

*An Organization Study Report Of* **PRIME FOCUS TECHNOLOGIES  
LIMITED**

*Submitted by*

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**(1CR19MBA49)**

*Submitted To*

**Visvesvaraya Technological University, Belagavi**



*In partial fulfilment of the requirement for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the Guidance Of*

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### CERTIFICATE BY THE INSTITUTION

This is to certify that Mr. MOHAMED SUHAIL bearing USN 1CR19MBA49 is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on PRIME FOCUS TECHNOLOGIES is prepared by him under the guidance of Mr. Manjunatha S, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.

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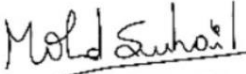
## DECLARATION

I, **Mr. MOHAMED SUHAIL**, bearing **USN 1CR19MBA49** hereby declare that the organization study conducted at **Prime focus technologies Ltd.** is record of independent work carried out by me under the guidance of **Mr.Manjunatha S.** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru. I also declare that this report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

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## **ACKNOWLEDGEMENT**

I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

I would like to express my sincere thanks to **Dr. Sanjay Jain**, Principal of CMR Institute of Technology, Bengaluru for his valuable support and guidance throughout the course of organization study.

I am grateful to **Prof. Sandeep Kumar M**, HOD of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant motivation and inspiration.

I thank my Internal Guide, **Mr. Manjunatha S**, Professor of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant guidance and support throughout the organization study.

**Mr. MOHAMED SUHAIL**

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## **EXECUTIVE SUMMARY**

The study is undertaken at Prime Focus Technologies, Bangalore, which provides end-to-end creative services (stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled services), production services (equipment rental) and post-production services (Digital Intermediate and picture post) to the Media and Entertainment industry. The study is all about the organisation's People Experience aspects.

Moving further Organisation profile, Background, Nature of the business, Vision Mission on Quality policies, product and services, Ownership pattern and it also provides information about their achievements and awards, Organisation structure, Future prospects of growth, Balance sheet.

In this organisation study the company is being analysed by using various technical frameworks like McKinsey's 7s this company follows Functional management structure which is the most common type of STRUCTURE.

Heading forward i.e. SWOT analysis of this organisation, where the strength of the organisation is unique end-to-end creative services, post-production services, etc opportunities are to see audiences enjoying more immersive experiences, with advances in technologies like Virtual Reality (VR) and interactive videos, re-defining the conventional lean-back experience. As the explosion of multi-platform continues, automation and centralisation will emerge as key drivers for M&E enterprises to enhance efficiencies, increase monetisation and lower costs.

As worked in the "PEOPLE EXPERIENCE" department of Prime Focus Technologies and I learnt a lot of concepts about the Human Resource world.

## **CHAPTER 1**

## 1. INTRODUCTION ABOUT THE ORGANISATION & INDUSTRY

Prime Focus Technologies provides end-to-end creative services (stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled services), production services (equipment rental) and post-production services (Digital Intermediate and picture post) to the Media and Entertainment industry.

An **internship** is a period of work experience offered by an organization for a limited period of time. Once confined to medical graduates, the term is now used for a wide range of placements in businesses, non-profit organizations and government agencies. They are typically undertaken by students and graduates looking to gain relevant skills and experience in a particular field. Employers benefit from these placements because they often recruit employees from their best interns, who have known capabilities, thus saving time and money in the long run. Internships are usually arranged by third-party organizations which recruit interns on behalf of industry groups. Rules vary from country to country about when interns should be regarded as employees. The system can be open to exploitation by unscrupulous employers. Internships for professional careers are similar in some ways, but not as rigorous as apprenticeships for professions, trade, and vocational jobs. The lack of standardization and oversight leaves the term "internship" open to broad interpretation. Interns may be high school students, college and university students, or post-graduate adults. These positions may be paid or unpaid and are temporary. Typically, an internship consists of an exchange of services for experience between the intern and the organization. Internships are used to determine if the intern still has an interest in that field after the real-life experience. In addition, an internship can be used to create a professional network that can assist with letters of recommendation or lead to future employment opportunities. The benefit of bringing an intern into fulltime employment is that they are already familiar with the company, their position, and they typically need little to no training. Internships provide current college students the ability to participate in a field of their choice to receive hands on



learning about a particular future career, preparing them for full-time work following graduation.

Following a successful internship it is not unusual for employers to make a full-time job offer to their intern. Many employers use internships as a trial period and will already have plans to recruit on a permanent basis. Therefore, it's vital that you make a good impression; turn up on time, be enthusiastic and show your flexibility, adaptability and commitment.

Results from a recent survey conducted by Graduate Advantage prove that internships do create jobs for graduates. It showed that 81% of interns are now employed and 74% of those are either in permanent employment or are on a long-term contract. Of these, 68% believe their internship helped them to gain their current position and an impressive 33% are still working with their internship organisation. \*

### **Service industry**

An industry in that part of the economy that creates services rather than tangible objects. Economists divide all economic activity into two broad categories, goods and services. Goods-producing industries are agriculture, mining, manufacturing, and construction; each of them creates some kind of tangible object. Service industries include everything else: banking, communications, wholesale and retail trade, all professional services such as engineering, computer software development, and medicine, non-profit economic activity, all consumer services, and all government services, including defence and administration of justice. A services-dominated economy is characteristic of developed countries. In less-developed countries most people are employed in primary activities such as agriculture and mining.

### **HELPS TO CHOOSE SPECIALIZATION**

Human resource management internship helps Build up your network, try and grow your list of contacts while you're there. Even if you're going for coffee and bump into

someone they know, make sure you introduce yourself and find out as much as you can about them. Also, always get involved in anything you can. Unless you absolutely can't then try and volunteer and get involved in everything you can. The more you volunteer yourself and the more you put yourself forward for things, the employer will remember with you and with things like LinkedIn you never know what might happen in the future.

## **INDUSTRY PROFILE**

### **MEDIA AND ENTERTAINMENT INDUSTRY**

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues. The industry has been largely driven by increasing digitisation and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people.

The Indian advertising industry is projected to be the second fastest growing advertising market in Asia after China. At present, advertising revenue accounts for around 0.38 per cent of India's gross domestic product.

#### **Market Dynamics**

Indian media and entertainment (M&E) industry grew at a CAGR of 10.90 per cent from FY17-18; and is expected to grow at a CAGR of 13.10 per cent to touch Rs 2,660.20 billion (US\$ 39.68 billion) by FY23 from Rs 1,436.00 billion (US\$ 22.28 billion) in FY18. India's media consumption has grown at a CAGR of 9 per cent during 2012-18, almost nine times that of US and two times that of China. The industry provides employment to 3.5-4 million people, including both direct and indirect employment in CY 2017.

India's online gaming industry is expected to grow at a CAGR of 22 per cent between FY18-23 to reach Rs 11,900 crore (US\$ 1.68 billion) in FY23

India's advertising revenue is projected to reach Rs 1,232.70 billion (US\$ 18.39 billion) in FY23 from Rs 608.30 billion (US\$ 9.44 billion) in FY18.

