

# CONNECT



Slovenia National Broadcaster  
**RTV Slovenia**  
installs dft's Scanity HDR

## RECENT PROJECTS



VFX & DI Services



VFX, DI & Camera Services



VFX & DI Services



VFX & DI Services



VFX & DI Services



VFX



VFX & DI Services



VFX & Sound Services

## WHAT'S INSIDE

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## Editor's Voice

At the end of November, in the Tamil month of 'Margazhi' the onset of chill breeze heralds the arrival of the season of music and dance. Chennai considered to be the mecca of classical music and dance suddenly gets into festive mood and becomes the hub of activity. Music fills the air, Rasikas and Connoisseurs of music, dance, art and culture from all over the world flock to the city to indulge themselves in the unlimited fare of performances provided by great exponents of these arts. The aroma of coffee and evening tiffin is in the air too as food is part of culture as well.

At the same time, a festive mood envelopes Goa where the International Film Festival of India (IFFI) is held with great fanfare providing a wonderful opportunity for film buffs and lovers of cinema to get a peep into the best of world cinema and for the industry people to catch up with the current trends, update and align their skills to a global way of doing things and telling stories. Prasad Group has been sponsoring the DI Award in the Film Bazaar held by NFDC to promote technical excellence in film making for several years now. The faculty and students of LV Prasad Film & TV Academy actively participate in the festival, the subsequent International Film Festival of Kerala in Thiruvananthapuram and the International Film Festival at Chennai.

L.V.Prasad Film & TV Academy, Thiruvananthapuram has taken baby steps and is finding its way through short term courses to become surefooted before the start of the next academic year. We wish the team all the best in their effort to make the academy a beehive of activity soon.

You will be happy to note that Prasad Productions has launched its new production in Telugu titled 'Andhra Pori', a remake of the super hit Marathi movie 'Time pass'. Slovenia National Broadcaster RTV SLOVENIA has chosen DFT's HDR 2K scanner for its major digitisation and archiving project.

Before closing I take this opportunity to wish you, your family and every one in our organisation a Happy and Prosperous New Year.

S.Sivaraman

## NFDC Film Bazaar 2014

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 2014. 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 films were RaamReddy's "Thithi" (Work in Progress feature category) and Khushboo Ranka and Vinay Shukla's "Proposition for a Revolution" (Work In Progress Documentary section). NFDC recognised the contribution of Prasad Group towards the awards and Mr.Jaiprakash Naidu, Executive Director was on stage to acknowledge. Prasad Group also had a stall to promote the group services.



## Kannada Rajyotsava Celebrations

Kannada Rajyotsava is celebrated on 1st November every year. This was the day in 1956 when all the Kannada language-speaking regions of South India were merged to form the State of Karnataka. Prasad Group's Bangalore employees celebrated the day and flag was hoisted by Mr.Ramesh Prasad.



## National Broadcaster, RTV Slovenia, installs DFT's Scanity HDR



Slovenia's national public broadcasting organisation, Radio-Television Slovenia, has recently installed a high-end film scanner from DFT. As a public broadcasting service, RTV is responsible not only for the creation and broadcasting of National TV and Radio programmes, but their archiving as well. The RTV Archives and Documentation Service contains recordings of radio and television programmes dating back to 1928. Visual holdings comprise 90,000 video tapes and 20,000,000 meters of film – in addition to thousands of photos and other related documentation.

In meeting a public responsibility for preserving and archiving Slovenian cultural heritage, RTV Slovenia have embarked on a major project to digitally restore many films for the archive. Having researched the market, they chose DFT's Scanity HDR 2K film scanner as the fastest and more technically accomplished in the market.

Matjaž Fajdiga, Head of TV Engineering from RTV Slovenia commented: "We have worked with DFT for many years and have been very impressed with the technology they develop. This new scanner is the perfect solution for us, as we have many thousands of film that need to be archived. With the Scanity HDR we are able to work faster, by scanning and archiving materials at the same time. We chose the HDR 2K scanner because most of our films are in 16mm and S16mm"

Simon Carter, Director for DFT added: "DFT is delighted that RTV Slovenia have chosen Scanity for its film archive. Scanity HDR has been specifically designed to manage the accurate digitisation of aged and treasured materials for future generations to appreciate."

## Frame-by-Frame Workshop at Prasad Academy, Thiruvananthapuram



A week-long Frame-by-Frame Workshop was conducted at LVPA in the 2nd week of November 2014 for students from College of Fine Arts, Thiruvananthapuram. The students were from painting, sculpture, and applied arts disciplines. Five different kinds of animation were practiced such as cell animation, cut-out animations, object animation, time-lapse animation and drawing on film footage. Each student made an individual film of one-minute duration, which were edited and provided music and sound at the academy studio. The programme was guided by Mr.Minesh, well known animator and sculptor whose animation film OFF FISH AND TALES was a ground-breaking work in Kerala.

