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Prasad EFX delivers chilling VFX for 'Aranmanai'

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Along with other Tamil block-busters, Prasad EFX continues to add expand its portfolio of work. This time it has worked on the VFX & DI for Sundar C's latest film, *Aranmanai*, a horror/comedy/thriller film produced by Vision I Media and Sri Thenandal Films. The movie has been distributed by Red Giant Movies and cinematographed by U.K. Senthil Kumar.



"Having worked with Sundar sir before really helped us to understand his expectations and recreate that on screen. It was an extremely great experience for the team. The concept design was provided by Sundar himself. Based on this concept we developed the whole theme over several weeks to our satisfaction and that of the production team. Some of the sequences which required detailing included a water twister sequence where the twister was recreated using CGI and matched to the lighting conditions of the shot. And also the wind mill sequence is one of the highlight portions in the film. The director was very clear in what he wanted from us and the project met all the deadlines without any problem," said Prasad EFX, VP Hima Kumar.

The film stars Sundar C, Hanshika Motwani, Andrea Jeremiah, Raai Laxmi and Vinay Rai. The story is about how Murali along with his wife Madhavi comes down from Mumbai to his village, in order to sell his family's ancestral palace. Both of them are accompanied with few other family members (Raai Laxmi, Sathya, Sarala and Manobala). When servants in the house start disappearing, they all discover that the palace is haunted by a ferocious female spirit, Selvi (Hansika Motwani) which has taken over Madhavi, and from there on the story is about how her husband and brother Ravi (Sundar C) attempt to save her.





"We have worked on this film for eight months, from designing stages, pre-visualization of the sequences and to final delivery. The real production time was about six months with 125 artists," revealed Hima.

The movie required a total of 1,200 VFX shots. Raja (Line Producer) and Praveen (VFX Supervisor) were some of the key members who have contributed to this project. "The wind mill sequence and water twister sequences are the best. The fire sequence around Andrea Jeremiah, Cloud Animations and day to night sequences has received appreciation from the industry as well," ended Hima.