



# An Overview

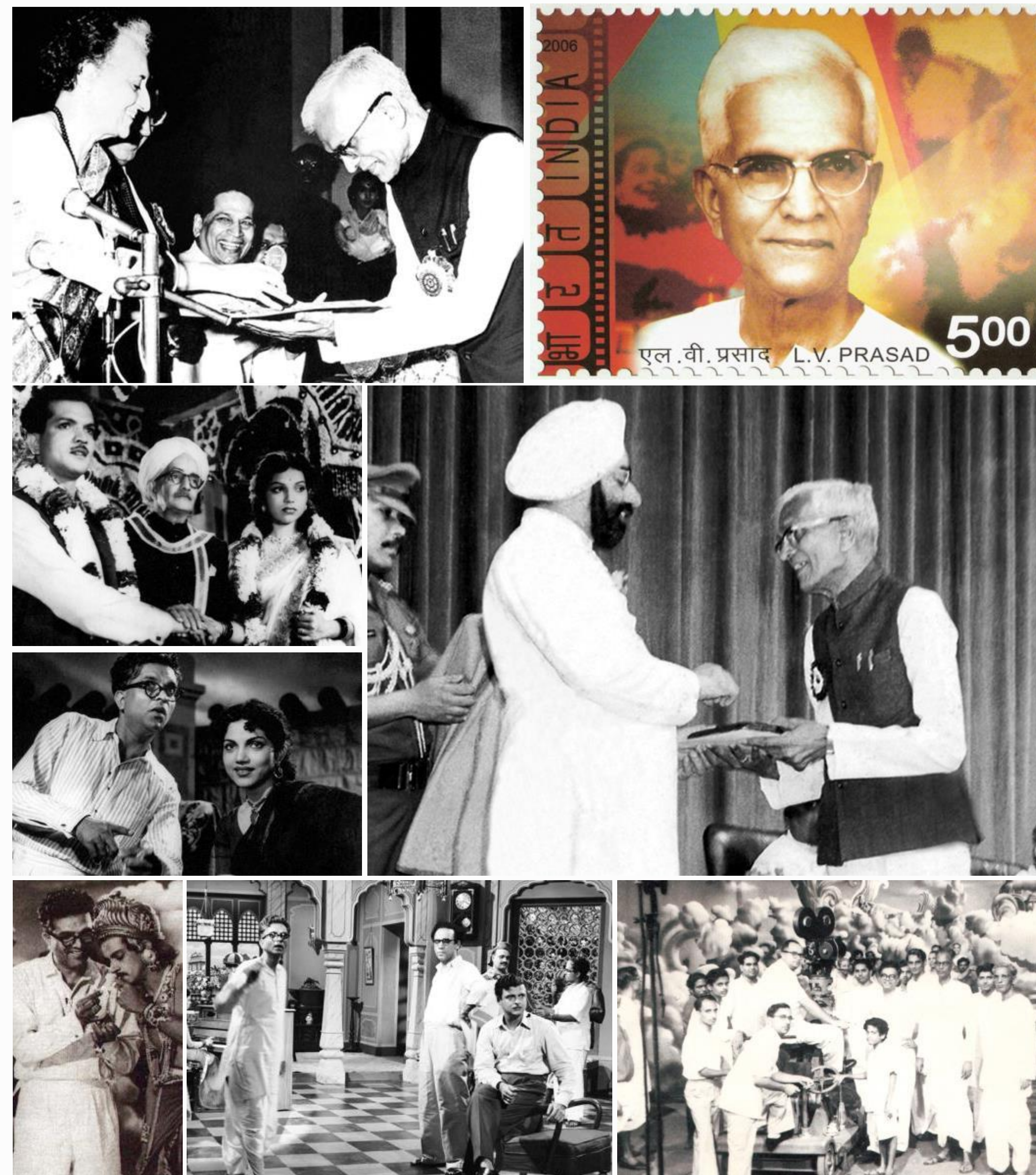


# About us



- ✓ Started in 1956 by L.V.Prasad – Actor, Director and Producer

**pioneers | trendsetters | leaders**





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- ✓ **Global Clientele**

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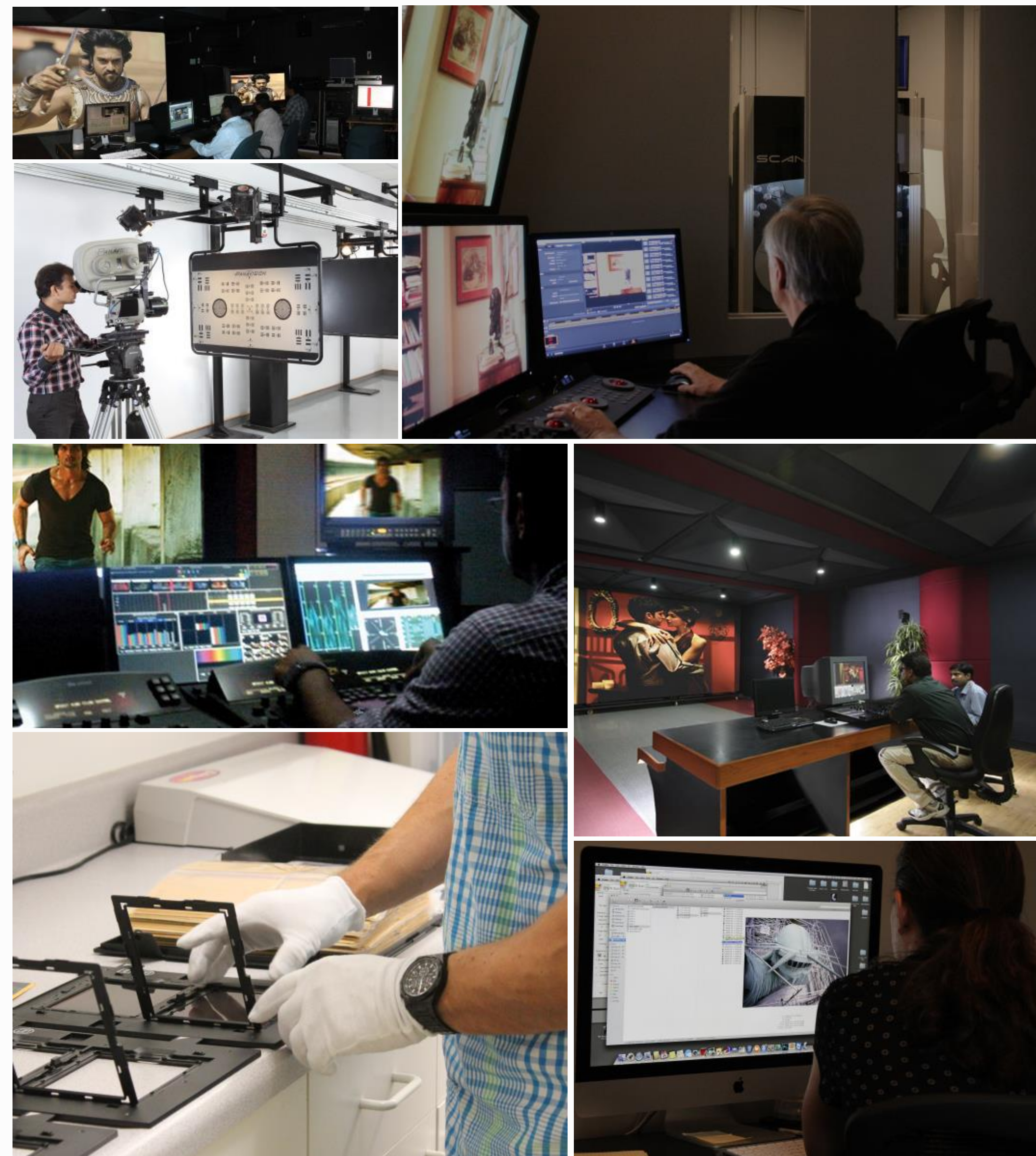


