

Friday, May 31, 2013

The Directors are pleased to share the review the twelve months performance for the year 2012-13

Financials

The Company has made total revenue of Rs.**531.16** lacs to the expenditure of Rs.**265.72** lacs and the gross profit is Rs.**265.27** lacs after the depreciation & tax adjustments the net profit is Rs.**41.22** lacs.

The Gross profit is **49.94%** from the total revenue which was **37.36%** in the previous year, this was possible due to the efforts taken to convert the CWIP into finished products and marketing & selling the inventory of Software solutions & Digital contents. Consequently the depreciation has become higher of Rs.**240.38** lacs.

The comparatively consolidated turnover & profit is due to the closure of overseas operations of the subsidiaries to reduce cost and for effective monitoring from the parent Company in India. Hence there will not be any consolidated accounts from this financial year onwards.

Business & Projects

The Company is enhancing its marketing activities thro' our associates and pushing to sell the software products and digital contents in the international market.

This year the post-production of "Gulliver and the Lilliputs" a digital 3D animated movie has been completed and ready. It will be released shortly in English, Tamil & Hindi in India and in English Internationally.

With the launch of the 3D Animated Feature, a slate of three more digital 3d animation movies are in the pipeline in various stages of production & post production, to make our distribution to exhibition and syndication along with sponsorship from children brands, a unique value proposition.

Being a pioneer in Digital Animation, the company deployed new Customized Pipeline software, Open Source tools, with clouding computing resources for the first time to bring the cost of delivery Stereoscope 3D Movie in a short duration which eventually brings the cost down. The Original digital assets from the large Digital library of Pentamedia over 2000 minutes of Computer Graphics work was tested for its data recovery, file naming convention, data integrity and compatibility to industry popular file formats to be used in today's tools. Proven practices and companies leadership in technology are clear indication on the recovery of existing digital assets and repurposing them to meet the needs of today's production.

Pentamedia was able to lure its core team of artist support from ex-pentamedian and outsourced from all over the world to complete the production & marketing the contents in time and within the budget.

The key reason to choose Gulliver and Lilliput's as the 3D Movie was purely based on our primary School Non-detail features of the story from Jonathan Swift. The recent 2010 movie was more a contemporary version of the story in modern world while the earlier adaption was as old as 1939. Pentamedia used these story queues for its inspiration to the project brought out more effectively by its USA Script Writer and Voice casts including Recording music to meet the expectation of international audience being the old 3D Computer Animated Feature Film produced for a worldwide market.

Additionally the company partnered with its industry recognized post production resources and Digital Mastering Technology. Performance capture was the style of animation with Climax sequence had hybrid animation blending Key Frame animation and Performance capture. Students from our training programs where given mentored opportunity to contribute in the production and also credited appropriately.

In the line with present trend of remixing & re-creating the old music & movies, the Company also planning to convert some of our animated movies viz., "Sindbad Beyond the Veil of Mists" ,"Pandavas","Son of Alladin" etc to latest Digital 3D animation / Stereoscopic technology to view by 3D Glass as there are number of 3D theatres available in India.

Training

Training in Software, "New Media"-latest technology is being conducted viz., Mobile apps development for Android, iOS & Windows and "Virtualization & Cloud Computing", the training skills will be used to convert some of available software products viz., Banking, Insurance, Healthcare etc. in the form of Apps as required in the present trend.

Other regular training in 3D Animation is now being conducted with open source tool "Blender 3D" which is a teacher based class room training it will be enhanced to online, corporate & institutional training also.

Some of the major university/institutions have shown their interest to have "4 Staged Industry tie-up" for their students and faculty, through our unique Collaborative learning partnership program. Draft MOUs are being exchanged & to be rolled out in the 2013-14 academic year onwards.

With the training imparted in new technology emerging areas, the Company has a large scope of increasing its operations internationally.