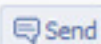

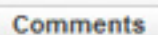


July 25-2013

## Prasad Group Mumbai provides Digital Intermediate and Lab Services for Bhaag Milkha Bhaag

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Prasad EFX, one of India's leading digital post production services company has provided the complete range of DI and Lab services for Rakesh Omprakash Mehra's Bhaag Milkha Bhaag.

Prasad has been involved in the post production process of Bhaag Milkha Bhaag and the entire effort took about 6 months to complete. This film was extensively shot all over the country by ace Cinematographer Mr. Binod Pradhan. The film was graded in Prasad Group's state of the art DI facility in Mumbai.



"The film begins with a 1960's look. There are many parts of the story in flash-back mode and there are many back and forth sequences. The main challenge in the color grading was to ensure that the film never makes the viewer feel lost. The film plays a lot with hues and camera angles to enhance the story. The parts of the athlete's early years are told in a different color grade and even inside that there were several stages of his growing years which required subtle changes in color, yet retain the harmony. A lot of layers and color effects were used to get the final look. The parts of his triumphs and romance were in earth tones. There were sequences of his running which were shot in modern tracks and we had to make them look like the clay tracks of those days. The main challenge was to move between all these different grades and still ensure that the audience is in tune with the story's flow. In some sequences the grading had to bring alive the blood, sweat and tears, to dramatize the agony of training to become a world-class athlete. Also for the first time the audience can see a copper look in the shots of the nightmare sequence", said the colorist for the project at Prasad Group.





He also added, "The film was graded in our state of the art DI Studio equipped with a 4K Projector. The material was worked upon utilizing a complete linear workflow offering the DP and the colorist the maximum dynamic range possible with today's display methodologies".

The team at Prasad was all praise for the support, inputs and appreciation of the Director and Cinematographer.

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