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- ✓ **State of the art equipment**

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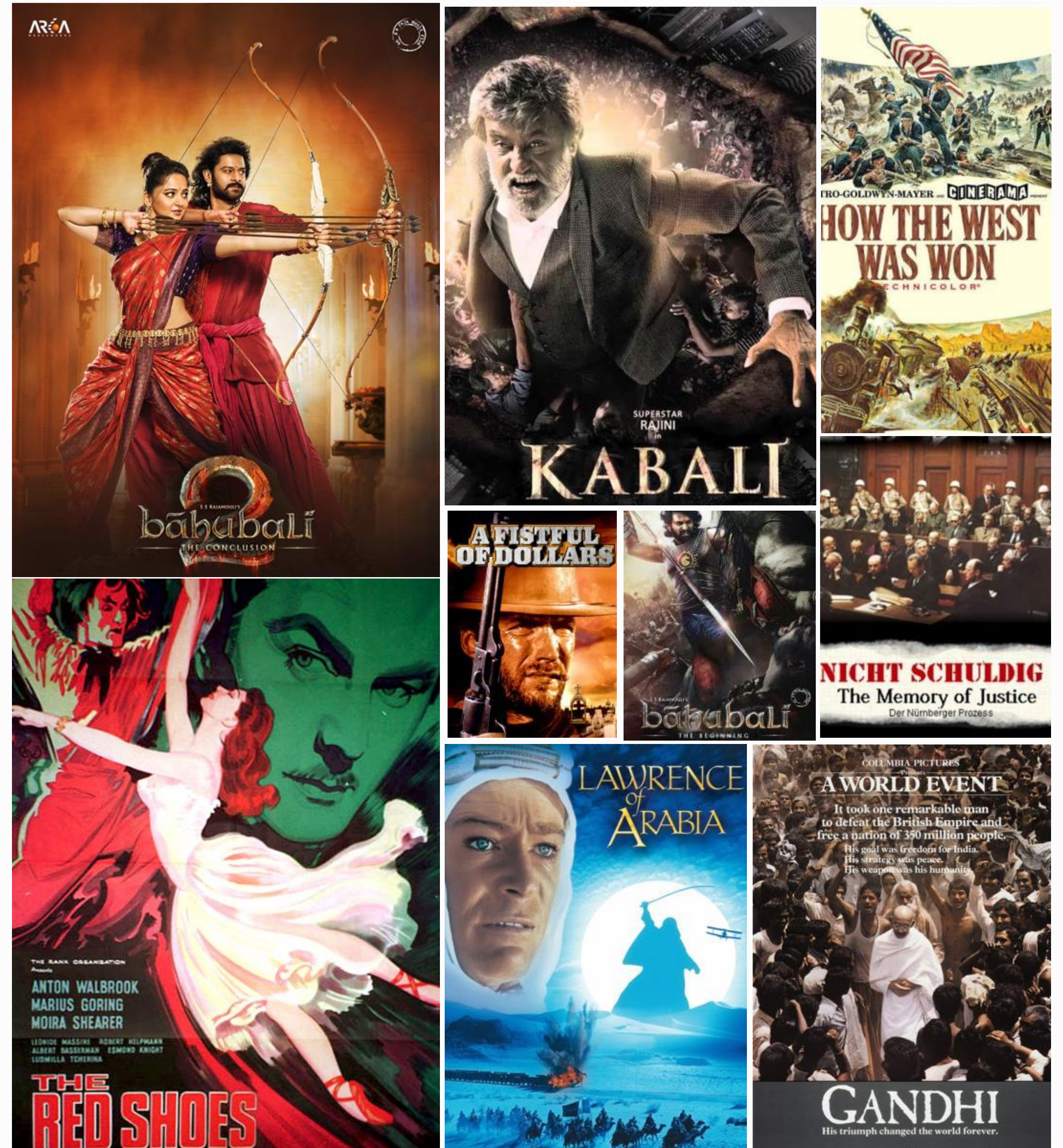


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- ✓ **Over 15000 feature films served**

