In 2015, Prime Focus turned 18 – and like anyone turning 18 we find ourselves in an exciting new phase of our life.

We have shared an amazing journey to get to this point. We started life in a garage – just four youngsters with a vision – and from these humble beginnings we rose to the top of our industry, both at home and then internationally. We battled through the challenges that were thrown at us and emerged stronger for it, growing from the four original founders to an integrated team over 6,000 people across the world.

And now we’re ready for the next phase.

Our horizons have widened with the transformative deals we have made. Our mergers with Double Negative and Reliance MediaWorks have allowed us to strategically consolidate our business, giving us an extended and renewed platform on which to build. We can offer every service in the content creation value chain, and every day our people come together with one common goal – to create and deliver the very best work for our clients.

Whether you have worked with us for years, or are working with us for the first time, I would like to thank you for being a part of this amazing journey.

With my very best wishes

Namit Malhotra
Founder, Executive Chairman and Global CEO
THE PRIME FOCUS JOURNEY

1997
- Prime Focus Ltd. (PFL) founded by Namit Malhotra in a garage in Mumbai
- PFL offers India’s first high-end finishing system

2001
- PFW becomes first company to convert an entire Hollywood film to 3D
- PFT deploys the World’s First Hybrid Cloud Platform at BCCI

2004
- PFW delivers 3D Conversion of Star Wars: Episode I for Lucasfilm / ILM
- PFT deploys the World’s First Hybrid Cloud Platform at BCCI

2006
- Prime Focus Animation launched
- PFT becomes the preferred supplier for BFI

2008
- PFW becomes first company to convert an entire Hollywood film to 3D
- PFT’s CLEAR™ Media ERP recognised as ‘Best of IBC’

2009
- PFW delivers 3D Conversion of Star Wars: Episode I for Lucasfilm / ILM

2010
- Prime Focus Animation launched
- PFT digitizes and transforms Star TV’s content operations through CLEAR™

2011
- PFT’s CLEAR™ Media ERP recognised as ‘Best of IBC’
- PFT digitizes and transforms Star TV’s content operations through CLEAR™

2012
- Prime Focus Animation launched
- PFT becomes the preferred supplier for BFI

2013
- Prime Focus raises US$910 MN from AID Partners Public Equity and opens facility in Beijing, China
- PFT launches True North, the world’s largest digital media services cloud

2014
- PFW wins Advanced Imaging Society 3D Award for Gravity
- PFT launches world’s largest digital media services cloud ‘True North’

2015
- PFW wins Best VFX Awards for Kick (IIFA Awards) and Sin City: A Dame To Kill For (Apollo Asia Awards)
- PFT secures another patent for DAX® and Digital Dailies® Technology

2016
- Double Negative wins Academy Award for Ex Machina
WHAT WE DO

PRIME FOCUS WORLD
Prime Focus World (PFW) is a filmmaking partner to studios and film production companies, providing world-class creative services (VFX, stereo conversion, animation) and intelligent financial solutions on a global scale. In 2014 PFW merged with Double Negative, one of the world’s largest and most highly respected VFX houses, and in 2015 PFW formed a technology licensing partnership with leading stereo conversion company Gener8.

PFW is the creative services subsidiary of Prime Focus Limited.

PRIME FOCUS TECHNOLOGIES
Prime Focus Technologies (PFT) is a global technology leader in media and entertainment industry services, bringing together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry. In 2014 PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies® and Academy Award® winning Lowry Digital.

PFT is the technology subsidiary of Prime Focus Limited.

PRIME FOCUS INDIA
Prime Focus India is the nation’s largest production (equipment rental), post-production (Digital Intermediate / color grading, picture post) and creative (VFX, stereo conversion, animation) services provider to the film, broadcast and advertising industries. In 2014 Prime Focus and Reliance MediaWorks merged their global film and media services business.

