About us

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

pioneers | trendsetters | leaders
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- One of the largest facilities in India
- Global Clientele

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- Over 15000 feature films served
- Serving all major broadcasters in India
- **12 facilities and offices around the World**

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Prasad Corporation
Timeline

1956
Prasad Productions

1962
Prasad Studios

1976
Prasad Film Labs, Chennai

1980 - 85
Labs in other centers

1989
Prasad Video Digital

1996
EFX – Prasad Corp.

Prasad Corporation
Timeline

2000
Overseas Operations

IMAX Theatre, Mumbai Lab
2003

2005
L.V.Prasad Film & TV Academy,
USA Operations

Prasad Panavision
2006

2007
Digital Film Restoration

Digital Cinema Services
2009

Prasad Corporation
Timeline

2010
3D Movie Production Solutions

2012
Archiving, Asset Management, DFT

2013
Managed Services Around the world

2016
Sondor Acquisition

Prasad Corporation
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

Prasad Global Media Services LLC, USA

Prasad Corp

Digital Film Technology GmbH, Germany

Digital Film Technology LLC, USA
Services

- Technology & Manufacturing
- FCT Catalogue, Workflow, Asset Management
- Photo Chemical Restoration
- Visual Effects Digital Intermediate
- Film & Tape Preparation
- Digital Film Restoration
- Broadcast Services
- Digitization
Photoschemical Restoration

- Pioneers in photoschemical 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
  - Ben hur
  - Gandhi
  - Lawrence of Arabia
  - Godfather
  - Oklahoma
  - ... and more than 350 other Hollywood Classics
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

BBC
DIGIMAGE CLASSICS
cinelicious.
RTV SLO
National Film & Sound
Australia's Living Archive
SLOVENSKY FILMOVY USTAV
Slovak Film Institute
eye
National Library of Norway
refinery
technicolor
Fotokem
T3 Media
Thought Equity Motion
National Film Development Corporation Malaysia
kinotur company
SYNCHRO
INAS
Sony Pictures
International Olympic Committee
NSI Niceshoes
Imagica
Library and Archives Canada
Swedish Film Institute
HP
Disney
Omнимаго
Kansallinen Audiovisualin Institutti
National Audiovisual Institute
Prasad Corporation
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

- India: Chennai, Mumbai, Hyderabad, Bengaluru, Thiruvananthapuram, Bhubaneswar
- Egypt: Cairo
- USA: Burbank, California
- Netherlands: Amsterdam
- UK: Cambridge
- Japan
- Germany: Darmstadt
- USA: Atlanta
- Japan: Tokyo

Partners

- Egypt - Cairo
- Netherlands – Amsterdam
- Japan
- USA - Atlanta
- Japan - Tokyo
Thank You