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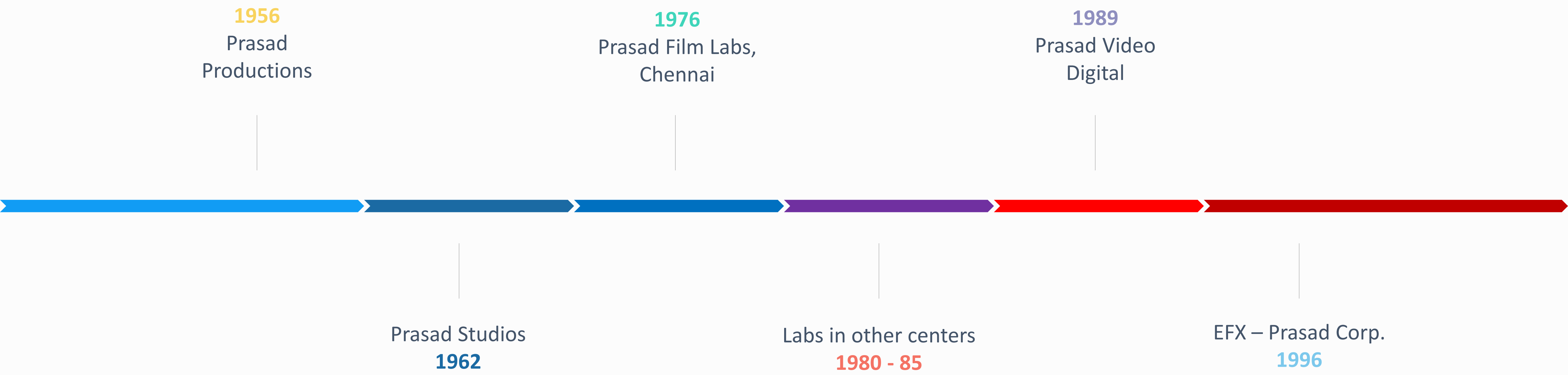
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- ✓ Serving all major broadcasters in India
- ✓ **12 facilities and offices around the World**

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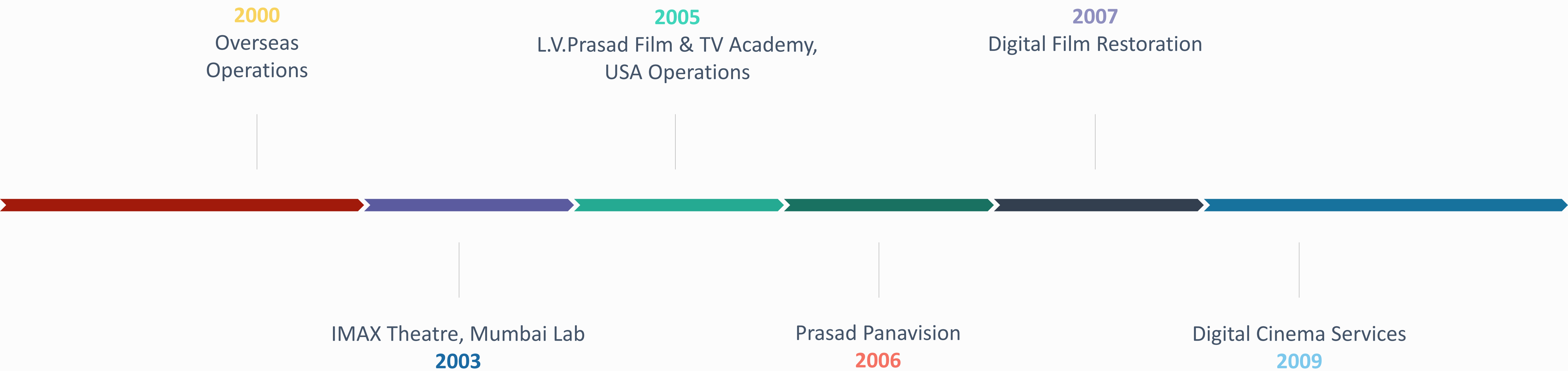


# Timeline



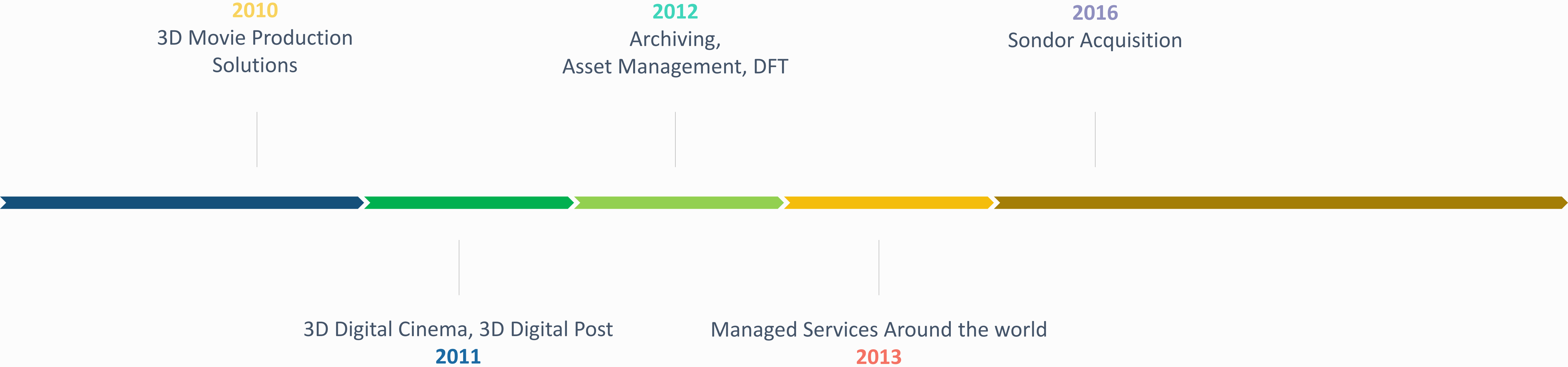


# Timeline





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# Associate Companies



Prasad Productions Pvt. Ltd.