Prime Focus India is a division of Prime Focus Limited.
Following the completion of the 2014 transactions, Prime Focus offers clients an even more compelling, full-service solution that allows grouping of services and global sourcing for complete end-to-end delivery of projects of any size, access to the highest-quality, award-winning talent at the most efficient pricing, and international tax advantages that can generate significant additional top line savings.

Prime Focus’ unparalleled, integrated suite of creative and technology services provides a compelling opportunity. No other company can offer:

- Seamless integration of services throughout the development of your project
- Multi award-winning, industry-leading VFX and 3D conversion services
- Top-flight animation services for feature films and broadcast
- CLEAR™ Media ERP Suite along with Cloud Media Services virtualizes the content supply chain and helps manage the business of content - currently manages 1.2 MN hours of content
- Global sourcing for optimum access to international talent, technology and tax advantages
Double Negative’s visual effects work on *Ex Machina* was honored at the 88th Annual Academy Awards® against competition such as *Star Wars: The Force Awakens* and *Mad Max: Fury Road*. For *Ex Machina* Dneg created ‘Ava’, the beautifully realised main character who, while strikingly human, has obviously robotic elements courtesy of the talented VFX team. *Ex Machina* was Dneg’s second consecutive Oscar win and its third in the last six years, having been previously honored for *Interstellar* in 2015 and *Inception* in 2011.
VISUAL EFFECTS
In 2014 PFW joined forces with Double Negative (Dneg), one of the world’s leading providers of VFX for film. Dneg has a long history of providing outstanding VFX sequences, and has been recognised with three Academy Awards® (for Ex Machina, Interstellar and Inception), as well as a number of BAFTA and VES Society awards.

Standout films in Dneg’s filmography include The Dark Knight series, Man of Steel, Godzilla, Avengers: Age of Ultron, The Hunger Games series, Spectre and Mission: Impossible – Rogue Nation.

STEREO CONVERSION
PFW is a pioneer and industry leader in stereo conversion, and was the first company in the world to convert a full Hollywood movie. With an integrated network of experienced and skilled artists and technicians across India, North America and the UK, PFW has won many awards for its stereo conversion work, including ‘Best 2D to 3D Conversion’ for its work on Gravity, and holds a U.S. Patent for its proprietary View-D™ stereo conversion process.

PFW has provided stereo conversion services on over 40 Hollywood movies, including Avatar, Harry Potter and the Deathly Hallows, Star Wars: Episodes I-III, Gravity, Guardians of the Galaxy and Avengers: Age of Ultron.

ANIMATION
With a creative front-end in London and offices across the world, including the main animation studio in Mumbai, the Prime Focus Animation department offers a full script-to-screen service, working with production partners to develop and deliver high-quality, high-volume CG animated content for TV, DVD, cinema and the Internet.

Following an initial contract in 2012 with a leading European toy manufacturer, PFW has delivered three broadcast seasons of a fully CG animated series for children as well as numerous other animation projects.
AVENGERS: AGE OF ULTRON

PFW was called in to deliver the stereo conversion of some of the biggest action scenes in Avengers: Age of Ultron, including the forest attack sequence that opens the film, the truck chase through Seoul and the climactic battle in the abandoned church, which required PFW to wrangle hundreds of layers of VFX elements. This was the first show for which PFW collaborated directly with VFX provider Double Negative following the merger of the two companies in 2014, unlocking a number of production efficiencies for the client.
If Media & Entertainment (M&E) organizations have to succeed in this Digital Next era, they need to move away from isolated MAMs and technology silos holding them back. The need to enhance efficiencies, reduce cost and realize new monetization opportunities is spurring content enterprises to re-evaluate their technology investments. Organizations have to build a connected ecosystem by virtualizing the content supply chain and adopting centralization by implementing ONE software across the enterprise.

The journey begins with Digital Transformation.

With our award winning CLEAR™ Media ERP Suite, deployed successfully for the last eight years, we think we are in the best position to partner you in this journey towards Digital Transformation.