#### Recent development/Investments

The Foreign Direct Investment (FDI) inflows in the Information and Broadcasting (I&B) sector (including Print Media) in the period April 2000 – March 2019 stood at US\$ 8.38 billion, as per data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Daily hunt, a regional language news aggregator run by Verse Innovation Pvt Ltd, will receive investment of US\$ 60 million in a new funding round led by Goldman Sachs Investment Partners.

As of September 2018, Twitter announced video content collaboration with 12 Indian partners for video highlights and live streaming of sports, entertainment and news.

As of August 2018, PVR Ltd acquired SPI Cinema for worth US\$ 94.42 million. In H12018, 5 private equity investments deals were recorded of worth US\$ 115 million.

The Indian digital advertising industry is expected to grow at a Compound Annual Growth Rate (CAGR) of 32 per cent to reach Rs 18,986 crore (US\$ 2.93 billion) by 2020, backed by affordable data and rising smartphone penetration.

India is one of the top five markets for the media, content and technology agency Wavemaker where it services clients like Hero MotoCorp, Paytm, IPL and Myntra among others

After bagging media rights of Indian Premier League (IPL), Star India has also won broadcast and digital rights for New Zealand Cricket up to April 2020.

#### Government Initiatives

The Telecom Regulatory Authority of India (TRAI) is set to approach the Ministry of Information and Broadcasting, Government of India, with a request to Fastrack the recommendations on broadcasting, in an attempt to boost reforms in the broadcasting sector. The Government of India has agreed to set up the National Centre of Excellence for Animation, Gaming, Visual Effects and Comics industry in Mumbai. The Indian and Canadian Government have signed an audio-visual co-production deal to enable producers from both the countries exchange and explore their culture and creativity, respectively.

The Government of India has supported Media and Entertainment industry's growth by taking various initiatives such as digitising the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance.

#### Road Ahead

The Indian Media and Entertainment industry is on an impressive growth path. The industry is expected to grow at a much faster rate than the global average rate. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters. The rural region is also a potentially profitable target.

## **CHAPTER 2: ORGANISATION PROFILE**

## **2.2 BACKGROUND OF THE COMPANY**

Talking about the background or the history of Prime Focus Limited. In 1997, It was started by Namit Malhotra, MerzinTavaria, Prakash Kurup, HuzefaLokhandwala in a small garage in Mumbai. Prime Focus Technologies is headquartered at Mumbai.

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Turner, PBS, 21st Century Fox-owned Star TV, Hearst, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom’s Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services.

We were incorporated as a Private Limited Company on June 24, 1997. Thereafter, the word 'Private' was deleted from our name under the provisions of Section 43A (2). Pursuant to this, our Company was converted into a public limited Company, vide a fresh Certificate of Incorporation dated April 24, 2000, issued by the ROC. The Company traces its roots to the proprietary concerns of its Directors - 'Video Works' of Mr. Naresh Malhotra and 'Video Workshop' of Mr. Namit Malhotra which were merged to form Prime Focus Private Limited.

The promoters had predicted the importance of achieving critical mass in the growing Entertainment Industry and identified the need to provide the entire spectrum of services involved in feature films and ad films industry. Our Promoters have three

decades of experience in the film industry, which is complimented by a team of creative personnel and competence in the latest relevant technology in postproduction.

They began as proprietary concerns started by our founders - Video Works (EQR) of Mr. Naresh Malhotra and Video Workshop (Post Production - NLE) of Mr. Namit Malhotra. Both the firms were merged in 1997, to form Prime Focus as a consolidated entity built up of advanced technology and inhabited by selective native talent. Since then, we have grown to become one of the leaders of Asia in post-production and visual effects services with locations & partners across the world. With our creativity and customer service, we have established ourselves as is a sought-after destination in the country for post-production services in feature films, visual effects, digital intermediate, ad-films, music videos, broadcast design and TV shows.

We have been a pioneer in the use of digital technologies in post-production for the past decade and continue to lead the industry.

**Major Milestones (Table no. 1.1)**

| YEAR               | MILESTONES   |
|--------------------|--|
| <b>1995-1996</b>   | Non-Linear Editing, TV Serial Editing Video workshop, the proprietary concern, pioneered the non-linear editing revolution by installing the Media 100 system way back in 1995 to cater to the lower end television shows. |
| <b>1996 – 1997</b> | Prime Focus emerged as one of the leading televisions post production facilities with 23 shows per week on broadcast. 1997:<br>Online Systems, Ad and Music video editing  |

**1998 – 1999** We consolidated our position in the commercials and broadcast design space as one of the top companies and created a niche in the highly demanding domain of commercials.

**2000** Telecine, Film Promos Lead by the strategy of integration through technology, we set up one of the best telecine facilities to cater to the growing demands of commercials and feature films. Most telecine at the time was being done internationally due to the lack of quality facilities within the Country. We were the first company to train our people outside India on the colour correction technologies. We were also the first to bring in an expat colourist to make sure the market got what they wanted and we groomed our local talent under the experience of expats. This gave us an instant world class profile and the efficient local talent. We have has emerged as the largest site for Thomson Spirit in the AsiaPacific region.

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**2001-2002** Film Scanning/Recording, ISO certification After having built a quality profile on telecine, we decided to get into the feature film space by offering film scanning and recording services. There again we brought in the best scan and record systems. This led to our foray into visual effects and Digital Intermediate. We also made the first Indian film shot on DV.

**2003** Digital Film Lab After having built expertise in the digital film world, we pioneered into the Digital Intermediate ('DI') space delivering the first DI in July 2003. We set up a world class DI facility with the same specification of kit and processes as followed at other successful centres of the world. This has created a major change in

the way films get finished and the overall standard with regard to visual enhancement is clearly visible in the films being made today in Indian Film Industry. We also set up the first fully integrated and calibrated digital intermediate pipeline for frame by frame feature film colour grading/restoration in India. We introduced the Motion control rig ('MILO') in India which is the first and only such rig in India, till date. The rig was got to help execute visual effects sequences which were earlier not even conceptualized.

**2004** Mocon/Visual Effects and Expansion of DI In order to build the market and demonstrate our confidence in the space we co - produced the first visual effects film titled 'Gayab' (Invisible). This was co - produced with the eminent Ram Gopal Verma's

company and met with reasonable success while our work was greatly appreciated. Continuing the trend We, introduced the first Panasonic Varicam HD camera and co-produced another high profile film called 'Life Ho To Aisi' with Indian stars and eminent director Mahesh Manjrekar which released in 2005 and got critical reviews for its special effects work In July 2004, we set up a world class DI facility through a strategic partnership with India's premier laboratory 'Adlabs' offering end to end services and with the depth of infrastructure being larger than most in the world.

**2005** To provide the commercials industry with a boutique facility, with infrastructure and interiors at par with international studios, we setup a studio in Lower Parel, Mumbai. Also, a facility in Chennai has been commissioned to cater to the South Indian Film market.



**2006** Company announced the launch of its digital postproduction facility.

**2007** -Prime Focus expands India operations Ltd. It has announced the official launch of its fourth India facility at Chennai.

-Prime Focus Successfully Prices USD 55 million Zero Coupon Foreign Currency Bonds.