Prasad Digital Film Labs



Prasad Xtreme Digital Cinema Services



L.V.Prasad Film & TV Academy

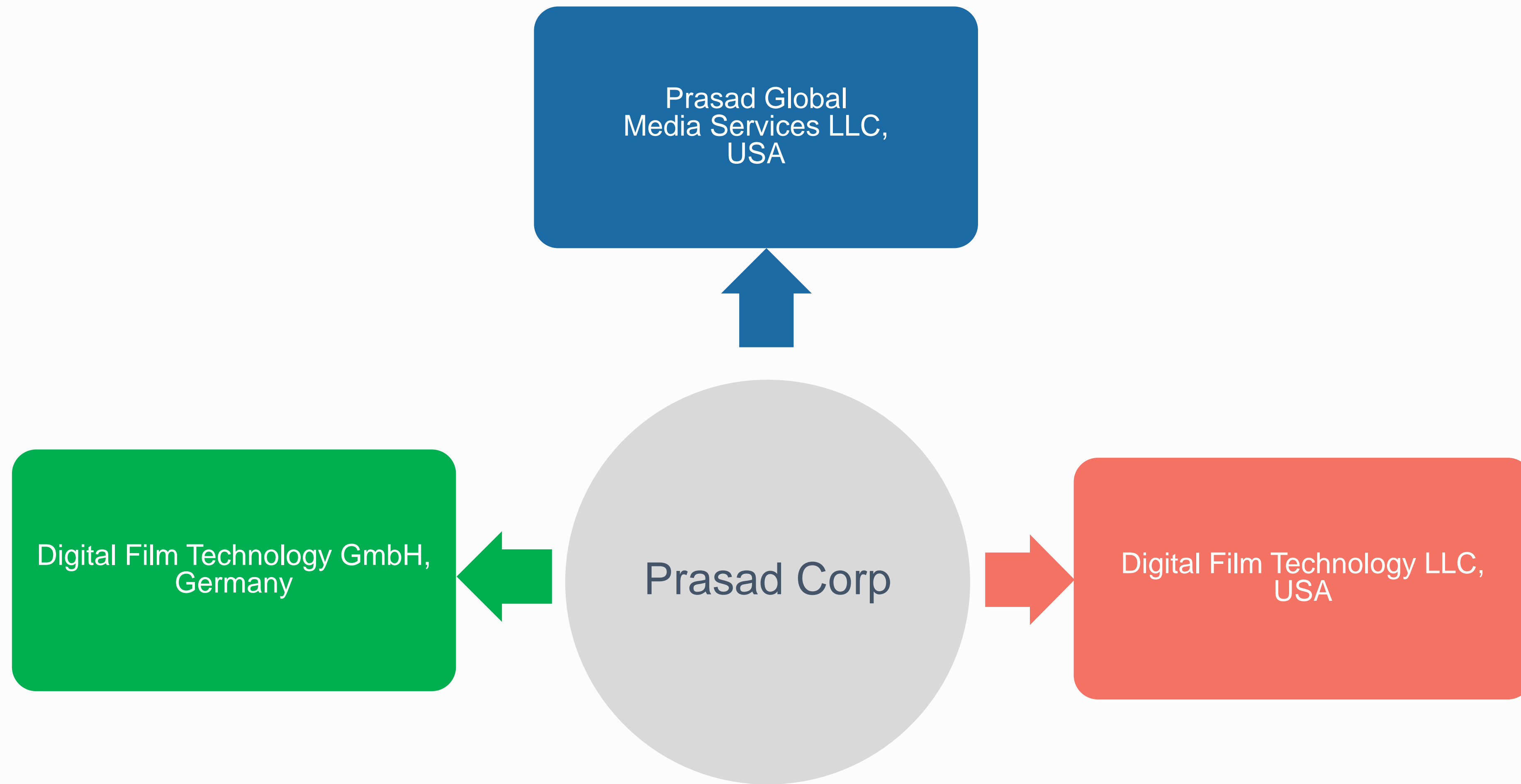


Prasad Media Corporation Ltd.