## Prasad Productions' Andhra Pori Movie Launch

Prasad Productions' next project is the Telugu Film 'Andhra Pori', a remake of the Marathi super hit 'Timepass'. The film's cast includes Director Puri Jagannadh's son Aakash Puri and Ulka Gupta. Puri Jagannadh gave the clap for the first shot, Ramesh Prasad switched on the camera and Director Puri's wife Lavanya directed it. The film is directed by Raj Madiraj. Mr. Ramesh Prasad in an interview to the media said, "My father dedicated his whole life for movies. I followed him and settled in this field. This is a very special day in the journey of Prasad Productions. 'Andhra Pori' is the 30th film in our production. Raj Madiraj directed 'Rushi' under our banner earlier and he has prepared a very good script now. We are sure that 'Andhra Pori' will entertain everyone".



## IFFK 2014

The week-long film festival organized by the Government of Kerala started off with an Israeli film DANCING ARABS directed by Eran Riklis. There were around 140 films screened in 11 screens. The films of Buster Keaton and Miklos Jancso were screened in the Retrospective category. Among 'Contemporary Masters' films of Naomi Kawase, Danis Tanovic and Hany-Abu Assad were screened. 8 films were scheduled under Country Focus-Turkish while two packages from France (French Connection) and China (Journey to the West) were also included. Life Time Achievement Award was given to Italian filmmaker Marco Bellocchio while Aravindan Memorial Lecture was delivered by Sumitra Peries, senior filmmaker from Srilanka. Well known Turkish filmmaker Nuri Bilge Ceylan was the most notable of the guests of 19th IFFK. The international Jury was headed by the Chinese professor and filmmaker Xie Fei. There were 14 films for Competition as usual including 2 Malayalam movies and 2 other Indian movies. Students of L.V.Prasad Film & TV Academy actively participated in the event and made full use of it.

## Workshop with Erica Ginsberg at Prasad Academy, Chennai



Erica Ginsberg, Filmmaker and Film producer based out of Washington DC and the Co-founding trustee of Docs in Progress, a nonprofit organization that facilitates documentary filmmaking visited the L.V.Prasad Film & TV Academy, Chennai on November 3, 2014. She spent a day with the 2nd year Direction, Cinematography and Editing students, watched their footage, rough assembly, rough cuts and interacted with the teams. The students were enthused by her feedback and insights and were discussing ways to incorporate some of her suggestions into their final edits. She has promised to hear some pitches from the students on future projects.



## Kumar Shahani's Guest Lecture at Prasad Academy, Chennai

November 13 was a red letter day for the Students of L.V.Prasad Film & TV Academy. Internationally acclaimed Indian Filmmaker Kumar Shahani was a special invitee.

Mr. Venkatesh Chakravarthy, Regional Director, L.V.Prasad Film & TV Academy, introduced some of Kumar Shahani's pioneering works, underlined the contribution and vision of Mr. Shahani to Indian New Wave Cinema and the relevance of his work even today. Mr. Sivarman reminisced about his first grading project that happened to be Kumar Shahani's Maya Darpan and the pleasure of working with Mr. Shahani particularly his demanding requests on color grading highlighting the importance of such meticulous detail in cinematic work.



Mr. Shahani then addressed the gathering of faculty, staff and students requesting them to advise him on what to speak. The response was instantaneous and questions flowed from Faculty and students in quick succession. He spoke on a wide range of subjects including, the gaze, objectification, the need to develop a sensitivity and aesthetic sensibility. He exhorted the students to have clarity of purpose, surety of messages or plots and diligence in using cinematic grammar and language judiciously while always being aware of context, sub text and the power of metaphors.

He was accompanied by Filmmaker M R Rajan who made the Documentary "When the bird became a wave", a journey with Kumar Shahani in Kerala. Its screening brought Mr. Shahani to Chennai.

## Interaction with Shyamaprasad at Prasad Academy, Thiruvananthapuram

National Award winning Director Mr. Shyamaprasad visited L.V.Prasad Film & TV Academy, Thiruvananthapuram campus and interacted with students. He is a three time National Award winner for the films Agnisakshi, Akale and Ore Kadal. He has also won Filmfare and Kerala State Film Awards many times. His short fiction ULLURUKKAM (The Touched) based on a short story by NP Muhammed was screened at the Academy Theatre. He talked about his initiation into the world of films, about his tenure with Doordarshan in the early years of television in Kerala, about his filmmaking process, his approach to adapting literary works and other interesting topics.