**2009** -Prime Focus Ltd has informed that Mr. G P Aiyar is been appointed as Additional Independent Director w.e.f. July 03, 2009.  
-Registered Office of the Company has been shifted from "AnandKunj, North Avenue, Linking Road, Santacruz (West), Mumbai - 400054" to "Prime Focus House, Opposite Citi Bank, Linking Road, Khar (West) Mumbai - 400052"

**2010** -Prime Focus bags order worth USD 11 million  
-Prime Focus bags order worth Rs 200 cr from Hollywood Studio.  
-Company has splits its Face value of Shares from Rs 10 to Re 1

**2011** -Prime Focus awarded 2D and 3D conversion of Harry Potter and the Deathly Hallows (7A) by Warner Brothers. -Lucasfilm works with Prime Focus to convert Star Wars: Episode I The Phantom Menace to 3D

-Star TV Leads the Industry partnering with Prime Focus on the award-winning CLEAR Technology Transforming Broadcast Operations to Digital across all platforms.

-UTV Motion Pictures and Prime Focus announce multi-film deal.

-The Company has acquired further stake in Prime Focus London PLC, a direct subsidiary of the Company by acquiring 1,800,000 through secondary market purchase of the Company's Ordinary Shares of 5 pence each whereby the stake of the Company has increased from 59.57% to 65.05% in the Company.

**2012** -British Film Institute (BFI) selects Prime Focus Technologies for archive digital services.

-Prime Focus Technologies expands global horizons to South Africa - Digital Content Specialist forms strategic alliance with ISP giant LaserNet.

-Prime Focus Technologies lands major media processing services deal with prestigious Hollywood Studio. -Prime focus delivers 400 visual effects shots for Total Recall.

**2013** -PFT Clear Hybrid Cloud platform recognised as CIO CHOICE

2013

- Prime Focus secures 3D animation contract with leading toy manufacturer
- Launching CLEAR TM Hybrid Cloud enabled solution from streamlining production process at NAB 2013
- Prime Focus sweeps 7 wins at 60th National Film Awards 2012 - Deltatre and Prime Focus Technologies announce partnership agreement
- Prime Focus honoured with MACCIA Award 2013
- Prime Focus wins Emmy for WWII from Space
- Prime Focus Technologies launches the world's largest Digital Media Services Cloud
- Prime Focus Technologies bags the Aegis Graham Bell Awards 2013 for Innovation in Cloud-based Solutions -Prime Focus Technologies wins EMC transformers award 2013
- Prime Focus wins Best VFX for White House Down at 24 FPS Annual International Animation Awards 2013

**2014**

- Prime Focus World wins International 3D Society Award for Gravity
- Prime Focus Technologies (PFT) to acquire DAX
- Prime Focus Technologies receives ISO 27001 certification
- Prime Focus bags the Best Visual Effects Award for White House Down, at the 2014 Asia Image Apollo Awards
- Reliance Group and Prime Focus to create the world's largest media services powerhouse
- FX Networks signs deal with Prime Focus Technologies (PFT) - Prime Focus Technologies' CLEAR positioned as an 'Exemplar' on the NASSCOM Product Excellence Matrix
- Prime Focus launches CSR arm 'Naresh Malhotra Foundation'
- Prime Focus wins Best VFX for 'Sin City: A Dame to Kill For' at 24 FPS Annual International Awards 2014.

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-The Registered office of the company has been shifted from 2nd Floor, Mainframe IT Park, Building-H, Royal Palms, Near Aarey Colony, Goregaon (East), Mumbai - 400065 To Prime Focus House, Linking Road, Opp. CITI Bank, Khar (West), Mumbai – 4000052.

**2015** -Prime Focus wins Apollo Asia Awards 2015 for Sin City : A Dame To Kill For  
-Prime Focus wins Best Visual Effects for ‘Kick’ at IIFA  
-Prime Focus wins Best VFX for ‘Kick’ at Screen Awards  
-Prime Focus scores a hat-trick at International 3D Society Awards

**2016** - Prime Focus honoured at 24FPS Awards

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## 2.3 NATURE OF BUSINESS

Prime Focus India is the nation's largest creative services (stereo 3D conversion and animation), production (equipment rental and line production) and post production (Digital Intermediate / colour grading and picture post) services provider to the Film, Broadcast and Advertising industries.

Prime Focus India is part of Prime Focus Limited, the world's largest independent and integrated media services powerhouse employing over 8,000 professionals in 15 cities across 4 continents and 6 time zones.

In 2014, Prime Focus and Reliance MediaWorks merged their film and media services businesses, enhancing the companies' industry leadership in India and across the globe.

## 2.4 VISION MISSION, QUALITY POLICY:

### **Vision Statement:**

Prime Focus Technologies is committed to providing our clients with results-oriented media content, public relations, and outstanding customer service and support. We are committed to only providing products and services that benefit our clients. We will maintain a financially strong, growth-oriented company for the protection of our employees and clients.

### **Mission Statement:**

The mission of Prime Focus Technologies is to provide results-oriented media development, public relations, deployment strategies and marketing designed to meet our client's objectives by providing robust marketing conceptions and excelling at customer service. We seek to become a strategic extension of client's marketing objectives and exceed their bottom-line results.

## **QUALITY POLICY**

In our quality policy, clients are at the centre of our commitment, as we seek their satisfaction through adaptation of our processes. Therefore, it is mandatory for us to know the client and its needs: it is fundamental to focus the attention to the quality of the services provided, that need to be appropriate and evolve according to a changing environment.

### **Our goals:**

Strengthen relationships with private and public companies as potential users and promoters of our services and products;

Guarantee completeness and correctness of the information provided to the customer in order to support decision making process;

Enhancement of client's image and reputation on the market, with a consistent increase in the number of customers and turnover;

Increase motivation within the team through continuous training, transfer of knowhow and adaptation of tool and technologies

Improving technical quality of performance through continuous monitoring and internal and external audit;

Outline decision-making and operative processes aimed at making the different activities effective and economically competitive

Obtain the highest level of customer satisfaction while respecting the contractual terms and the shared technical and economic expectation;

## **2.5 WORKFLOW MODEL**

A Bird's Eye View (Chart no. 1.2)



- Offered as SaaS
- Hybrid Cloud architecture
- Multi-tenant, Cross-tenanted platform
- Interoperable, API
- Pre-integrated with 80+ industry standard applications
- Mobility enabled – iOS, Android
- AI/ML integrated
- Holistic approach to Security

## 2.6 PRODUCT/SERVICE PROFILE

**Product Profile:**

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

- Cloud MAM
- Operations Cloud ○ Broadcast Cloud ○ DAX  
Production Cloud ○ CLEAR Vision Cloud

