

CONNECT



Integrated film digitization, restoration and archiving project launches in Japan

RECENT PROJECTS



Editor's Voice

The Chennai floods were a disaster of such magnitude that life and properties of lakhs of people were washed away without warning, causing untold misery and throwing life out of gear in the city and surroundings for several days. But the rains that ravaged us also taught us many lessons and brought to the forefront some positive and beautiful aspects of human nature and the society we live in.

To mention a few:

- Humanity still exists
- Human spirit always triumphs
- When people respond to crises cast, creed, religion and borders are no longer barriers
- The spirit of volunteerism and compassion of youth
- Nature is a great leveler
- Never tamper with nature. It is important that we protect and take care of our water ways, reservoirs, water bodies and marsh lands.

Besides I am sure that there were many acts of kindness that you witnessed read or heard during the deluge that might have affected you and made you a better human. I was particularly touched by what a flood victim has written. "Although I lost my property and possessions, when I look around my loss is nothing compared to those who have lost their loved ones and lost everything. While my tears are reserved for the dead, my heart goes out to those less fortunate brethren".

To conclude, in my opinion what we learned from the crisis is applicable to business situations as well. There is nothing called unsurmountable in front of the indomitable Spirit of Human Beings.

S.Sivaraman - Editor

To all my dear friends at Prasad.

I along with the rest of the Staff and Management gratefully appreciate the dedicated efforts put in by some of our colleagues during the period of crisis during the recent unprecedented floods that affected all of us, our families, our friends and the city of Chennai.

Wading through incessant rain, knee-deep waters, rescuing important assets, working tirelessly around the clock for days together without electricity, mobile networks, and overcoming family pressures to be personally present with them during this crisis – our "Heroes" have braved every possible hurdle with a single motive to protect and preserve our company property, its assets and the staff who needed assistance. Though from diverse departments, they spontaneously responded to the crisis with a co-ordinated effort and worked together successfully as one team.

Congratulations to your team spirit !!

A.Sai Prasad

Integrated film digitization, restoration and archiving project launches in Japan



L To R : Masaru Yabe, Sai Prasad, Mica Imamura

Prasad, Togen and RightSmith formed an alliance to provide world-class digitization and archiving services to preserve Japanese Film Heritage. Prasad Corporation Ltd, provider of integrated post production services worldwide, Tokyo Laboratory Ltd (Togen), a market leader in Japanese film post production and RightSmith K.K., provider of global archive and content management services, have together formed a strategic partnership to provide digitization, restoration and archiving services for the Japanese market. The agreement was signed in Tokyo on 20th October 2015.

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The new facility, operated by Togen in Tokyo, includes a state-of-the-art 4K Scanity HDR film scanner, which is the first of its kind to be available in Japan. Manufactured in Germany by Digital Film Technology (DFT), a subsidiary of Prasad Corp., the new scanner will manage even the most aged and damaged film stocks, transferring and preserving images for generations to come. The new facility will be managed and marketed by RightSmith, Prasad's business partner for the Asia Pacific region. Scanity film scanners are installed in leading archives around the world including Library and Archives Canada, Slovak Film Institute, Australia's National Film & Sound Archive, BBC, Disney, Malaysian National Film Development, Technicolor, National Library of Norway and many more.

Narendra Jawaharani, CEO of Prasad said: "Having worked on several international projects over the years, we understand how important it is to have a first-hand knowledge and understanding of the local market. We are delighted to be part of this project. Customers will be able to get the best possible outcome from their film using our Scanity HDR film scanner, and will also benefit from an expert service provided by Togen, one of the most prestigious film laboratories in Japan."

Masaru Yabe, CEO of Togen said: "Our priority at Togen is to ensure the customer receives the highest quality of service. In addition to working on current digital motion picture film projects we also simultaneously focus on the restoration, archiving and preservation of aged film – to ensure this valuable cultural heritage is accessible for years to come. We are excited to be working alongside Prasad, world-class experts in this field and to use Scanity HDR, as part of this process. This is a great opportunity for Togen to accelerate our archiving business in the Japanese market and beyond, into other territories as well."

Mica Imamura, Founder & CEO of RightSmith said: "This partnership is a happy marriage between state-of-the-art film digitization technology and highly optimized services for the Japanese customer. Our mission at RightSmith is to produce the best possible quality film ingest and managed services for both the Japanese and APAC regions. I am thrilled to be a part of this strategic alliance and look forward to serving the Japanese customers."

NFDC Film Bazaar 2015

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 2015. In this year's edition, Shanker Raman's project 'Gurgaon' and Rahul Jain's project 'Machines' won the Prasad DI award in the 'Work in Progress' (WIP) fiction category and in the WIP documentary category, respectively. Prasad Group has been sponsoring the DI Awards for the winning films for the past several years. This award is a completely free Digital Grading service. Jaiprakash Naidu - Executive Director, Prasad Film Labs, Mumbai gave away the Awards in a glittering function and said that Prasad Group welcomes and supports new and young film makers all the time for post-production. Prasad Group also had a stall to promote the group services.