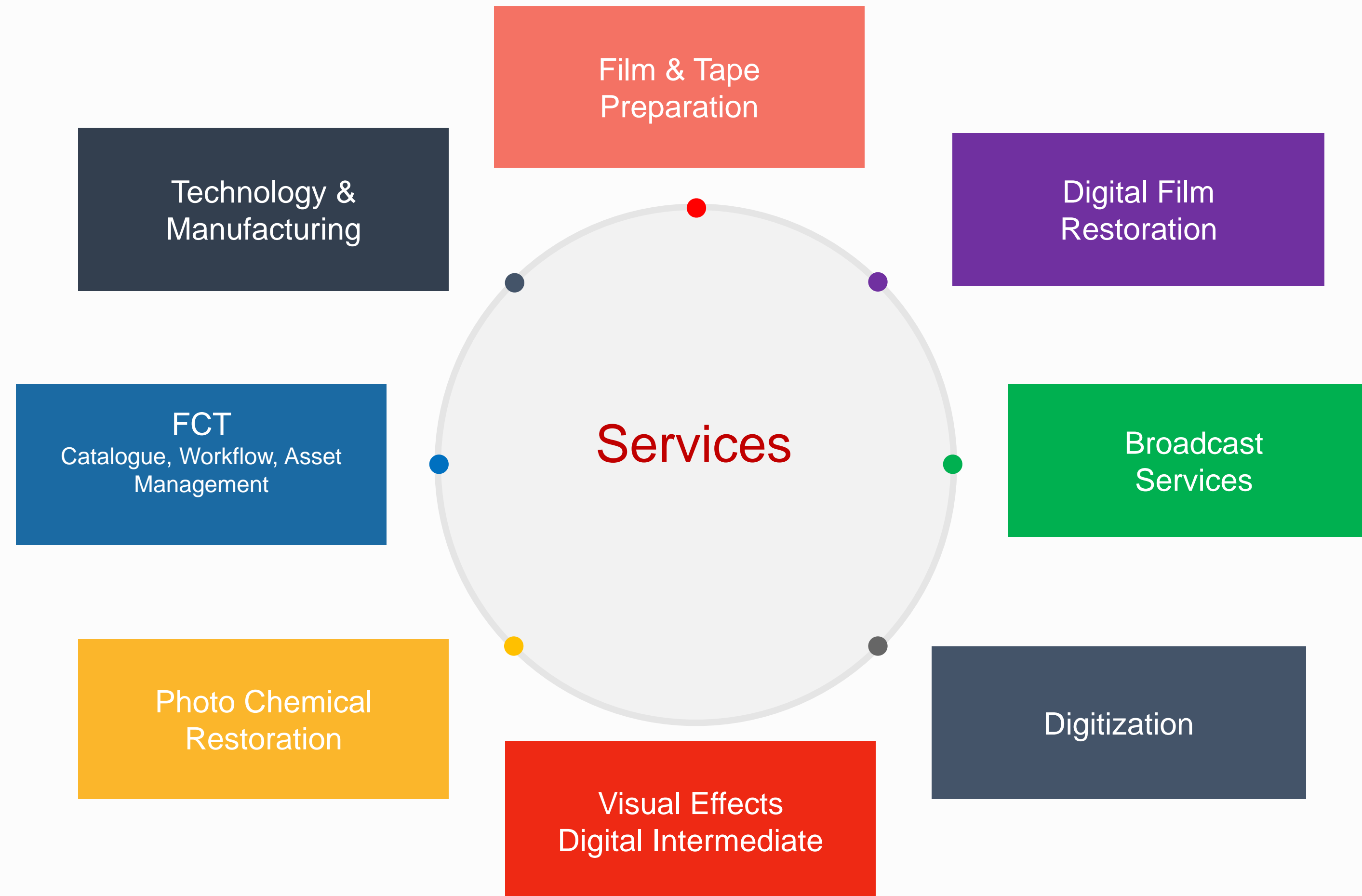


# Subsidiary Companies





# Services

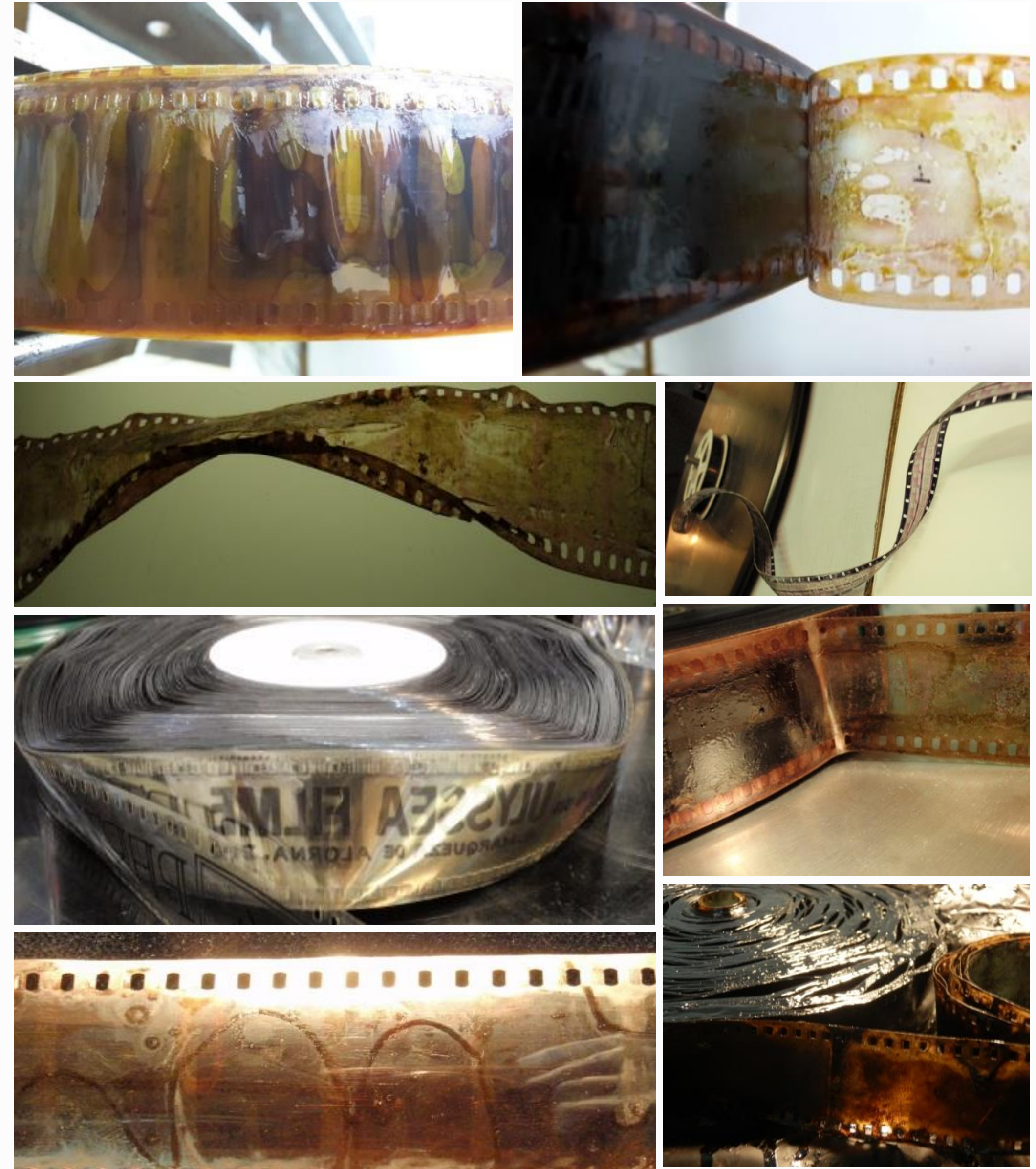




# Photochemical Restoration



- ✓ Pioneers in photochemical restoration
- ✓ Most experienced team in India
- ✓ Ability to handle all defects - vinegar syndrome, warping, shrinkage and more
- ✓ Dedicated R&D team to constantly develop solutions for each condition





# Film & Tape Preparation



- ✓ Over 50 years of experience in handling film
- ✓ Dedicated film handling facilities with state of the infrastructure
- ✓ Highly experienced in handling all tape formats
- ✓ Qualified team for physical repair film and tape





# Digitization



- ✓ First company in India to import Digital Telecine Machines
- ✓ First company in India to serve Digitization needs of all television channels
- ✓ First company in India to import high-end film scanners
- ✓ Only company in India to introduce a Production Line approach to Digitization
- ✓ Digitized more than 36 million minutes of content
- ✓ Large Scale Digitization of Film, Audio & Video tapes
- ✓ Invested in DFT GmbH – Leader in archival Digitization
- ✓ Invested in Oxberry – Leader in film Digitization
- ✓ Invested in Sondor – Leader in sound Digitization