CLEAR is the world’s first and most proven Hybrid Cloud-enabled Media ERP Suite that virtualizes the content supply chain and builds a connected enterprise.

Bundle them all as a Cloud Media ERP Suite or cherry pick from the below 4 power-packed modules of CLEAR.

**MODULAR PRODUCT PORTFOLIO**

**MODULES OF CLEAR™**

- Cloud MAM – ONE MAM for the enterprise across geographies, departments & businesses.
- Operations Cloud – ONE software to manage Content Store, Processing & Delivery.
- Broadcast Cloud – ONE software for Broadcast – from Creation to Transformation, Distribution and Exhibition.
- DAX® Production Cloud – ONE software for Dailies and Post Servicing Workflows.

**THE DIGITAL TRANSFORMATION OF THE CONTENT-VALUE CHAIN**

PFT’s cloud-enabled suite of media services are delivered using a global delivery model leveraging "True North", the world’s largest Digital Media Services 24/7 Customer Support Cloud. With ‘one neck to grab’ that is necessarily local for our clients, we provide a CLEAR platform orchestrated servicing model with full visibility to status of the jobs. We offer a range of technical, creative and SLA compliant media services on the cloud to manage multi-platform content operations. Our engagements have helped content enterprises to digitally transform their businesses by cutting 30% costs, gaining 40% efficiencies and enhancing monetization opportunities.
PFT LAUNCHED DIGITAL NEXT OFFERINGS IN APRIL 2016. THESE INCLUDE:

**DAX® Production Cloud**
The industry has been using the award-winning DAX® Digital Asset Management software for review of dailies & cuts and document management. DAX® has gone through a significant upgrade with some powerful additions to the software. With this upgrade and expanded functionality, we now call this DAX® Production Cloud.

DAX® Production Cloud allows clients to use the same system for both Dailies and Post Servicing Workflows. Which means, stakeholders in the Production supply chain - editorial, VFX (pull downs), Marketing (trailers), localization vendors, distribution (Screeners) – all collaborate on the same software.

**Amazon Optimizer on Operations Cloud**
Part of CLEAR Operations Cloud, this newly added feature allows content owners to quickly repurpose content for distribution to web, mobile, VoD & IPTV platforms in a cost-efficient manner. Amazon Optimizer leverages the scalability and cost efficiencies of public cloud and delivers file-based video transcoding, auto quality control and compute intensive media processing tasks at the lowest total cost on the market. PFT’s Operations Cloud uses a clever algorithm, batch.ly built by 47Line to optimally use a mix of reserved, on-demand and spot instances on Amazon Web Services to meet the Service Level Agreement (SLA) at the lowest cost.

**Promo Versioning Automation Module**
Part of CLEAR Broadcast Cloud, this module allows end-to-end business process orchestration for promo creation including planning through handing off versioned files to playout. This includes work order administration of multiple tasks, seamless integration with Broadcast Management Software (BMS), review and approval processes, post production, versioning and hand off versioned files for play-out. Extending the hybrid cloud capability, it leverages the Adobe Premier Pro machines at Broadcast Networks and automates the process of generating ‘versions’ using standard Adobe Premier Pro rendering.

**Compliance Data Model**
Part of CLEAR Cloud MAM, this functionality enhances the compliance led content preparation process. Through the Compliance Data Model, users will no longer be required to catalog assets multiple times for the same compliance parameter across various profiles. Instead, the user will be able to catalog once for each parameter, tied to each individual profile, and generate Edit Decision Lists (EDL) as required for specific certifications.