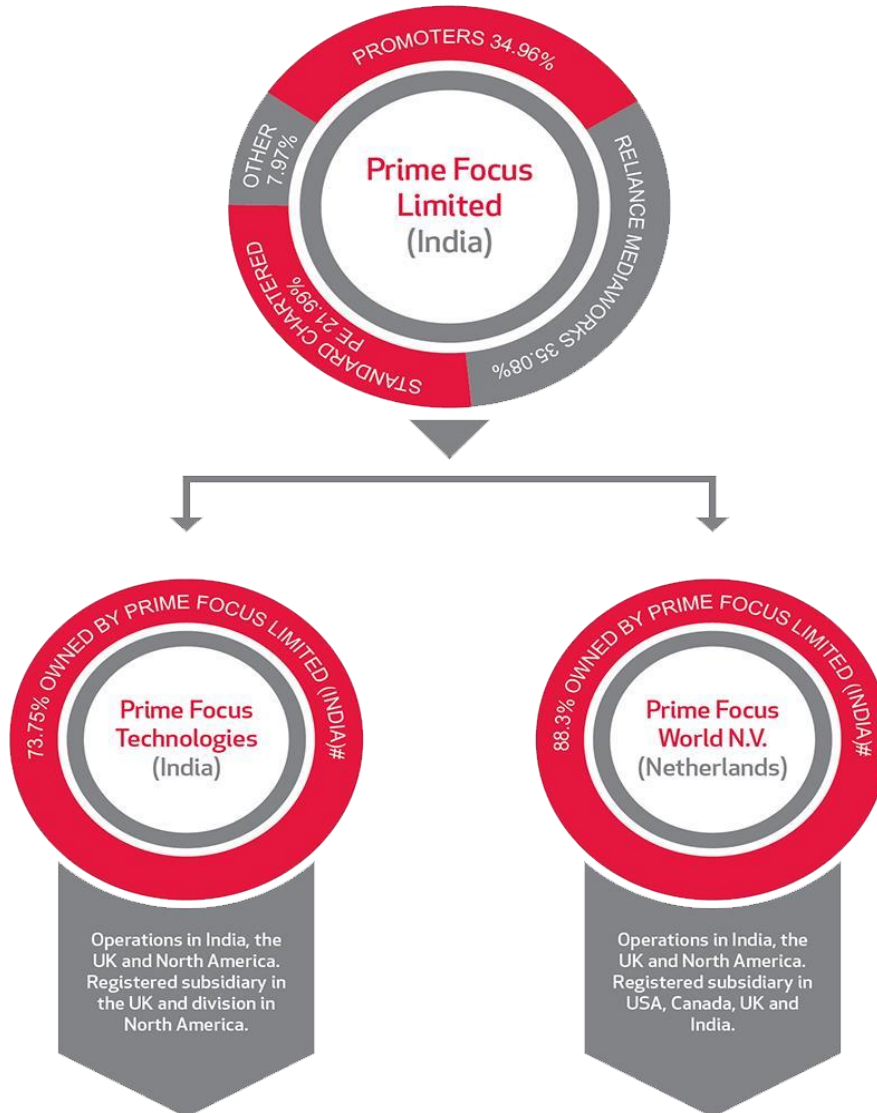
**Service Profile:**

Prime Focus Limited is a holding company. The Company is a media and entertainment industry services company. The Company provides end-to-end creative services, such as visual effects, stereo three dimensional (3D) conversion and animation; technology products and services, such as Media Enterprise Resource Planning (ERP) Suite and Cloud-enabled media services; production services, such as equipment rental, and post production services, such as Digital Intermediate and picture post to studios, broadcast and advertising industries. The Company's technologies include CLEAR (Hybrid Cloud technology enabled Media ERP Suite), DAX Digital Dailies and View (stereoscopic two-dimensional (2D) to 3D conversion process). It has operations in Bangalore, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Toronto and Vancouver. Its subsidiaries include Prime Focus Technologies Private Limited and De-fi Media Limited.

- Cloud Media Services
- Digital Media Services
- Localization Services
- Data Analytics
- Creative Services



## 2.7 OWNERSHIP PATTERN



(Chart no. 1.3)

The ownership of Prime Focus Technologies is divided into 4 parts that is: -

† 34.96% - Promoters

† 35.08% - Reliance Mediaworks

† 21.99% - Standard Chartered

† 07.97% - Other

## 2.8 ACHIEVEMENTS/AWARDS

**ACHIEVEMENTS:** (Table no. 1.4)

| YEAR | ACHIEVEMENTS   |
|------|--|
| 1997 | Offers India's first high-end finishing system   |
| 2001 | Establishes India's first scanning and recording system  |
| 2003 | Offers India's first Digital Intermediate (DI) pipeline for frame by frame feature film colour grading/restoration |
| 2003 | Offers India's first Spirit Telecine   |
| 2004 | First visual effects company in India to operate a MILO motioncontrol rig  |
| 2006 | First visual entertainment services company in India to go public  |
| 2007 | First visual entertainment services company in India to set up fullfledged facilities in UK and US                 |
| 2008 | Launches CLEAR, the world's first hybrid cloud-enabled Media ERP Suite on the Cloud                                |
| 2009 | Launches View-D, the fastest and most economical process for stereoscopic 3D conversion                            |
| 2010 | First company to convert an entire film (Clash of the Titans) from 2D to 3D  |
| 2014 | First M&E industry focused cloud technology solutions provider to achieve ISO 27001 certification                  |

|      |  |
|------|--|
| 2014 | Becomes world's largest independent and integrated media services powerhouse |
|------|--|

**AWARDS:**(Table no. 1.5)

| <b>SL NO.</b> | <b>AWARDS</b>   |
|---------------|---|
| 1             | Dada DahebPhalke Film Festival 2019                           |
| 2             | 'Product of the Year Award' at NAB 2019                       |
| 3             | TV Technology's 'Best of Show Awards' at NAB 2019             |
| 4             | Creative Abby Bronze Award at Goafest 2019                    |
| 5             | Netflix Post Partner Program                                  |
| 6             | Netflix Preferred Fulfilment Program                          |
| 7             | TV Technology's 'Product Innovation Award 2018'               |
| 8             | TV Europe's 'Best of Show award' at IBC 2018                  |
| 9             | IABM BAM Award at NAB 2018                                    |
| 10            | TV Technology 'Best of Show award' at NAB 2018                |
| 11            | TV Technology's 'Product Innovation Award 2017'               |
| 12            | Digital Production Partnership's 'Committed to Security' Mark |
| 13            | TV technology's 'Best of Show Awards' at IBC 2017             |
| 14            | 'Studio Daily Prime Awards' at NAB 2017                       |
| 15            | TV technology's 'Best of Show Awards' at NAB 2017             |
| 16            | AS-11 DPP Certified   |

|           |  |
|-----------|--|
| <b>17</b> | TV technology's 'Best of Show Awards' at IBC 2016  |
| <b>18</b> | Academy® award for Lowry Digital   |
| <b>19</b> | Frost & Sullivan's 2015 Global Growth Excellence Leadership Award in Media Workflow and Resource Management market       |
| <b>20</b> | SOC 2 Certified ISO 27001 Certified - the first M&E industry focused cloud technology solutions provider to achieve this |
| <b>21</b> | iTunes Certified Encoding House  |
| <b>22</b> | YouTube Certified for Audience Development   |
| <b>23</b> | Positioned as 'Exemplar' on NASSCOM Product Excellence Matrix  |
| <b>24</b> | 2014 FOCAL International Awards winner (AP archive digitization project)   |
| <b>25</b> | App Store Best of 2014 by Apple for www.starsports.com   |
| <b>26</b> | 2013 Primetime Emmy® Engineering Award for DAX Digital Dailies®  |
| <b>27</b> | 2013 Aegis Graham Bell Award winner for Innovation in Cloud-based Solutions  |
| <b>28</b> | 2013 EMC Transformers Award winner for transforming the way M&E industry works   |
| <b>29</b> | 2010 Best of IBC winner for CLEAR Media ERP Suite on Cloud   |