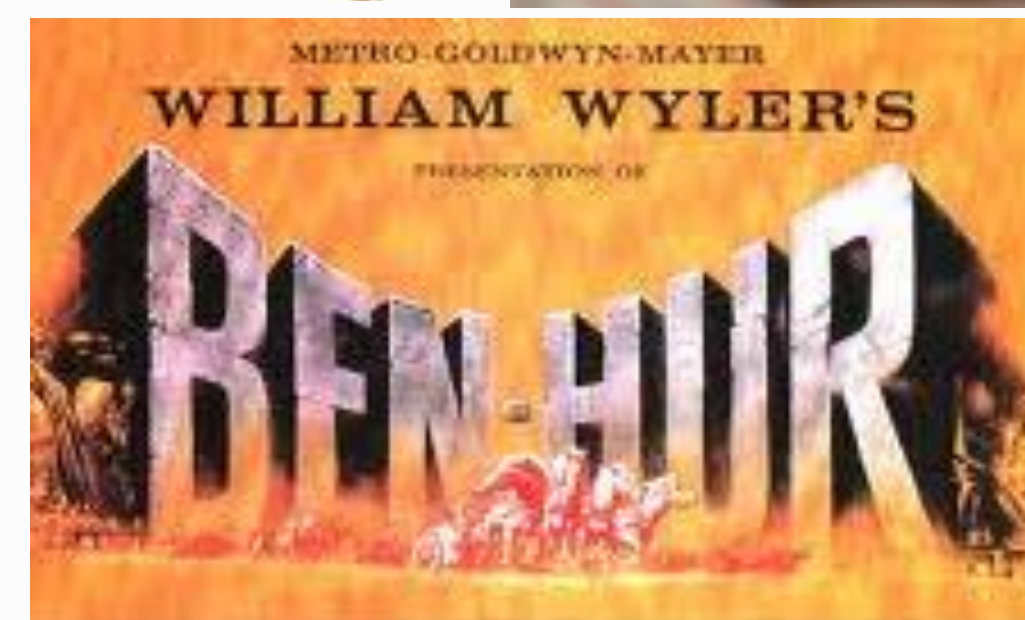
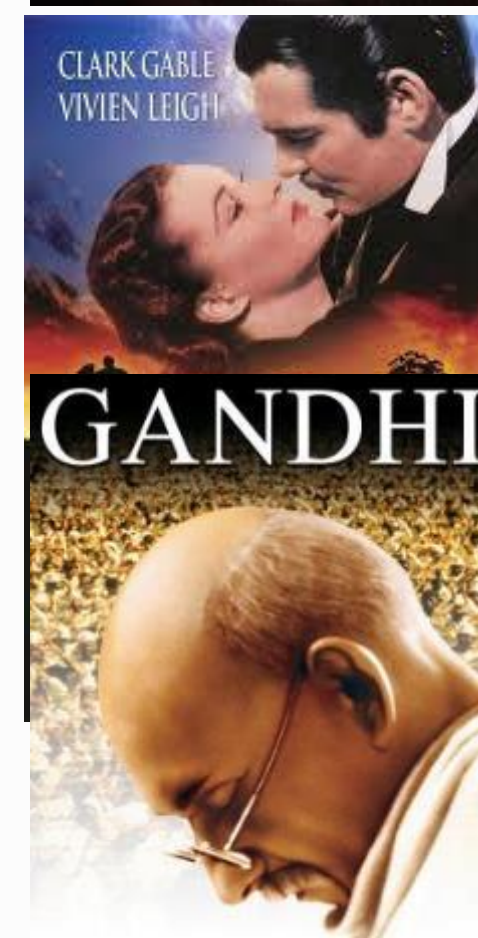




# Restoration



- ✓ Image and Sound cleaning up and restoration
- ✓ Clients include Warner Bros, Universal, Sony, Fox, NFDC and more
- ✓ Image Enhancement Services
- ✓ Over 400+ Indian films restored
- ✓ Restored 2000+ International Projects
- ✓ Titles restored include
  - ✓ *The Ten Commandments*
  - ✓ *Benhur*
  - ✓ *Gandhi*
  - ✓ *Lawrence of Arabia*
  - ✓ *Godfather*
  - ✓ *Oklahoma*
  - ✓ ... and more than 350 other Hollywood Classics