NUMBERS THAT SPEAK FOR THEMSELVES
- Over 1.2 million hours of Content Under Management
- Powered over 1.6 million concurrent streams for OTT platform
- 68 Hybrid Cloud locations
- 100,000 hours of content digitized annually
- Managing 100 new TV episodes a year
- 10 Million files of Syndication & VoD fulfilment a year
- Patented Product (US Patent No: 7,660,416/8,218,764/12,976,929)
- 35,000 hours of Subtitling and Closed Captioning every year
- Over 85% of Prime Time shows in Hollywood use PFT’s product
PFT signed a deal with Hotstar, Asia’s number one destination for general entertainment content. With the help of CLEAR™, Hotstar launched on February 1st 2015, within 5 months of initial inception, and reached 10 million users in its first 40 days. In the first few months, Hotstar achieved close to 30 million downloads, outperforming popular global social networking apps. In the process, Hotstar also became the fastest app to cross the million download mark in India – accomplished in just six days.
Prime Focus has long been a force to be reckoned with in the VFX space in India, and has had the privilege of providing VFX for some of Bollywood’s biggest films over the years. In addition to its Bollywood work, Prime Focus has also set new standards for VFX in regional film, as well as in the broadcast and advertising industries in India.

Prime Focus has delivered VFX for some of Bollywood’s most successful and ambitious films, including recent hits such as Baaghi, Rocky Handsome, Prem Ratan Dhan Payo, Bajrangi Bhaijaan, Kick, Bang Bang, Ek Tha Tiger, Jai Ho and Happy New Year. Earlier titles include Chandni Chowk to China, Guzaarish, Love Story 2050, Blue, My Name Is Khan, RA One and Rockstar.

Prime Focus introduced the Indian film industry to Digital Intermediate technology and has provided color grading services for over 425 feature films. Offering Baselight grading systems and the latest digital projectors in an integrated network of DI suites, Prime Focus offers a world-class DI service, and the company’s expertise has been widely acclaimed with numerous industry awards.

Some of Prime Focus’ most widely recognised color grading work includes Fan, Bajirao Mastani, Dilwale, Agent Vinod, Black, My Name Is Khan, New York, Ajab Prem Ki Ghazab Kahani, Wake Up Sid, Dhoom 3 and Happy New Year. Broadcast work includes Satyamev Jayate, 24, Nat Geo: Mission Cover Shot and Master Chef India.
Prime Focus is India’s leading post production facility for advertising and broadcast, and the company’s work has won multiple Abby® Awards and numerous other industry recognitions over the years. From telecine to offline to online editing, our creative teams are backed-up by expert support teams and a robust technical infrastructure.

The picture post team delivers outstanding creative work – recent examples include the stunning Panasonic ‘Smart TV’ ad starring Ranbir Kapoor, and ads for Mumbai Mirror, Asian Paints, Big Rocks and many others. The broadcast team set new standards in Indian television with its work on ‘24’ starring Anil Kapoor and has recently provided sponsorship idents and branding for award shows like Star Guild and TV reality show Box Cricket League.

One of the largest camera service providers in India, Prime Focus EQR services offers innovative digital cinema solutions from a dedicated 10,000 sq ft rental facility in the heart of Mumbai’s Film City. The EQR facility caters to an ever-growing client-base of leading production houses for films and commercials, offering the latest high-end cameras and equipment, and expert technical support.

The EQR team works with most of the leading film production houses, including Sanjay Leela Bhansali Productions, Yash Raj Films, Red Chillies Entertainment, Illuminati Films, Dharma Productions, UTV Motion Pictures and Viacom 18 Media. It also works with leading production houses for commercials including Rising Sun, Footcandles Productions, Bang Bang Films and many others.
Prime Focus delivered a full range of services for Bajrangi Bhaijaan, the Salman Khan-starrer that amassed an incredible box office tally of ₹600+ crore. In addition to providing over 500 complex VFX shots for the movie, Prime Focus was also responsible for the Digital Intermediate delivery of the movie, including the setting of the overall look and color palette. Prime Focus EQR also provided the cameras for the shooting of the film.
CORPORATE STRUCTURE

Prime Focus Limited (India)

*Before conversion of shares by AID Partners and Macquarie Capital. Correct as of September 30, 2015
Standard Chartered Private Equity

Standard Chartered Private Equity Limited is a private equity and venture capital arm of Standard Chartered PLC specializing in mid to late stage companies and middle market companies. It invests in balance sheet restructuring, expansion and growth capital, acquisitions or management buyouts, and mezzanine.