## 2.9 FUTURE GROWTH AND PROSPECTS



PFT constantly endeavours to augment its portfolio of transformational solutions and services to address the needs of the dynamic M&E market. We have over 300 highly skilled R&D engineers working round the clock to build product capabilities, and ensure that our offerings are future-ready. We also set up dedicated innovation labs with key clients to pursue joint projects that drive our clients' business priorities. These efforts go a long way in helping us bring industry first offerings to the market. For instance, we recently launched an AI-led custom model for sports, which offers automatic metadata extraction through multi-pass inferencing and patent pending technology for action tracking. It auto generates packages and user configurable highlights, allowing users to auto publish live to VoD.

The industry is definitely heading towards a smarter, more digitalised future! Personalisation will lead the way, and content creators will be focused on giving people exactly what they want, whenever they want. The future will also see audiences enjoying more immersive experiences, with advances in technologies like Virtual Reality (VR) and interactive videos, re-defining the conventional lean-back experience. As the explosion of multi-platform continues, automation and centralisation will

emerge as key drivers for M&E enterprises to enhance efficiencies, increase monetisation and lower costs. AI will soon move from the pilot phase to the early adoption phase as well.

## **CHAPTER – 3**

### **McKINSEY'S 7S FRAME WORK AND PORTER'S FIVE FORCE MODEL**

#### **MCKINSEY'S 7S FRAME WORK:**

The McKinsey's 7S Framework is a management model developed by well-known business consultants Robert H. Waterman, Jr. and Tom Peters (who also developed the MBWA--“Management by Walking Around” motif, and authored in search of Excellence) in the 1980's. This was a strategic vision for groups, to include Businesses, Business Units, and teams. The 7S are Structure, Strategy, Systems, Skills, Style, Staff and Share values. The Model is most often used as a tool to assess and monitor changes in the internal situation of an organization.

It is a tool that analyses firm's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.

#### Understanding the tool

McKinsey 7s model was developed in 1980s by McKinsey consultants Tom Peters, Robert Waterman and Julien Philips with a help from Richard Pascale and Anthony G. Athos. Since the introduction, the model has been widely used by academics and practitioners and remains one of the most popular strategic planning tools. It sought to present an emphasis on human resources (Soft S), rather than the traditional mass

production tangibles of capital, infrastructure and equipment, as a key to higher organizational performance. The goal of the model was to show how 7 elements of the company: Structure, Strategy, Skills, Staff, Style, Systems, and Shared values, can be aligned together to achieve effectiveness in a company. The key point of the model is that all the seven areas are interconnected and a change in one area requires change in the rest of a firm for it to function effectively.

Below you can find the McKinsey model, which represents the connections between seven areas and divides them into 'Soft Ss' and 'Hard Ss'. The shape of the model emphasizes interconnectedness of the elements.

The model can be applied to many situations and is a valuable tool when organizational design is at question. The most common uses of the framework are:

- To facilitate organizational change.
- To help implement new strategy.
- To identify how each area may change in a future.
- To facilitate the merger of organizations.



**The Seven Interdependent Elements:**

The basic premise of the model is that there are seven internal aspects of an organisation that need to be aligned if organisation is to be successful.

7 Internal Aspects





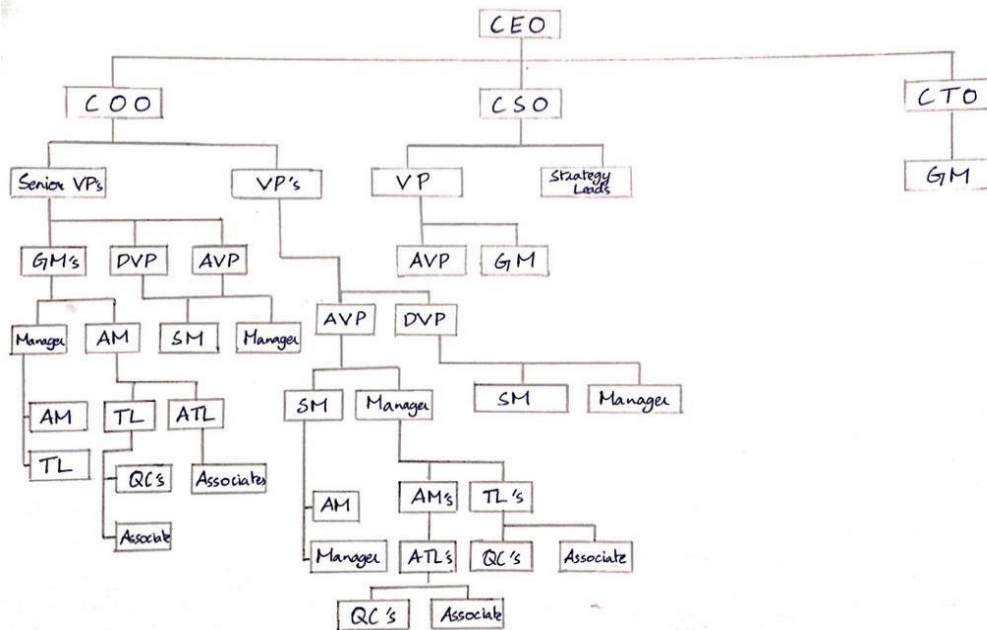
## **1. STRATEGY**

Strategy is defined as the determination of the basic long-term objective of an enterprise and the adoption of courses of action and allocation of resources necessary to achieve these goals

The strategy of Prime focus includes purpose, mission, objectives, goals and major actions plans and policies of the company. Throughout the past decade, the corporate world has given close attention to the interplay between strategy and structure

By” strategy”, we mean those actions that a company plans in response to or anticipation of changes in its external environment its customers, its competitors, strategy is actions, a company plans in response to or anticipation of changes in its external environment.

## 2. STRUCUTURE



(Chart no. 1.6)

It is the skeleton of the whole organization edifice. It prescribes the formal relationship among various positions and activities, arrangements about reporting relationship, how an organization member is to communicate with other members, what roles he has to perform and what rules and procedure exist to guide the various activities performed by members are the part of the organization structure.

Structure is the base for specialization and co-ordination influenced primarily by strategy and by organization size and diversity.

Since Prime Focus Technologies (PFT) is, following vertical structure, the decision is taken by the top-level management of the company for analysing a problem; decision is taken after consulting lower and functional level managers.

Functional departments of Prime Focus Technologies (PFT):

- Human Resource Department (HRD).
- Finance A/C and Admin Department.
- Marketing Department.
- Sales Department.
- IT Department
- Business Units

### **3. SYSTEM**

System followed by the organization should be studied with respect to the functional area of specialization.

