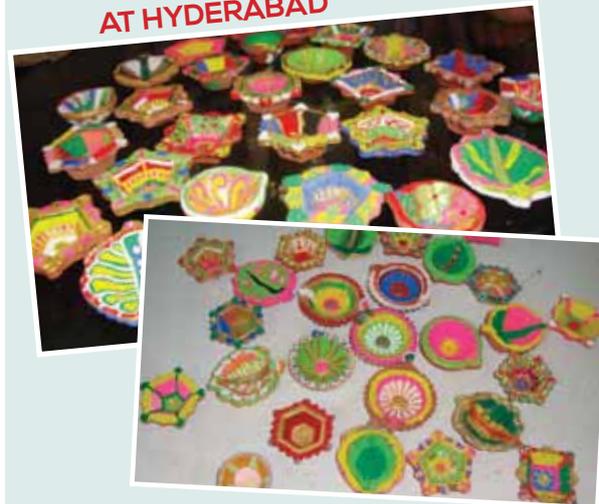


The last Friday of each month is celebrated as 'Monthly Birthday' in Prasad Group, Mumbai. Employees from all divisions and departments got together, joined in to have a wonderful time, played games like Housie and Candle lighting and made merry. The employees who celebrated their birthday's in the months of October, November & December 2013 are Dilip Chodankar, Venugopal Rao, Kumar Selvaraj, Nilesh Adwankar, Gurpreet Singh Dhanjal, Deepak Shrivastav, Subhash D. Tijore  
- Team HR, Mumbai

## DIWALI CELEBRATIONS

Beautifully painted Diya's (terracotta lamps) were created by Prasad Group team at Hyderabad & Chennai to usher in the Diwali and festival season.

### AT HYDERABAD



### AT CHENNAI



## CHILDRENS CARNIVAL AT CHENNAI

The Children's Day celebrations at Prasad Group, Chennai brought new smiles and joy to our Employee Connect Initiative.

- Team HR, Chennai



# PRASAD EFX PROVIDES SERVICES FOR SINGH SAAB - THE GREAT

Prasad EFX has delivered over 600 VFX shots for the latest Bollywood Political Thriller 'Singh Saab the Great'. More than 50 VFX Artists under the guidance of Deepak – Line producer and Sachin – VFX Supervisor executed the VFX.

Singh Saab's scope of work included 3D Models, Animations, 3D-Tracking and Compositing shots. The crowd multiplication, CG weapon creation, Wire removals, Chroma composite, CG Bamboo creation, Fire enhancement, water splashes and set extensions were completed in two months in Prasad Group's Mumbai facility. Director Anil Sharma expressed great satisfaction at Prasad EFX's successful achievement of his vision on screen. "Anil wanted everything to look seamless and totally integrated with the shot footage. We were very inspired by his creative brief and our VFX team made sure to help him achieve his vision on the big screen." says Himakumar – Vice President, DI & VFX, Prasad EFX. "The climax sequence which included CG Bamboos for the scene where Sunny's sister is falling from the bamboo scaffolding has been lauded by the film's production team." Elaborating more on the making of this climax sequence, Himakumar, adds, "We had to make sure the right amount of dynamics were simulated and correct speed & mass maintained so that the shot was as real as possible and looked as if the girl has fallen along with the bamboo sticks to make the stunt thrilling".



## SECRET SANTA CELEBRATIONS



As part of Christmas Day Celebrations Prasad Group, Mumbai organized a 'Secret Santa' event on 24th December 2013. Each employee had a 'Secret Santa' who gifted them something. The basic concept of Secret Santa was simple – you pick a name from the box, do not reveal the name and buy a gift for that person. The gifts are wrapped without the givers name and placed together. Each employee takes his gifts and has to guess the giver's name, making the secrecy aspect the crux of this game. Of course they still get the gift if they cannot guess right and the Secret Santa reveals himself.



Navaratri Season in Prasad Studios, Chennai was celebrated with "Golu – Display of Dolls". A Dandiya dance event was organised making the festivities brighter. - **Team HR, Chennai**



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Fax : + 91 44 23764395 [www.prasadgroup.org](http://www.prasadgroup.org)

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The next issue of CONNECT covering the months of January, February & March 2014 will be published in April 2014.  
Please email your articles (before 15th March 2014), news (before 30th March 2014) and suggestions to [connect@prasadgroup.org](mailto:connect@prasadgroup.org)