Shanker Raman receiving the DI Award for his film "Gurgaon"



Rahul Jain receiving the DI award for his film "Machines"

Convocation - Short term courses at L.V.Prasad Film & TV Academy Chennai



The first batch of Weekend Courses on Digital Filmmaking started on 29th August 2015 with 14 participants and the 2nd batch started on 24th October 2015 with 11 participants. Most of the participants had no previous knowledge or experience in filmmaking.

This 8 weekend's course is conceived as a platform to learn the basics of filmmaking with digital equipment. Intense hands-on training is given with necessary theoretical inputs on various aspects of filmmaking including ideation, story to cinematic story, scripting & shooting, introduction to DSLR cameras, lensing & lighting and practical's in editing (dubbing, sound effects & mixing).

Another Weekend Course on Digital Cinematography started on 26th September 2015 with 8 students. This course covered equipment, cameras & lensing, film aesthetics, lighting (indoor & outdoor), real time production and colour correction.

The convocation for these courses was held on 18th October 2015 and 27th December 2015. Director Balaji Shaktivel and Director & Cinematographer Vijay Milton were the Chief Guests respectively and distributed the Certificates.

Padma Prasad, Manager - Short Term Courses - L.V.Prasad Film & TV Academy

Indywood Film Market



Mr.Chandra K, CEO of Mountain River Films receiving the award from Naren Jawaharani

Indywood Film Market is a premier trade market for the film industry professionals facilitating sales and promotion of International Cinemas to Indian market and the sales of Indian Cinema to International arena. Organized along with the 'All Lights India International Film Festival', between Nov 15th and 18th 2015 at Hotel Le Meridien, Kochi, the market was an array of activities. Malayalam superstar Mohanlal declared this first edition of the Indywood Film Market open, calling it an innovative step in making India a powerful trade market in the World. Prasad Corporation conducted a workshop 'Preservation and Restoration of Film and Video Content' at this event. Mr.Naren Jawaharani was a VIP guest at the event and gave away the award for outstanding distribution service for Indian Films in Nepal to Mountain River Films. Prasad Corp also had a booth at the Indywood Film Market.

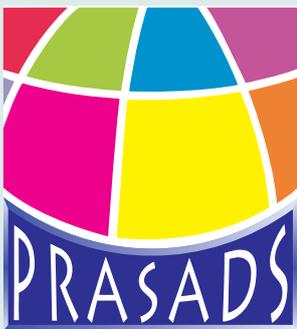
The Walk - The City and its Cinema



The founding day of Madras is considered to be August 22, 1639. It was on that day, in that year, that a sliver of land, where Fort. St. George stands today, was transacted by the East India Company. Today, Chennai stands tall for a variety of reasons - education, healthcare, IT, history, tourism, auto industries, movies and more. And yes, it also has its warts. Madras Week was an idea that three people put together – the city's famed historian S. Muthiah, journalist Sashi Nair and publisher Vincent D' Souza. This event focuses on the city, its history, its past and its present and the core team motivates communities, groups, companies and campuses in the city to host events that celebrate the city through Heritage Walks, Photo exhibitions, Bike Tours and more. As part of this a heritage walk was organised in Prasad Campuses on 29th August 2015. The walk was led by me around Prasad Studios and Prasad Labs after an introduction to the fascinating history of cinema in Chennai.

Venkatesh Chakravarthy - Regional Director, L.V.Prasad Film & TV Academy

Hyderabad's Pride



1. Comfort - After wash fabric conditioner promoted the product at Prasads on 3rd and 4th October 2015.
2. Bajaj Bikes displayed its new model Avenger at Prasads on 19th and 20th October 2015.
3. Hero Bikes displayed its new model Duet at Prasads on 28th and 29th November 2015.



4. World renowned 3D artist and current Guinness Record Holder Tracy Lee Stum in partnership with US Consulate, Hyderabad visited Prasads between December 2nd and 4th 2015 and painted a 3D diagram in conjunction with '16days of activism against Gender Based Violence'. The painting depicts a young Indian woman, but it could be any woman worldwide, who is shedding a tear for the abused doll in her lap, a metaphor for those who have suffered gender based violence. Bringing awareness to this issue through education is what it was all about.

Welcome to Prasad Group

Mr. Vivek Modi has joined Prasad Corporation Pvt. Ltd as Vice President - Business Development, West India. Vivek brings vast experience in Business Development and Marketing. Prior to joining Prasad Group, Vivek worked with Reliance Media Works and Prime Focus as Assistant Vice President – Business Development for over 7 years. He was responsible for selling Digitization, Restoration and 2D-3D conversion services in India, South East Asia and Middle East region.

Ms. Geetha Bali has joined Prasad Corporation Pvt. Ltd as Assistant General Manager – Human Resources. Geetha brings vast experience in Human Resources Management, Talent Acquisition, Training & Development, Employee welfare, and Strategies. She has over 18 years of experience. Prior to Prasad she was associated with Amway, Bosch Electrical, Dorma India & Tube Products of India in various capacities.

