

Crest Animation Studios moves to new facility, bags new contract with project size of \$ 18 million



Seated down (L-R): Raj Kumar, Bharanadaran, CEO-AK Madhavan, Rahul Ramola. Middle Row (L-R): Milind S, Satish T, Raj B, Nachiket A, Vinod Shetty, Virendra C. Standing (L-R): Vinod S, Mahesh N, Krishna Prasad, Priyuank R, Vivek K, MD-Seemha Ramanna, Irina S, Upen D, Amir S, Jeykumar, Dilip R, Rajrajan, Ajay S

Crest Animation Studios one of India's animation studios has moved to a new state-of-the-art digital studio in Ghatkopar.

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 fea-

ture films, meant for a global audience. The new facility will house multiple creative discussion rooms, focused training cum preview rooms and a massive state-of-the-art server room keeping in mind the company's plans is to up its server capacity to 1000 from the existing 200 servers. Interesting facets of the facility include an acting room which

would enable it's animators to bring alive their animation characters through enactment of facial expressions and body language.

In addition to this, recreation facilities like gym, cyber cafe and fully equipped cafeteria are provided for its animators. This facility is comparable to the top Hollywood digital studios in terms of infrastructure.

Crest has recently signed a deal with 'Marathon' a renowned French production house in the field of animation. The deal is for a 52 episode TV series targeted at the age group of children between 6-11 years, with a project size of \$18 million.

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

Marathon is a world re-

nowned player in the field of drama and documentaries besides animation. It has also grown to become a distributor of programming for broadcasters and video distributors around the world, and confirmed its position in the world of television programming. In the past Marathon has developed co-productions with partners from a wide variety of countries, including the United States, Canada, Germany, Spain and the Netherlands.

Speaking on the occasion, A. K Madhavan, CEO of Crest Animation Studios said,

"We are excited to move to this new facility. 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".