## Fast paced action sequences by Prasad EFX for "Poojai":

Prasad Group, a pioneer in the Indian media and entertainment world over the last five decades, has worked on the VFX and DI for director Hari's latest Tamil hit, Poojai. It is an Action Masala movie that has been produced by Vishal Film Factory and cinematographed by Priyan. Yuvan Shankar Raja has composed the soundtrack and score for the film that stars Vishal and Shruti Hassan in the main lead. "We have worked on almost all the projects with Hari sir in the past, it was a great experience and I believe that it was his trust in us that we could make the VFX capture and replicate the vision on the movie screen," said Prasad EFX, VP Hima Kumar. Chandra Mohan - Line Producer, B.R Venkat - Team Leader and Rengaraj - VFX supervisor are some of the key members who have contributed to this project. "We have delivered around 1,000 VFX shots in a short span of 2 months with 25 key VFX artists. The fast paced action sequences in the film demanded a high number of VFX shots and compositing shots to be delivered. Prasad EFX achieved this feat by seamlessly integrating multidisciplinary skills," revealed Himakumar.



## EFX - Hyderabad Expansion



Base Light 5th Generation DI Suite was inaugurated at Prasad EFX, Hyderabad by Mr.Ramesh Prasad. This is an addition to Prasad's existing DI Suites.



Mr. J. Naidu, Executive Director with Prakash Jha at the Launch party of the films Crazy Cukkad Family, Lipstick Wale Sapne and an untitled film at Hotel Novotel, Juhu on 29th October 2014.

## 'Kaththi' sharpened by Prasad EFX



A.R.Murugadoss's 'Kaththi' starring Vijay is the latest Tamil blockbuster, Prasad EFX provided VFX for. It is an action thriller film produced by Ayngaran International and cinematographed by George C.Williams. This film also stars Samantha Ruth Prabhu in the lead role. Prasad EFX provided VFX and DI services for this movie. In an interview Hima Kumar, VP - VFX & DI at Prasad EFX talks about the creation of this Movie. "Our collaboration with director A.R.Murugadoss and working with him on 'Kaththi' was an absolute delight. Our involvement from the pre-production till the production stage helped ensure that we deliver the best effects. The tunnel shot is the most important shot in this film and got a great applause from the audience and then the "Aathi" song sequence which involved painstaking attention to detail since it was shot originally in green matte. The intention was to use post production techniques to bring out the beauty of the shots so that they look real without disturbing the narrative."

## Welcome to Prasad Group

Prasad Media Corporation Ltd., Hyderabad

G Sharath Babu, Vice President - Projects  
Konka Aditya, Sr. Manager - Business Development  
B Rajendra Prasad, Associate - Fun Factory  
Md Abdul Haroon, Associate - Fun Factory  
M Dayakar, Associate - Fun Factory  
B Bharath Kumar, Associate - Fun Factory  
B Vishnu Babu, Associate - Fun Factory  
Abbireddy Krishnamurthy, Associate - Fun Factory  
T Bhanu Prasad, Associate - Fun Factory  
E Shiva Kumar, Associate - Fun Factory  
Kancherla Suresh, Technician - Fun Factory

## Marriage News Prasad Group, Mumbai

Nilesh Shinde, Artist - Motion Graphics, CG married Swapnali on 12th December 2014

Sanil Tendle, Artist - Roto and Clean-up, CG married Manali on 17th December 2014

The last Friday of each month is celebrated as '**Monthly Birthday**' in Prasad Group, Mumbai. Employees from all divisions and departments joined in to have a wonderful time. The employees who celebrated their birthday's in the months of October, November & December 2014 are Mukesh Baijjal, Ashwini Dhodmal, Kiran Kumar. K, Gajanan Sawant, Deepak Sakpal, Sanil S Tendle, Hemant Jadhav, Rangaram Ranganathan, Rajiv Ghosh, Dattaraj Ashok Palav, Sushanta Saha, Shantaram Bharati, Kishor Prajapati, Pravin Katkar, Sairam Sawant, Mahesh Mhabadi, Subhash D. Tijore, Dilip Chodankar, Nilesh Adwankar, Venugopal Rao. Best wishes to all from 'Connect'. Christmas party was also held on that day.



## One day Film Appreciation Workshop at Thiruvananthapuram

As a prelude to 19th International Film Festival of Kerala (IFFK), L.V.Prasad Film & TV Academy conducted a one-day Film Appreciation Workshop in association with Kerala State Central Library. Noted film critic, TV producer and writer Neelan took a session on the Language of Visual Media. Dr.C.S. Venkiteswaran introduced the upcoming 19th IFFK with an introduction to film festivals and then a sneak preview into various packages and what to look for in the festival. Louis Mathew, faculty of LV Prasad Film & TV Academy who coordinated the sessions took a session on the basics of film aesthetics. The workshop was held on Sunday, 7th December 2014 at Central Library, Palayam, Thiruvananthapuram.

