

KEY FACTS



WHEN

1997



BY **Namit Malhotra**
Merzin Tavaria
Prakash Kurup
Huzefa Lokhandwala

WHERE



Birth of

PFT

2008

A garage
in Mumbai



BY



Ramki Sankaranarayanan
Ganesh Sankaran

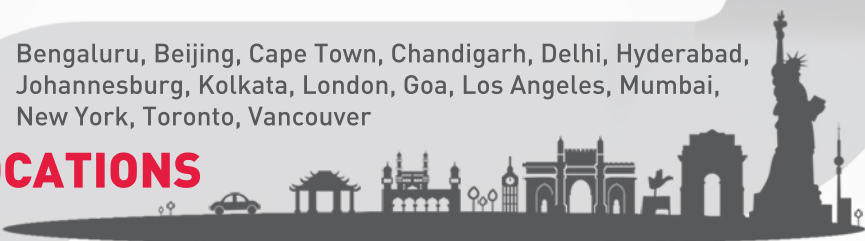
WHERE

A garage
in Bangaluru



Bengaluru, Beijing, Cape Town, Chandigarh, Delhi, Hyderabad,
Johannesburg, Kolkata, London, Goa, Los Angeles, Mumbai,
New York, Toronto, Vancouver

LOCATIONS



INDUSTRY
SEGMENTS



Film Studios
& Production Houses

Broadcasters



Sports
Organizations



Brands
& Advertising
Agencies



Digital
Businesses



OFFERINGS

Creative Services

(Visual Effects, Stereo
3D Conversion and Animation)



Technology Products
& Services

(Clear™ Media ERP Suite,
Cloud Media Services and
Offline Media Import & Export)



Post Production Services

(DI/Color Grading and
Picture Post)



Production Services

Equipment Rental and
Line Production)

KEY
METRICS

57+ films
(VFX - International)

120+ films
(VFX - India)

35,000 shots
(VFX delivered)

27+ films
(3D conversion)

12,000 shots
converted (2D to 3D)

425+ films
(DI/Color grading)

1000 per month
On-Air Promos

320+ films
(Equipment rental)

5000+ TVCs posted

 manages over
1.2 Million
hours of content

 manages
200+ TV shows daily

 brings about
30% cost savings, **40%**
time savings

 delivers more than
10 million files annually
(VoD and Syndication)