System refers to all the rules, regulations, and procedure (both formal and informal) that complement the organization structure, system apply to many aspects of the firm. The effective day-to-day running of a business required the speedy collection, collection, collation and flexible retrieval of information ‘system” in the Prime Focus Technologies (PFT) framework refers to all ‘the rules, regulations, and procedures complement the organization structure.

Proper budget proposal from constituent department division/units and reviews & analysis of the same with historical situation.

Enhancement of knowledge the skills of employers through training and development systems.

Computer system to network most of the officers and give a push to computerization in all its offices.

Under the accounting system, the financial statement has been prepared under the historical cost convention and that accrual basis of accounting is adopted expect in few cases.

### **4. SHARED VALUES**

Shared values are what engender trust. Values are the identity by which a company known throughout its business area. These values must be explicitly stated as both corporate objectives and individual values. These values can be understood in vision and mission statement of the company.

Vision and mission statement of the company would indicate the short term and longterm goals to be achieved by the company. The core values are shaped around the belief that enterprises exist to serve society. In terms of this belief, profit is a means rather than an end in itself a compensation to owners of capital linked to the effectiveness of contribution to society and the essential ingredient to sustain such enlarged societal contribution.

Thus, company has embraced an extended role of trusteeship that reaches beyond the asset's reflection in the balance sheet to encompass societal assets. An unwavering commitment to integrity, ethical conduct, meritocracy, teamwork and abiding concern for stakeholders are at the heart of your company's value system.

## **5. SKILLS**

Skills are considered as one of the most crucial attributes or capabilities of a Prime Focus Technologies (PFT) organization. These are developed over a period of time and interaction of number of factors; the kinds of people in the organization, the top management system, the external environment influences etc.

Waterman considers "skills as one of the most crucial attributes or capabilities of an organization". The terms "skills" include those characteristics which most people use to describe a company.

Skill classification:

- Technical skills
- Design skills
- Conceptual skills
- Human resources skills

Skill matrix: with respect to various levels of people in Prime Focus Technologies (PFT).

- Operations
- Supervisors
- Middle level managers
- Top level managers

Prime Focus Technologies (PFT) takes greater pride in the experience it has gathered, the expertise it has developed and the skills it has honed especially in the planning, investigation, design, execution and effective operation of projects.

A strong infrastructure coupled with modern technical and management concepts has helped Prime Focus Technologies (PFT) to meet the challenges of the rising demands for their services.

The higher skilled administrations, supporting staff and dedication of workforce professionals joining hands to achieve the company's goals.

The skill levels of the workers are work oriented and they are specialized in their respective field of work. Most of the worker are well experiences and well trained.

## **6. STYLE**

Style is tangible evidence of what management considered important by the way it collectively spend time attention and uses symbolic behaviour. Style has been observed in the organization that the behaviour of superior towards the subordinators in pleasant or hard. All firms develop a style and culture 'how things are done'. This can relate to how people work together, how they dress; how they interact in the work situations etc. the important points are the individuals in the organization need to be feeler to the style, which is adopted in the organization for achieving the goals.

Style is one of the seven levers. Which top managers can use to bring about organizational changes? It is one of the so-called "soft". The style of the Prime Focus Technologies (PFT) is accounting to the mc Kinsey framework, because evidence through the patterns of actions taken by members of the top management team over a period.

Constant up gradation of technical competences and system, developing human resources capabilities, and empowerment are ways Prime Focus Technologies (PFT) follows to achieves its objectives.

Management initiative for improvement is through deputation on global projects worldwide and also promotes career advancements, goals scheme to the problem solving.

Prime Focus Technologies (PFT) conducts in-house training and external programs for the benefits of the employees and company.

## **7. STAFF**

Staff of human resources of an organization is referred as an important asset. So, the persons to be selected for this should be carefully selected and appointed airtight place at right time. Various positions in the company require differing contributions and this has the implication that different people are needed to fit their various roles. Certain positions require people with special skills other require special knowledge and also different types of personalities.

Staffing is the process of acquiring human resources for the organization and assuring that they have the potential to contribute to the achievement of the organization's goals.

The staffs are qualified, skilled, highly dedicated & lead by professionals around the clock.

At every level of organization employee have direct exposure on the job.

Expertise in one is more functional areas. Many have had experience of working in different units which have enhanced their vision; dedicated staffs from top to down management are an advantage to Prime Focus Technologies (PFT).

The people in organization are very dedicated and work towards the importance of the organization.

The skill level of the workers is work oriented and they are specialized in their respective field of work most of the workers are well experienced and well trained

## **PORTER FIVE FORCES MODEL:**

Porter's Five Forces is a business analysis model that helps to explain why different industries are able to sustain different levels of profitability. The model was published in Michael E. Porter's book, "Competitive Strategy: Techniques for Analysing Industries and Competitors" in 1980. The model is widely used to analyse the industry structure of a company as well as its corporate strategy. Porter identified five undeniable forces that play a part in shaping every market and industry in the world. The forces are frequently used to measure competition intensity, attractiveness, and profitability of an industry or market.



#### **RIVALRY AMONG EXISTING COMPETITORS**

The rivalries for any media service industry are few in numbers, and those few are:

- Leading media institutes
- DSA (Direct Selling Agents)
- Freelancer's
- Non-Profit Institutes.
- New technologies developed by clients itself
- Many firms in the market (Strong force)
- High aggressiveness of firms (Strong force)
- Moderate differentiation (Moderate force)

The presence of many firms in the market is an external factor that directly translates to strong competition that The Walt Disney Company experiences. This Five Forces analysis also stresses firms' aggressiveness as an external factor that strengthens the intensity of competition in the industry.

### **THREAT OF NEW ENTRY**

Any of the new media agencies, OTT platforms, who come up with new ideas or solutions for existing problems can be considered as threat to the company. In order to compete with such companies, it is important to have knowledge about the present happenings of the economy and find out solutions which require comparatively less cost.

### **THREAT OF SUBSTITUTE SERVICES**

Prime Focus Technologies presents industry's first fully secure screener application so there are no standalone companies which do what PFT alone does. They do have substitutes but they are just companies who do few things PFT does and are not complete threats as PFT is the best and a world leader in what it does.

### **BARGAINING POWER OF BUYERS:**



Clients of financial planning institute have lesser influence on the bargain, few of the influences of such buyers are:

- Lower project cost.
- Quality of output.
- Duration of project.
- No fixed contract
- Completion time • Languages

### **BARGAINING POWER OF SUPPLIERS**

For PFT the buyers and suppliers are the same because they just provide services to their clients in the media industry and there are no suppliers. They oppose the same power as buyers

- Lower project cost.
- Quality of output.
- Duration of project.
- No fixed contract
- Completion time
- Languages

## **CHAPTER – 4 SWOT ANALYSIS**

### **INTRODUCTION TO SWOT:**

SWOT analysis (alternative SWOT Matrix) is a structured planning method used to evaluate the Strengths, Weakness, Opportunity, and Threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifies the internal and external factors that are favourable and unfavourable to achieving that objective. Setting the objective should be done after the SWOT analysis has been performed. This would allow achievable goals or objectives to be set for the organization.



