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## Prasad EFX delivers fast paced action sequences for Hari's Vishal and Shruti Hassan starrer 'Poojai'

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Prasad Group, a pioneer in the Indian media and entertainment world over the last five decades, has worked on the VFX and DI for director Hari's latest Tamil hit, *Poojai*.



It is an Action Masala movie that has been produced by Vishal Film Factory and cinematographed by Priyan. Yuvan Shankar Raja has composed the soundtrack and score for the film that stars Vishal and Shruti Hassan in the main lead.

"We have worked on almost all the projects with Hari sir in the past, it was a great experience and I believe that it was his trust in us that we could bring out the VFX to capture and replicate the vision on the movie screen," said Prasad EFX, VP Hima Kumar.



The movie is about Anna Thandavam, a big shot who arranges for contract killers, plans to murder Sivakkozhundhu, a cop. His plan goes bust after Vasu, a heroic young man, rescues the ADSP. Meanwhile, Thandavam also gets into problems with Vasu's family.

Chandra Mohan, Line Producer, B.R Venkat – Team Leader and Rengaraj – VFX supervisor are some of the key members who have contributed to this project.

"We have delivered around 1,000 VFX shots in a short span of 2 months with 25 key VFX artists. The fast paced action sequences in the film demanded a high number of VFX shots and compositing shots to be delivered. Prasad EFX achieved this feat by seamlessly integrating multidisciplinary skills," revealed Hima.