

Crest Animation in pact with Marathon

Our Bureau

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Crest Animation Studios Ltd said it has signed a deal with Marathon, a French production house, for a 52-episode TV series with a project size of \$18 million.

This deal has enabled Crest to venture into new geographies and to diversify its client base, from the US and Canadian markets to the European markets, especially for animated television serials.

Marathon is a major player in the field of drama and documentaries besides animation. It is also a distributor of programming for broadcasters and video distributors around the world.

Crest has moved a new digital studio at Ghatkopar in Mumbai.

"The shift to this spacious 45,000 square feet studio will accommodate the company's expansion plans as it moves up the value chain from work for hire into production of full length 3D animation feature films, meant for a global audience," Crest said in a news release.

The new facility will house multiple creative discussion rooms, focussed training-cum-preview rooms and a server room keeping in mind the company's plans to up its server capacity to 1000 from the existing 200 servers.

"This shift would enable our animators to work in a world class state-of-the-art facility. The move to the new facility which can house about 750 animators (with two shift operations) will help us to meet our expanding order book," Mr A.K. Madhavan, CEO, Crest, said.

Shares of Crest ended at Rs 109.95 on BSE compared to the previous close of Rs 109.15.