**STRENGTHS:**



## strengths

Strength (internal) is a resource, skills, or other advantages relating to competitors. It is distinctive competence that gives the organization a comparative advantage in the market place. Market leadership, public image, experience, financial and human resource, organization network and alliances are example of organizational strength.

Company's assets - Technology, Skilled Employees and Good infrastructure.

Strong Key - Personal interaction with different level of employees by higher authority.

- Access to client with lesser cost.
- Company has a good marketing image.
- Professionally managed organisation.
- Worldwide.

## **OPPORTUNITIES:**



## opportunities

An opportunity (external) is a major favourable situation in the organisation's environment. An example of opportunity could be new market, higher economic growth rate, new clients, new ott platforms, new projects and technological changes.

- Continuous increase in demand for third party herring.

- Increase in demand for OTT platforms which in-turn increases the projects for PFT.
- Internet age of watching movies and tv shows at home on OTT platforms.
- Increase in new business ideas.

**WEAKNESSES:**



weaknesses

- Highly confidential data.
- Higher advertising budget requirement.
- Tough competition in service industry.
- Data breach

**THREATS:**



threats

A threat (external) is a major un-favourable situation in the organization environment. The entry of a new competitor, increased bargaining power of external and internal parties, major changes in technology and government regulations and interest rates, slow market growth are few examples of organizational threat.

- Raising labour cost.
- Slower market growth.
- Change in economic factors.
- Increase in domestic competition.
- Potential for take-over.
- Data leak.

We can perform all these processes because of our standalone product CLEAR which hasn't been remade by our competitors once the technologies is available to the competitors we may lose our clients.

**CHAPTER - 5 ANALYSIS OF FINANCIAL STATEMENT  
BALANCE SHEET FOR THE YEAR ENDED 31.03.2020 (Table no. 1.7)**

This data can be easily copy pasted into a Microsoft Excel sheet

[PRINT](#)

## Prime Focus

[Previous Years »](#)

| Standalone Balance Sheet              | ----- in Rs. Cr. ----- |                   |                   |                   |                  |
|---------------------------------------|------------------------|-------------------|-------------------|-------------------|------------------|
|                                       | Mar 20<br>12 mths      | Mar 19<br>12 mths | Mar 18<br>12 mths | Mar 17<br>12 mths | Mar 16<br>9 mths |
| <b>EQUITIES AND LIABILITIES</b>       |                        |                   |                   |                   |                  |
| <b>SHAREHOLDER'S FUNDS</b>            |                        |                   |                   |                   |                  |
| Equity Share Capital                  | 29.92                  | 29.92             | 29.92             | 29.89             | 29.89            |
| <b>Total Share Capital</b>            | <b>29.92</b>           | <b>29.92</b>      | <b>29.92</b>      | <b>29.89</b>      | <b>29.89</b>     |
| Reserves and Surplus                  | 1,235.07               | 1,007.34          | 1,004.63          | 1,066.83          | 999.70           |
| <b>Total Reserves and Surplus</b>     | <b>1,235.07</b>        | <b>1,007.34</b>   | <b>1,004.63</b>   | <b>1,066.83</b>   | <b>999.70</b>    |
| Money Received Against Share Warrants | 0.00                   | 82.50             | 82.50             | 0.00              | 0.00             |
| <b>Total Shareholders Funds</b>       | <b>1,264.99</b>        | <b>1,119.76</b>   | <b>1,117.05</b>   | <b>1,096.72</b>   | <b>1,029.59</b>  |
| <b>NON-CURRENT LIABILITIES</b>        |                        |                   |                   |                   |                  |
| Long Term Borrowings                  | 323.23                 | 374.68            | 189.76            | 267.12            | 513.99           |
| Other Long Term Liabilities           | 154.20                 | 96.55             | 77.18             | 69.50             | 3.57             |
| Long Term Provisions                  | 2.64                   | 2.55              | 2.43              | 2.19              | 2.18             |
| <b>Total Non-Current Liabilities</b>  | <b>480.07</b>          | <b>473.78</b>     | <b>269.37</b>     | <b>338.81</b>     | <b>519.73</b>    |
| <b>CURRENT LIABILITIES</b>            |                        |                   |                   |                   |                  |
| Short Term Borrowings                 | 32.13                  | 32.20             | 21.74             | 42.59             | 70.04            |
| Trade Payables                        | 23.12                  | 24.71             | 19.89             | 26.72             | 23.19            |
| Other Current Liabilities             | 165.09                 | 91.84             | 237.09            | 290.28            | 64.28            |
| Short Term Provisions                 | 0.36                   | 0.29              | 0.29              | 0.17              | 3.40             |
| <b>Total Current Liabilities</b>      | <b>220.70</b>          | <b>149.04</b>     | <b>279.01</b>     | <b>359.76</b>     | <b>160.91</b>    |
| <b>Total Capital And Liabilities</b>  | <b>1,965.76</b>        | <b>1,742.58</b>   | <b>1,665.43</b>   | <b>1,795.29</b>   | <b>1,710.23</b>  |
| <b>ASSETS</b>                         |                        |                   |                   |                   |                  |
| <b>NON-CURRENT ASSETS</b>             |                        |                   |                   |                   |                  |
| Tangible Assets                       | 563.98                 | 387.72            | 390.49            | 388.52            | 271.68           |
| Intangible Assets                     | 0.58                   | 183.72            | 2.45              | 3.08              | 3.06             |
| Capital Work-In-Progress              | 12.72                  | 20.01             | 1.51              | 0.87              | 0.30             |
| Intangible Assets Under Development   | 0.00                   | 0.00              | 0.00              | 0.00              | 0.84             |
| <b>Fixed Assets</b>                   | <b>577.28</b>          | <b>591.45</b>     | <b>394.45</b>     | <b>392.47</b>     | <b>275.88</b>    |
| Non-Current Investments               | 781.14                 | 848.61            | 938.68            | 944.28            | 872.67           |
| Deferred Tax Assets [Net]             | 0.00                   | 28.10             | 25.48             | 44.58             | 62.48            |
| Long Term Loans And Advances          | 0.00                   | 0.00              | 0.00              | 0.00              | 101.64           |
| Other Non-Current Assets              | 89.37                  | 94.94             | 117.69            | 47.76             | 0.00             |
| <b>Total Non-Current Assets</b>       | <b>1,447.79</b>        | <b>1,563.10</b>   | <b>1,476.30</b>   | <b>1,429.09</b>   | <b>1,312.68</b>  |
| <b>CURRENT ASSETS</b>                 |                        |                   |                   |                   |                  |
| Trade Receivables                     | 45.00                  | 49.07             | 49.09             | 54.83             | 83.40            |
| Cash And Cash Equivalents             | 0.23                   | 0.74              | 4.29              | 11.19             | 5.18             |
| Short Term Loans And Advances         | 164.22                 | 78.62             | 98.58             | 220.72            | 295.13           |
| Other Current Assets                  | 308.52                 | 51.05             | 37.17             | 79.46             | 13.85            |
| <b>Total Current Assets</b>           | <b>517.97</b>          | <b>179.48</b>     | <b>189.13</b>     | <b>366.20</b>     | <b>397.55</b>    |

