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EFX, a division of Prasad Corporation Ltd, a leader in digital post production offers the entire range of digital services including VFX, Digital Intermediate, Digital Film Restoration, Film Archiving, Tape to Film Conversion, Blu-Ray Compression & Authoring, Re-mastering Services, Digital Asset Management and Digital Cinema Services. Our creative, technical and quality control teams are highly trained and have been providing wonderful customer experiences to a wide section of clients from around the world including several critically acclaimed film makers and motion picture studios. Our highly motivated staff is encouraged to explore, learn and voice new ideas amidst an atmosphere of comradeship and healthy competition.

Set in a sprawling vintage film studio our digital post facilities are equipped with the latest technologies and the constantly evolving best practices drive our operations successfully year after year. Our Technology Engineering Division is tuned to the most recent developments and evolving future trends in the digital imaging world, ensuring our customers get the best products and services. Our Kodak Imagecare certified integrated film processing lab is one of the most reputed in this part of the world, having won the National Award (India) for the Best Film Lab 18 times. The International projects served by us include Academy Award Winners, Golden Globe award winners and several other National and International award winners.

Our team comprises of more than 600 professionals covering all areas of Digital Post Production. We have studios in Chennai, Mumbai and Hyderabad. All three studios are equipped with the finest equipment including Oxberry Scanners, Thomson Spirit, Arri Laser Film Recorders and Integrated Film Processing Laboratories. Some of the major Indian projects from Prasad EFX include Kaminey, Delhi 6, Thoda Pyaar Thoda Magic, Krrish, Rang de Basanti, Sivaji and a long list of other projects from all over India.

EFX is a member of the 50 year old Prasad Group. Founded in 1956, Prasad Group is India's largest provider of integrated post production services catering to every area involved in the film, video post production process with 6 film processing laboratories, 16 audio studios, Digital Intermediate suites, film restoration facilities, telecine, VFX studios and outdoor equipment including Panavision Cameras. The Group has major production facilities and offices in India (Chennai, Mumbai, Hyderabad, Bangalore, Trivandrum, Bhuvaneshwar, New Delhi, Kolkatta), Singapore, and Hollywood.