## 84th Foundation Day of Vijaya Bank

Vijaya Bank celebrated its 84th foundation day at Hotel Ashoka, Hyderabad on 31st October 2014. Many cultural and CSR activities were organised by the bank across the country. Mr.Ramesh Prasad was honoured in the function by Mr. Vinod Kumar Reddy, DGM, Vijaya Bank.



## Next100 CIO Award



NEXT100 is an annual awards program instituted by IT NEXT magazine that aims to identify 100 experienced IT managers who have the skills, talent and spirit to become CIO's. The awards process invites aspirants to self-nominate themselves for consideration and qualification for the award. All NEXT100 award applicants participate in an extensive series of activities that tests their techno-commercial, management and leadership skills. The final selection and nomination of the NEXT100 award recipients is made by a prestigious committee of technology and business leaders (the NEXT100 jury) who evaluate applicants on career accomplishments, professional expertise, skills and potential to be a CIO.

Vijay Suresh Kumar - Head IT, Prasad Group has been selected as a worthy recipient of the NEXT100 Future CIO Award. The felicitation was held between November 21-23 at the Grand Hyatt, Manesar. CONNECT proudly congratulates Vijay Suresh Kumar.

## Prasad EFX delivers VFX for Kaviya Thalaivan

Kaaviya Thalaivan, a recent Tamil movie has been provided VFX by Prasad EFX. The historical fiction film produced by Y Not Studios & Radiance Media Group has been cinematographed by Nirav Shah. The film stars Siddharth and Pritvi Raj and is directed by Vasanthabalan. Speaking on the movie; Prasad EFX VP – VFX & DI Hima Kumar said: "Our collaboration with director Vasanthabalan and working with him on 'Kaaviya Thalaivan' was an absolute delight. Since the story was set in early 20th century, our involvement from the pre-production till the production stage helped ensure that we deliver the best effects. The palace and the theatre roof creation shots are the best and is the most important shots in this film. The train sequence which we created involved painstaking attention to detail since we had to match the old model train. We have also changed Varanasi city to its olden days. The intention was to use post production techniques to bring out the beauty of the shots so that they look real without disturbing the narrative." The company's efforts were on crafting visuals that complement the storyline. About 240 shots were worked upon within three months. About 50 key VFX artists under Line Producer Raajaa and project leader Sundar, worked on the project.



## Aids Day Film Festival

As part of the World AIDS Day, L.V. Prasad Film & TV Academy, Thiruvananthapuram organized film screenings and a discussion at Sree Narayana College, Chempazhanthy, Thiruvananthapuram on November 10th 2014. The sociology department of the college took the initiative to discuss various issues like proper awareness about the disease, prevention methods, the social stigma on HIV patients and rehabilitation of the affected including their children. +VE LIVING a documentary by Vanaja (on rural women from Andhra Pradesh who were HIV infected from their husbands) and LIFE.LOVE.HOPE a three-part short fiction by Sasikumar, Myskin and Krithika Udhayanidhi (on the children of an orphanage for HIV affected) were screened to initiate discussions. The films were provided by ViBGYOR Film Collective, Thrissur.



## Documentary Film Festival on Social Justice

In association with Department of Social Justice, Government of Kerala and ViBGYOR Film Collective, Thrissur, L.V. Prasad Film & TV Academy organized a 3-Day Documentary Film Festival at Kasargod from November 21st to 23rd 2014. It was part of the Annual Social Justice Day celebrations of the Department. The participation of more than 4000 women, mostly Anganwadi workers was noticeable. Documentaries and short fiction related to women empowerment, issues of differently abled, non-formal education etc were screened. Documentaries like I AM POSSIBLE (on Dr. Shyamaprasad who has cerebral palsy) and THE PAD PIPER (on Arunachalam Muruganadam, an entrepreneur who popularized low cost sanitary napkins in rural India), short fictions like KELKUNNUNDO? by Geethu Mohandas and PANTHIBHOJANAM by Sreebala K Menon attracted overwhelming response. The films helped to initiate discussions and were found to be inspiring to people who work with or live with respective issues.



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*The next issue of CONNECT covering the months of January, February & March 2015 will be published in April 2015.  
Please email your articles (before 15th March 2015), news (before 30th March 2015) and  
suggestions to [connect@prasadgroup.org](mailto:connect@prasadgroup.org)*