

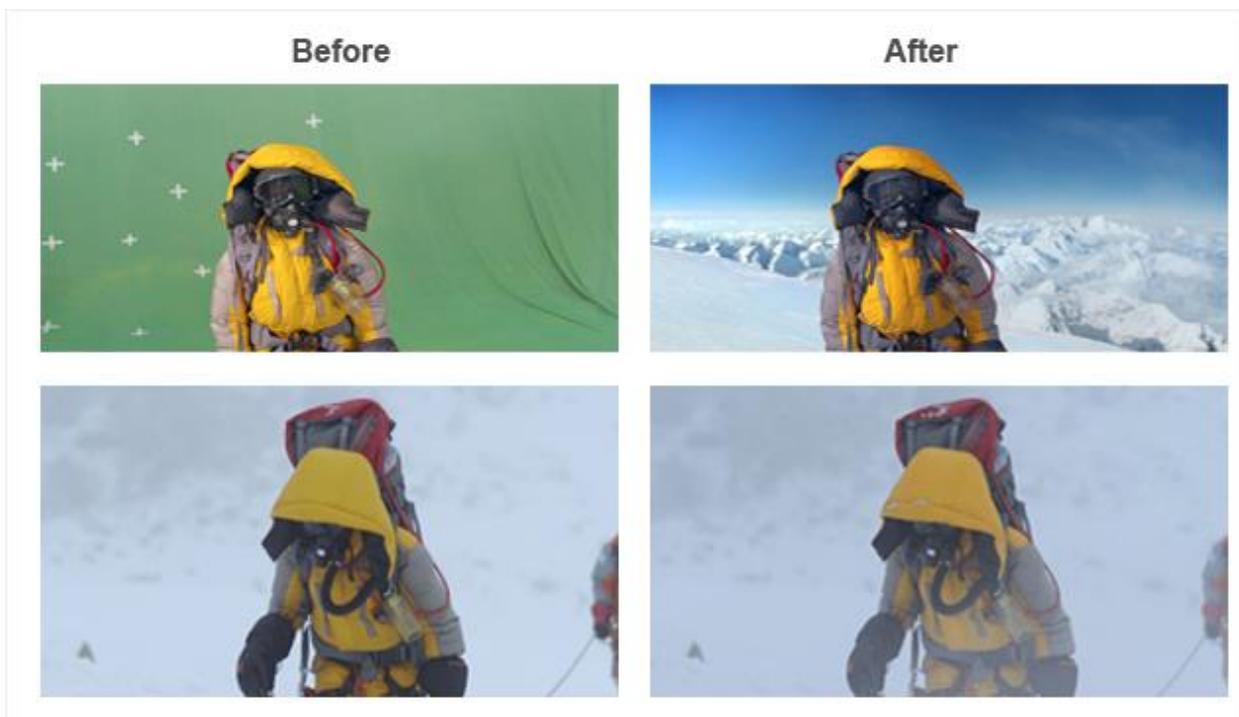
Tata Elxsi's delivers VFX for Rahul Bose's 'Poorna'