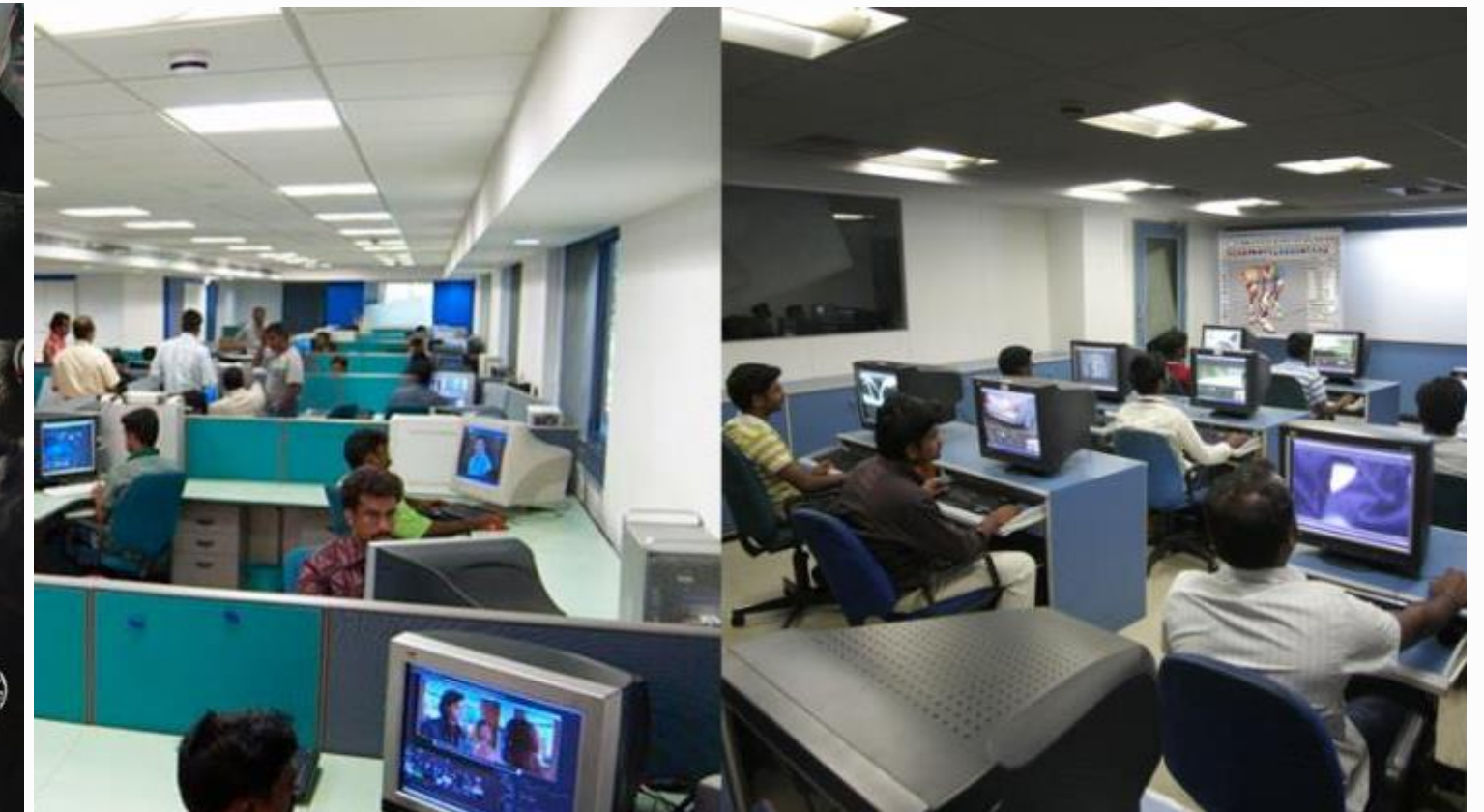




# VFX | Digital Color Grading



- ✓ Prasad Corp specializes in visual effects for feature films. We have delivered solutions to several thousand projects, many of them award winning feature films.
- ✓ We have received several awards for our achievements in VFX including the National Award for Best VFX.
- ✓ Cutting edge technology, state-of-the-art equipment, experienced professionals and a long list of satisfied customers are some of strengths.
- ✓ Prasad Corp introduced the Digital Intermediate process for full length feature films in India.
- ✓ Since then we have color graded some of the biggest projects in the country

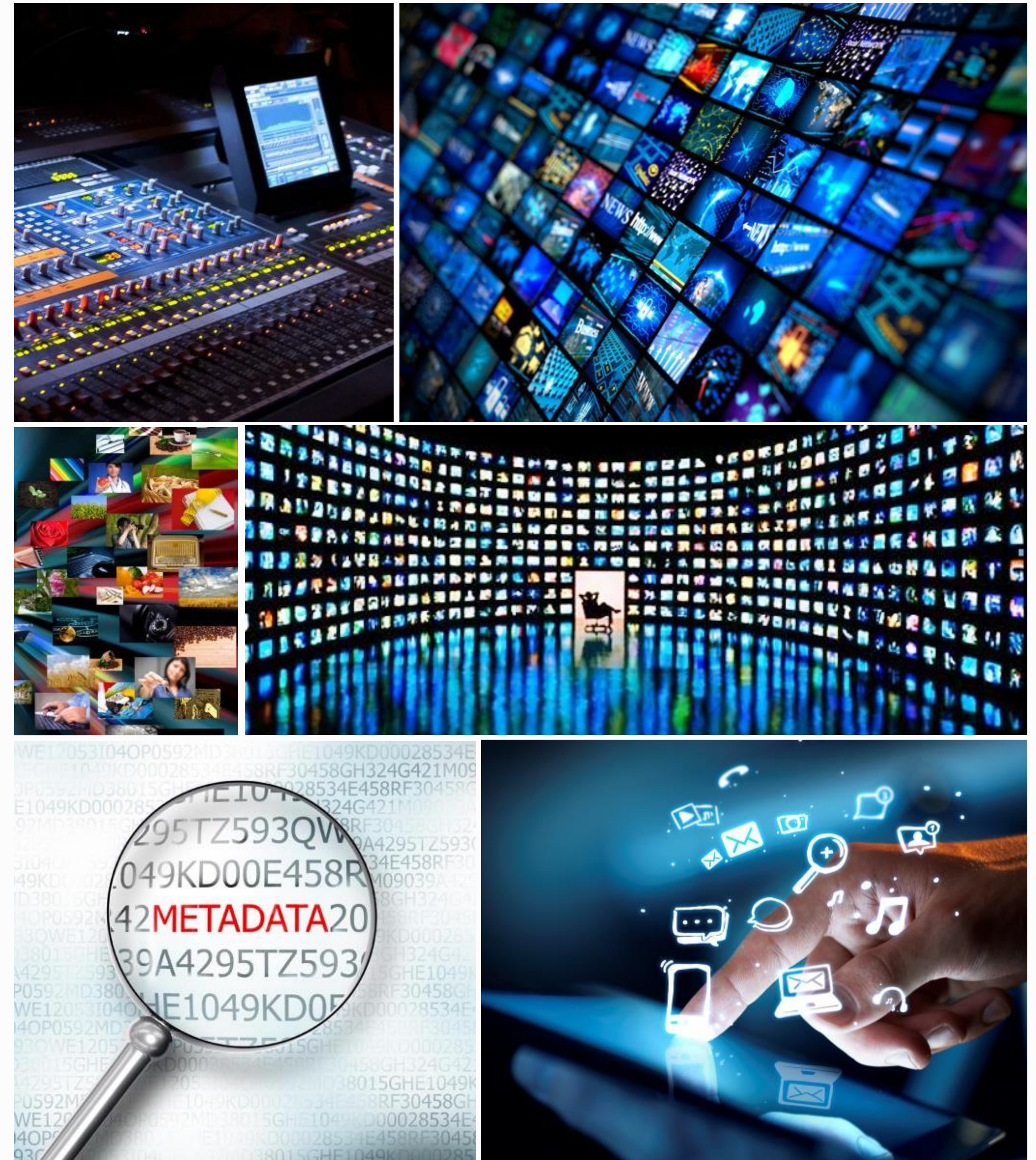




# Broadcast Services



- ✓ Encoding
- ✓ Transcoding
- ✓ Video error corrections
- ✓ Content Packaging
- ✓ Compliance & Format Editorial
- ✓ Technical Q C
- ✓ Metadata
- ✓ Audio Sync, Balancing, Pseudo Conversion & Layback
- ✓ Standards Conversion
- ✓ SD <> HD cross conversion, up conversion, down conversion
- ✓ Archiving & Asset Management