Reliance Group

The Reliance Group is among India’s top three private sector business houses on all major financial parameters, with assets in excess of ₹180,000 crore, and net worth to the tune of ₹90,000 crore. The interests of the Group range from communications (Reliance Communications) and financial services (Reliance Capital Ltd), to generation, transmission and distribution of power (Reliance Energy), infrastructure and entertainment.

AID Partners

AID Partners, founded in 2007 by Kelvin Wu and Joel Chang, is a private equity fund present in Hong Kong, Shenzhen, Paris, Cologne, Los Angeles and Tokyo. AID Partners invests in buyout opportunities and expansion capital primarily in media and entertainment, retail, and consumer sectors. It is an expert in bridging international business with the Chinese market.

Macquarie Capital

Founded in 1969, Macquarie Group (Macquarie) is a global provider of banking, financial, advisory, investment and funds management services. Macquarie Capital comprises Macquarie Group’s corporate advisory, capital markets and principal investing capabilities. Macquarie Capital’s expertise spans a variety of industry sectors including telecommunications, media, entertainment, gaming, financial institutions, industrials, energy, resources, real estate, infrastructure, utilities and renewables.
LEADERSHIP

NARESH MALHOTRA
Chairman Emeritus
Prime Focus

NAMIT MALHOTRA
Founder, Executive Chairman and Global CEO
Prime Focus

RAMKI SANKARANARAYANAN
Founder & CEO, Prime Focus Technologies
Managing Director, Prime Focus

MERZIN TAVARIA
Chief Creative Director & Co-founder
Prime Focus

PRAKASH KURUP
Co-founder and Creative Director (Advertising)
Prime Focus

HUZEFALOKHANDWALA
Co-founder and Creative Director (Advertising)
Prime Focus

VIKAS RATHEE
Group Chief Financial Officer
Prime Focus

NISHANT FADIA
Group Chief Operating Officer
Prime Focus

RAGHUNATH MOHANRAO
CFO
Prime Focus Technologies
Prime Focus launched the ‘Naresh Malhotra Foundation’, its corporate social responsibility (CSR) arm, on the occasion of Founder and Chairman Emeritus Mr. Naresh Malhotra’s 70th Birthday. The initiative was launched by Mr. Naresh Malhotra in Mumbai on October 2, 2014, in the presence of the entire Prime Focus family and friends.

The Foundation focusses on social issues like education and healthcare, and engages with prominent NGOs. It also works closely with media and entertainment industry associations to offer scholarships for multimedia education and provide financial aid towards better healthcare for retired technicians. Prime Focus runs internal campaigns to drive volunteerism among its globally distributed workforce and organizes events like charity balls and movie screenings in cities like Los Angeles, Vancouver, London and Singapore, to spread the message and facilitate contributions.

NANHI KALI

Under our Corporate Social responsibility arm, Naresh Malhotra Foundation, Prime Focus Technologies gifted education to 100 Nanhi Kalis who live in extremely challenging circumstances but are brave enough to go to school every day and bright enough to graduate from one class to the next. The donation will support the education of a girl child of Class I - V. Apart from the educational support the girls also receive material support including a school bag, shoes, socks, stationery and study material which enables her to go to school with dignity.

Project Nanhi Kali is an initiative that is jointly managed by K C Mahindra Education Trust and Naandi Foundation and operates across nine states in India. The project provides academic, material and social support to school-going girls of limited means, thereby ensuring that they receive quality education and do not drop out. More than 100,000 girls have been part of this program, and more than 12,000 have graduated from Class X and are today pursuing higher education or are self-employed.
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