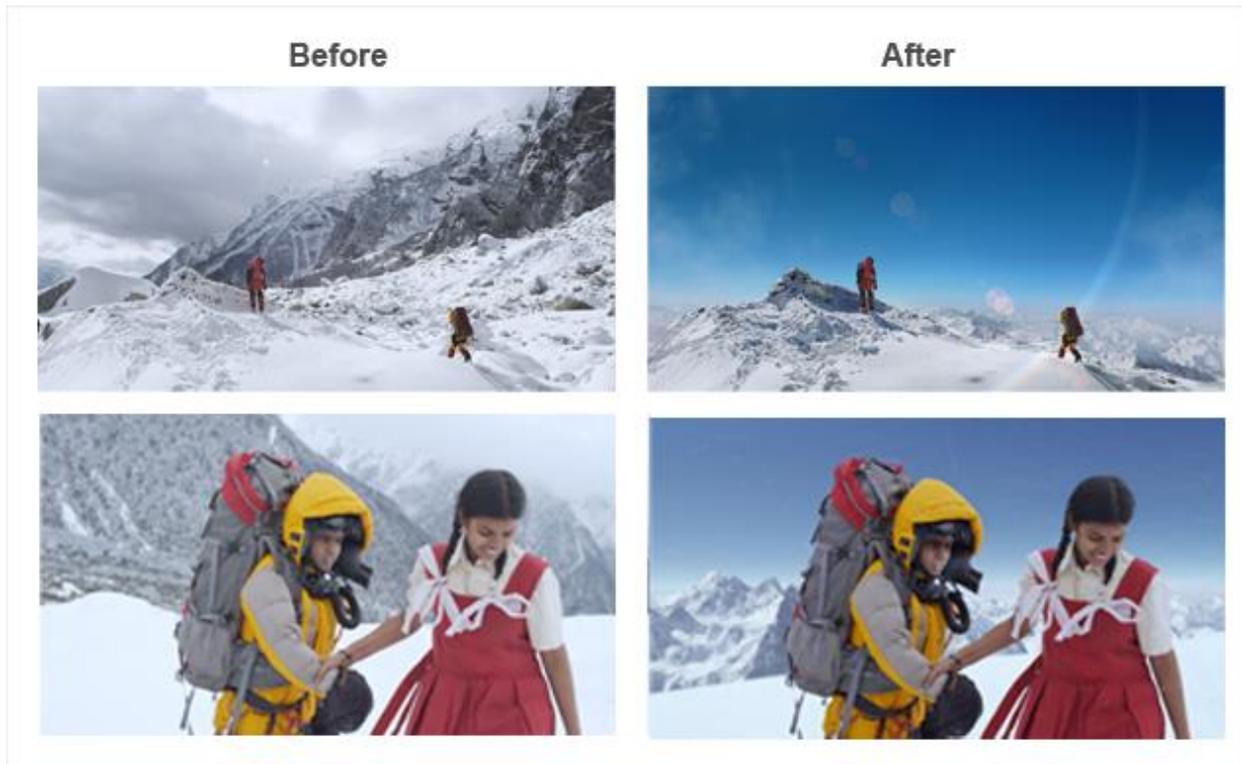
Bangalore, May 24, 2017: Tata Elxsi, India's leading design company, has collaborated with filmmaker Rahul Bose, to provide world-class VFX for Poorna - a biographical adventure film based on Poorna Malavath, the youngest girl to climb Mount Everest at the age of 13 years 11 months.

Tata Elxsi worked closely alongwith the Poorna team to bring their creative visualization and expectations to life. Be it capturing the snowflakes moving on screen, depicting the turbulence and enhancement of snow or capturing the vastness and breadth of the Mt. Everest, every detail was captured intricately to make the shots look realistic.

Dinesh Kumar, VFX Supervisor - Tata Elxsi says, *"It was tough to depict the vastness of Mount Everest. By using technology to perfection, Tata Elxsi's VFX team broke the creative boundaries and recreated the Mount Everest for many scenes in the movie to the director's satisfaction. We are honoured that a film such as Poorna is part of our VFX portfolio. Tata Elxsi's team of experts delivered close to 155 shots in a short span of three months and successfully helped to bring the director's imagination on screen."*

Rahul Bose – Director and Producer – Poorna said, *"The greatest technical challenge in making 'Poorna' was the VFX. If the VFX wasn't world class we knew the film would suffer immeasurably. The team at Tata Elxsi has worked closely with us to deliver every discussed detail with great quality and precision, and I am glad that this collaboration resulted in seeing my imagination translate successfully into film. We look forward to working with Tata Elxsi on future projects."*





About Tata Elxsi

Tata Elxsi, a part of the \$ 103 billion Tata group is amongst the world's leading providers of design and technology services for product engineering and solutions across industries including Broadcast, communications, consumer products, defence, healthcare, media & entertainment, semiconductor and transportation sectors.

Tata Elxsi's Visual Computing Labs (VCL) is one of the leading animation and visual effects studio in India. VCL has collaborated on several successful and award-winning motion pictures, television programs, and TV commercial which were executed for leading Indian and global media and consumer brands.

Through its extensive collaborations, VCL has created magic by retaining its position as the leader in animation and visual effects industry. VCL has also redefined product launches with its latest technological and creative innovations. Tata Elxsi's VCL offers a unique package of high-end and cost-effective animation, VFX, 3D stereoscopy, Custom Content Development – Augmented, Mixed & Virtual Reality service options. To learn more visit www.tataelxsi.com.

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