|  |                 |                 |                 |                 |                 |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>Total Assets</b>                                    | <b>1,965.76</b> | <b>1,742.58</b> | <b>1,665.43</b> | <b>1,795.29</b> | <b>1,710.23</b> |
| <b>OTHER ADDITIONAL INFORMATION</b>                    |                 |                 |                 |                 |                 |
| <b>CONTINGENT LIABILITIES, COMMITMENTS</b>             |                 |                 |                 |                 |                 |
| Contingent Liabilities                                 | 684.29          | 815.84          | 0.00            | 889.99          | 566.04          |
| <b>CIF VALUE OF IMPORTS</b>                            |                 |                 |                 |                 |                 |
| Capital Goods  | 0.00            | 0.00            | 0.00            | 0.00            | 14.34           |
| <b>EXPENDITURE IN FOREIGN EXCHANGE</b>                 |                 |                 |                 |                 |                 |
| Expenditure In Foreign Currency                        | 3.54            | 3.65            | 0.75            | 0.73            | 0.78            |
| <b>REMITTANCES IN FOREIGN CURRENCIES FOR DIVIDENDS</b> |                 |                 |                 |                 |                 |
| Dividend Remittance In Foreign Currency                | -               | -               | -               | -               | -               |
| <b>EARNINGS IN FOREIGN EXCHANGE</b>                    |                 |                 |                 |                 |                 |
| FOB Value Of Goods                                     | -               | -               | -               | -               | -               |
| Other Earnings   | 57.15           | 2.86            | 7.53            | 16.00           | 13.21           |
| <b>BONUS DETAILS</b>                                   |                 |                 |                 |                 |                 |
| Bonus Equity Share Capital                             | 4.00            | 4.00            | 4.00            | 4.00            | 4.00            |
| <b>NON-CURRENT INVESTMENTS</b>                         |                 |                 |                 |                 |                 |
| Non-Current Investments Quoted Market Value            | -               | -               | -               | -               | -               |
| Non-Current Investments Unquoted Book Value            | 781.14          | 848.61          | 938.68          | 944.28          | 872.67          |
| <b>CURRENT INVESTMENTS</b>                             |                 |                 |                 |                 |                 |
| Current Investments Quoted Market Value                | -               | -               | -               | -               | -               |
| Current Investments Unquoted Book Value                | -               | -               | -               | -               | -               |

Source : **Dion Global Solutions Limited**

## **INTERPRETATION OF BALANCE SHEET FOR THE YEAR 2016 - 2020**

The main purpose of balance sheet interpretation is to determine if a company has financial strength and economic efficiency. As per the above table, data is analysed with the help comparison of 2016,17,18,19 and 2020-year common size balance sheet to understand the performance of the company for the past five years

- In the above table, it is shown that there is a growth net worth.
- It also shows that the non-current assets have decreased from 519.73 to 480.07 crs, whereas the current assets have increased from 397.55 to 517.97 crs which results in the total assets to raise from 1710.23 to 1965.76 crs
- It shows the equity has gone up from 1029.59 to 1264.99 crs
- The Total non-current liabilities have reduced from 519.73 to 480.07 crs which is a good sign.
- The Total equity and liabilities have increased from 1710.23 to 1,710.23 crs in Five financial year.



**SHARE INFORMATION:**



**Detailed Quotes**

|                | BSE                         | NSE                         |
|----------------|-----------------------------|-----------------------------|
| Last Price     | ▼ 34.85<br>Aug 22, 2019 EOD | ▼ 33.55<br>Aug 22, 2019 EOD |
| Today's Change | ▼ -1.40 (-3.86%)            | ▼ -3.10 (-8.46%)            |
| Open           | 37.00                       | 38.05                       |
| Prev Close     | 36.25                       | 36.65                       |
| Volume         | 282                         | 5,177                       |
| Today's Range  | 37.00 - 34.40               | 40.00 - 32.30               |
| 52-Week Range  | 97.00 - 34.40               | 97.50 - 32.30               |
| Buy(Size)      | NA(x)                       | 0.00(x0)                    |
| Sell(Size)     | NA(x)                       | 33.55(x57)                  |

(Table no. 1.8)

**CHAPTER 6:**  
**LEARNING EXPERIENCE**

### Learning:

During this one month period I have come across many new things and learned many things, which I'm sure will be very helpful not only in my career but throughout my life. This one month learning period was fun indeed. I have not only learned the subject matter related to my studies but also the gain out knowledge through this project. Some of the few things I have learned throughout this training period are mention below:

- I learned the new project towards the media & entertainment industry.
  - I learned the importance of punctuality.
  - I learned many new features in MS Office and PowerPoint presentations, as I typed my report using it.
- During this situation cannot able to see the working environment of industry, while doing the project I felt like that environment.
  - I learned the analysis of financial statement

### Bibliography

Reference Websites: -

- [www.primefocustechnologies.com](http://www.primefocustechnologies.com)
- [www.primefocusindia.com](http://www.primefocusindia.com)
- [www.primefocuslimited.com](http://www.primefocuslimited.com)
- [www.businesswire.com](http://www.businesswire.com)
- [www.vault.com](http://www.vault.com)
- [www.itnews.com](http://www.itnews.com)

Reference Books: -

- Human Resource Management

## WEEKLY PROGRESS REPORT

|  |  |
|--|--|
| Student Name   | <b>MOHAMED SUHAIL</b>  |
| USN  | <b>1CR19MBA49</b>  |
| Title of the Study                                   | <b>An organization study on prime focus technologies limited</b>   |
| Organization   | <b>PRIME FOCUS TECHNOLOGIES</b>                                    |
| <b>WEEK-1</b>  |  |
| Duration (start date - End date)                     | <b>6.8.2020 - 12.8.2020</b>  |
| Chapter s covered                                    | Chapter 1 and Chapter 2  |
| Descriptions of activities performed during the week | Introduction to organization, Industry profile and company profile |
| <b>WEEK-2</b>  |  |
| Duration (start date - End date)                     | <b>13.8.2020 - 18.8.2020</b>                                       |
| Chapter s covered                                    | Chapter 3  |
| Descriptions of activities performed during the week | McKensy's 7S framework, Porter's Five Force Model.                 |
| <b>WEEK-3</b>  |  |
| Duration (start date - End date)                     | <b>19.8.2020 - 26.8.2020</b>                                       |
| Chapter s covered                                    | Chapter 4 and Chapter 5  |
| Descriptions of activities performed during the week | SWOT Analysis and analysis of financial statements                 |
| <b>WEEK-4</b>  |  |
| Duration (start date - End date)                     | <b>27.8.2020 - 30.8.2020</b>                                       |
| Chapter s covered                                    | Chapter 6  |
| Descriptions of activities performed during the week | Learning experience and Bibliography                               |

**Signature of the Student**

**Signature of the Guide**