Suresh Babu has joined Prasad Corporation Pvt. Limited as Deputy General Manager - Sales. Suresh brings 20 years of vast experience in International Business, Sales and has developed business across 22 countries. He formed major alliances for outsourcing services in Digitization, 2D-3D conversion services and VFX services in India, South East Asia and Middle East region. He was associated with Digital Dream Post, Moser Baer, Prasad and L&T in the past.

- Team HR, Prasad Group

Alphonse Roy Workshop at L.V. Prasad Film & TV Academy



From September 18 to 23, Emmy Award Winner Alphonse Roy – Cinematographer, conducted an intensive workshop for cinematography students at the L.V. Prasad Film & TV Academy. From prep to shoot to DI it was a new learning process every step of the way. He standardized the DI process in such a way that the colour correction and all other fine-tuning for a seven minute short film consisting of 45 odd shots were finished within four hours. The Academy thanks Alphonse Roy for sharing his valuable time and professional insights with the students and faculty. Thanks are due to Sony India Pvt. Ltd as well for lending a Sony F5 Camera with all its lenses and other accessories for the workshop shoot.



Prasad Champions



The unprecedented rains and the subsequent flooding in Chennai have been particularly harsh on our campus. The Emergency Response Team geared up with arrangements such as pumps, van to transport employees to nearest bus stops and railway stations, sand bags, emergency lights etc., But Nature's fury was unrelenting for nearly 4 days and despite our best efforts, our campus got inundated above knee level.

Some of our colleagues 'stayed put' in the campus to rescue assets and restore normalcy. Their dedicated services were duly recognized as "Prasad Champions" by our Management on 18th December 2015. Mr. Sai Prasad and Mrs. Kavita gave Certificates of Appreciation and Trophies while Mr. Naren Jawahrani felicitated the recipients.

Let us appreciate the inspiring team effort of our colleagues who helped us to put behind the ill-effects of flooding. Kudos to the Champions!!!

Administration - Bhaskar. M.S, Dwaraka Rao R.S, Rajan, Ramu and Samson Ronald Premnath B,
Client Service - Vijay. M, Systems - Balamurugan. R, Human Resources - Dhilip Kumar. S, Electrical & Maintenance - J.Balakumar, EP.Jayachandran, P. Narayanan, Karthik. G, Sathiyaraj.S, Soundra Rajan.S, Sasi Kumar.R, Jai Sankar.G, Tech Support - K Kumaresan, Prasad Lab - Kiran Kumar P, Ganesan S,Venkatesh, Balakrishnan, Kamalnathan, Chandran, Prabhakaran, Charlie, Narayan, Rajasekhar

- Team HR, Prasad Group

Birthday Celebrations

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 2015 are Ashwini Dhodmal, Kiran Kumar. K, Deepak Sakpal, Sanil S Tendle, Hemant Jadhav, Rangaram Ranganathan, Dattaraj Ashok Palav, Mukesh Udeg, Shantaram Bharati, Kishor Prajapati, Pravin Katkar, Sairam Sawant, Mahesh Mhabadi, Subhash D. Tijore, Dilip Chodankar, Aishaparvin Shaikh, Suchit Salian and Venugopal Rao.

Best wishes to all from 'Connect'.

- Team HR, Prasad Group

Diwali Celebrations at Prasad Group, Chennai

Chennaiites might have experienced a 'Wet Diwali' this year but the festive mood and celebration was gripping at Prasad Group's Diwali 2015 celebrations on 7th November 2015. Though the impending rains forced us indoor, the darkened clouds set the contrasting backdrop for the 'festival of lights'. "Green Diwali" was the appeal made to the participants urging them to be environmentally friendly, avoiding the use of fire crackers. Nearly 150 people participated. We started off with the 'Balloon Team Relay' in which 50 people participated. Then we had 'Spread the Smile – Smiley Creation Competition' for which Mr.Venkat and Mr.Hima Kumar were judges. 'Dandiya' witnessed spirited participation from our people and as the tempo increased the dancers matched up to it with their swirls and moves. All the participants engaged themselves in 'Lighting the Lamp' and arranging them to read, "Happy Diwali". Mr. K.R.Subramanian, Business Head - Prasad Film Labs gave away the prizes to the winners in the games. Ms. Jaya Vasant was the MC.



A special mention need to be made about the "Fun Committee Members" who planned and executed the celebrations. The co-ordination by Admin Department, L.V.Prasad Film & TV Academy for venue and camera, efforts by Satish, Venky, Srinivasan, Kamal and Malathy made the event successful.

Team HR - Prasad Group



Dusserah Celebrations at Hyderabad

Dusserah / Ayudha Pooja was celebrated on 21st October, 2015 at Hyderabad. The function started with a Rangoli competition in the morning followed by a pooja in the presence of Mr.Ramesh Prasad and Mr. Nagineedu. Sweets and Prizes were distributed to the employees.

Dusserah Celebrations at Mumbai

Celebrations took place in Mumbai in the presence of Mr.J.Naidu, Executive Director, Prasad Film Labs (Mumbai) Pvt.Ltd.



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*The next issue of CONNECT covering the months of January, February & March 2016 will be published in April 2016.
Please email your articles (before 15th March 2016), news (before 30th March 2016) and
suggestions to connect@prasadgroup.org*