# FCT – Asset Management



- ✓ Endless Asset Management Possibilities
- ✓ Customized Workflow Solutions
- ✓ Scalable and Flexible Platform
- ✓ Substantial Productivity Gains
- ✓ Constant repurpose of Content

**Content Lifecycle Management**  
**Whenever. Wherever. However.**





# Technology

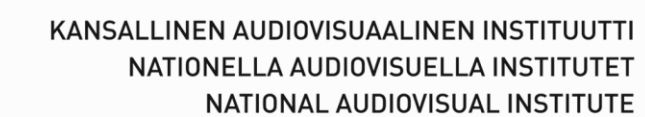
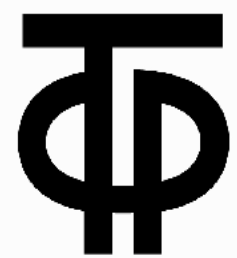


- ✓ Powerful hardware and highly optimized software that facilitates real-time processing
- ✓ Creative grading tools for color correction for SD, HD, 2K, 4K and Ultra HD
- ✓ Real time 2K & fast 4K data scanning
- ✓ High Dynamic Range scanning for black & white
- ✓ Exceptional & Versatile safe film handling



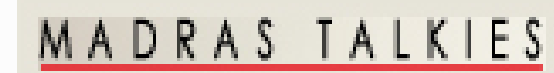


# Global Clientele





# National Clientele





# Security

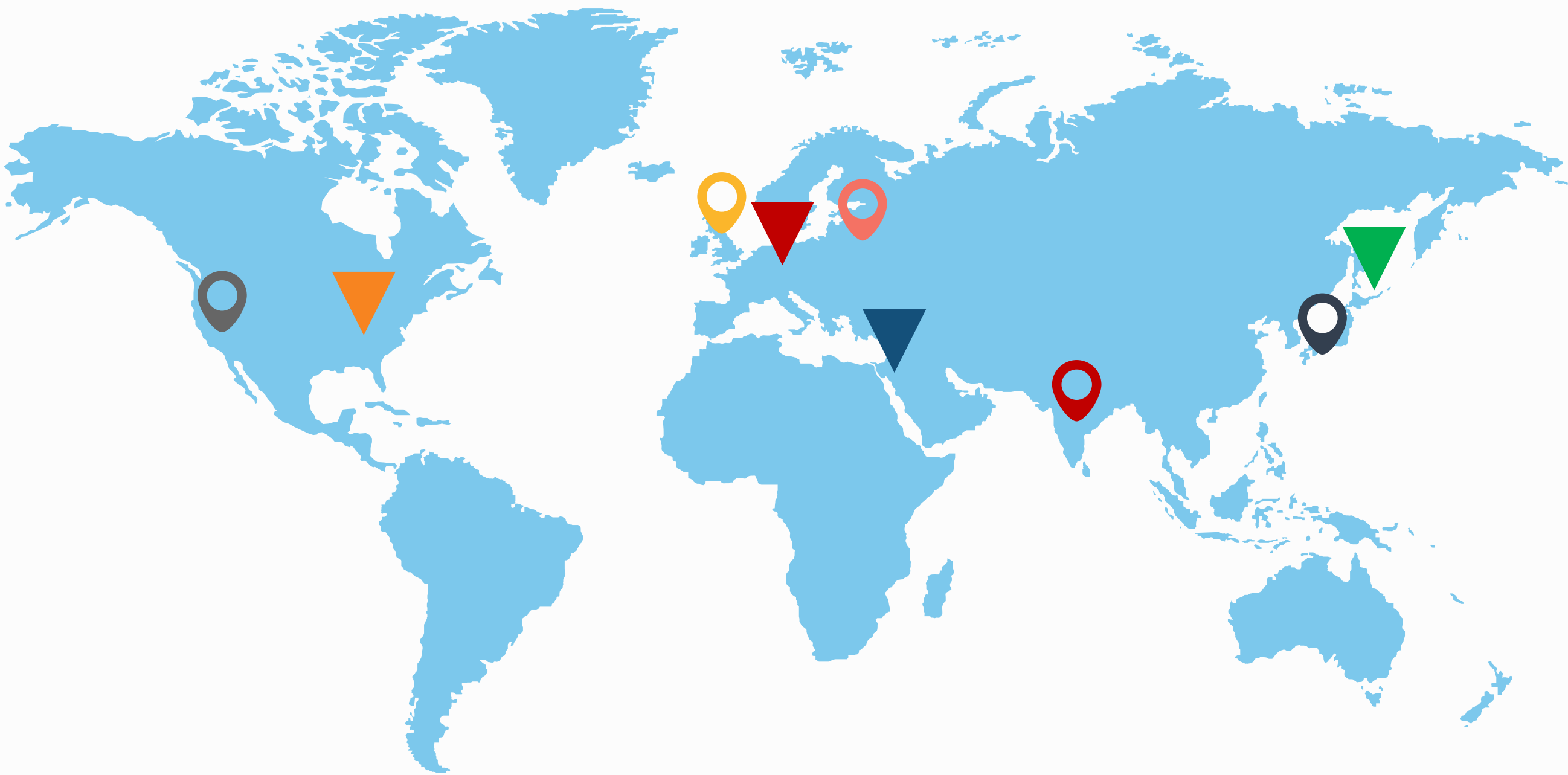


- ✓ Trusted and preferred service provider for Hollywood Studios
- ✓ Security audited by
  - ✓ MPAA
  - ✓ Warner Bros
  - ✓ Sony
  - ✓ Disney
  - ✓ Fox
  - ✓ Marvel
  - ✓ Paramount
- ✓ More than 50 years of service to the industry without security incidents





# Global Presence



Offices & Facilities		Partners	
	India- Chennai, Mumbai, Hyderabad, Bengaluru, Thiruvananthapuram, Bhubaneswar		Egypt - Cairo
	USA – Burbank, California		Netherlands – Amsterdam
	UK – Cambridge		Japan
	Germany – Darmstadt		USA - Atlanta
	Japan - Tokyo		



# Thank You

