

Tata Elxsi - Visual Computing Labs bags 4 awards for Ek Tha Tiger and Arjun – The Warrior Prince

Mumbai, April 2, 2013: Indian animation and visual effects powerhouse, Tata Elxsi - Visual Computing Labs (VCL) was recently honored with **"Best VFX shot of the year"** and **"Best Animated Feature Film (Theatrical)"** awards at the prestigious FICCI Frames BAF Awards 2013. VCL received the 2 awards for delivering remarkable special effects and animation for two blockbuster films **'Ek Tha Tiger'** and **'Arjun: The Warrior Prince'** respectively.

Furthermore, VCL was also bestowed with **"Best Special Effects"** award for **'Ek Tha Tiger'** at the **Star Guild Awards 2013** also known as **Apsara Awards** and **"Best Animated Feature Film (Theatrical)"** award for **'Arjun: The Warrior Prince'** at **Infocom-Assocham EME Awards 2013**.

VCL was recognized for its much appreciated work in delivering the spectacular "tram sequence" in the first half of the action-packed film Ek Tha Tiger, a sequence that is sure to have received a thundering applause in cinema-halls, worldwide. The tram and most of the street had to be recreated in CGI to permit these daring stunts. VCL delivered 1062 visual effects shots for the movie using cutting edge VFX technology and the project was completed in a record six and a half months period.

VCL also won accolades for its ambitious animated mythological film, Arjun – The Warrior Prince, that narrated the untold story of Arjun, hero of the Mahabharata. The nature of the story demanded several challenging animated action scenes featuring breathtaking backdrops, chariot races and battle sequences. VCL leveraged revolutionary technologies to enhance the complete look and feel of the animated film and ensured that it appealed to a much wider range of audiences in India and globally.

Mr. S. Nagarajan, COO, Tata Elxsi - Visual Computing Labs said, "We are extremely honored to have received recognition for our expertise in the VFX and animation space. It is our constant endeavor to produce content that will provide viewers a world-class experience. Our success can be attributed to our talented and passionate team of artists and their dedication towards their work. Such recognition offers us great encouragement to exceed expectations and to create new benchmarks."

Commenting on this occasion, **Mr. Pankaj Khandpur, Creative Director, Tata Elxsi - Visual Computing Labs** said "We are extremely thrilled to have been recognized for some of our best work in visual effects and animation category by renowned associations like FICCI, Infocom-Assocham and Film and Television Producers Guild of India. Our focus for both projects was to leverage our creativity and technology expertise in the best possible way to offer viewers a larger-than-life experience and we are glad to have achieved it."

About Visual Computing Labs

Visual Computing Labs (VCL) is part of The Tata group, a leading international business conglomerate. **VCL** is a pioneering Animation and Visual Effects studio having state of the art facilities in Mumbai and Bangalore. It provides pre-production, production and post-production services to the motion picture, television commercial and games animation markets globally.

Led by some of the most accomplished talent and highly trained artists, VCL is able to offer its clients a unique package of high-end and cost-effective service options supported by the field's leading software and top of the line technologies.

VCL has worked with leading international studios like FOX, Disney, Sony and Columbia Pictures, Industrial Light & Magic, MGM, on some of their features including Jack The Giant Slayer, Gullivers Travels, The Darkest Hour, Terminator 4, Ironman, Indiana Jones, Spiderman 3, Into the blue, Ghost Rider, XXX 2 etc. VCL continues to execute visual effects for a number of Bollywood films like Ra-One, New York, Prince, Rab Ne Bana Di Jodi, Drona, Bachna Ae Haseeno, Jodhaa Akbar, Taare Zameen Par, Dhoom 2, Rang De Basanti and many more...

VCL has worked on India's first fully 3D animated mainstream Bollywood feature films "**Roadside Romeo**", co-produced by Yash Raj Films and Walt Disney, VCL has also finished work on its second animation film "**Arjun – The Warrior Prince**" produced by UTV Motion Pictures, slated for release soon.

VCL has also worked on numerous television commercials for leading brands like Bisleri Mountain Water, Videocon Innovation Labs, Panasonic Eco Navi, Samsung Mobile, Sony, Toyota Corolla Altis, Chevrolet, Honda, Elf Moto, MSN, Nissin, Reebok, Lux, Kelloggs, Pillsbury, Coke, Colgate, Pepsi, Thums Up, Wrigley, Cheetos, Pillsbury, to name a few.

About the BAF Awards

The 10th edition of Best Animated Frames [BAF] Awards was started in 2004 by the Federation of Indian Chambers of Industry and Commerce [FICCI] to recognize and honor students and professionals in the field of Animation. This first ever Animation Awards in India grew over the years to encompass awards not only in Animation, but also in the VFX and Gaming fields. The contest now receives top-notch entries from across the globe.

About at Infocom-Assocham EME Awards:

Presented by INFOCOM in association with ASSOCHAM, the Excellence in Media and Entertainment (EME) Awards 2013 aimed at recognizing excellence in the field of media and entertainment with emphasis on 'Animation and VFX'. The objective of the EME 2013 was to provide greater encouragement and impetus to the respective field leading to higher growth and greater advancement of the media & entertainment economy. This year, nominations were accepted from 28 countries including India and abroad with national and international award categories. The jury members for the EME Awards 2013 comprised of dignitaries and celebrities associated with the entertainment and media fraternity.

About Star Guild Awards:

The 8th STAR Guild Awards (previously known as the Apsara Film and Television Producers Guild Awards) are presented by the Film & Television Producers Guild of India to acknowledge the achievements in cinema and television.

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