



## A NOTE FROM THE MD

It was around a year and a half ago when lockdowns and restrictions began to be imposed worldwide, and it's been a long and challenging period for all of us.

Despite this, ReDefine has continued to move forward, putting our people front and centre as our top priority. We've continued to invest in our teams, enhance our culture, and develop our work environment and ways of working. At the same time, we've been able to attract some of the best talent across our global sites as new opportunities open up.

We also recognise the importance of our clients' continued trust in us, as we continue on our journey towards becoming a world-class VFX and animation company. That you have all delivered such outstanding work throughout these challenging times has been incredibly impressive. Thank you for all your efforts and for your resilience.

I hope you enjoy reading this first edition of our ReDefine Connect newsletter, and I look forward to hearing what you think about it. Before I sign off, I'd like to thank you all once again for your continued support. Without you, ReDefine simply wouldn't be what it is today - and that's something I never lose sight of.

Thanks,

**Rohan Desai**

Managing Director, ReDefine

# REDEFINING EXPANSION

With these unprecedented times come unexpected challenges and changes at ReDefine. We haven't lost sight of our long-term vision to become one of the best in our field, delivering stellar VFX and animation work globally - but we've also been able to tackle some short-term challenges.

With the opening of our new studio in Sofia, Bulgaria, under the leadership of Peter Dimitrov and Elena Rapondzhieva, we're building out our global team to provide additional support, skill-sets and experience. It's a glimpse at what the future holds for ReDefine, as we explore a multitude of business opportunities in North America and beyond.

We continue to attract interesting projects such as: Cry Macho, our second film with Hollywood legend Clint Eastwood, as well as projects such as Sweet Girl, Kung Fury 2, Madaan, 83 and many more. Our animation teams are also in full swing with new projects including Heroes in Training, Jack Stalwart, Walk off the Earth, The Silk Road Rally, Rock Dog 3.

All this work has led to the expansion of our Hyderabad office, and we're making some key additions and changes to the global team that will help set us up for continued success.

As part of the growth strategy and vision for ReDefine, we are delighted to announce that we will shortly be announcing a new location in Toronto. The opening of our third North American site marks an exciting new chapter in our journey, allowing us to capitalise on the tremendous demand for our services across all areas of our business and creating new roles in Toronto.

It marks the beginning of a new chapter for ReDefine, and one that we can begin confident in the knowledge that there are remarkable results to come.



# REDEFINING SOCIAL RESPONSIBILITY

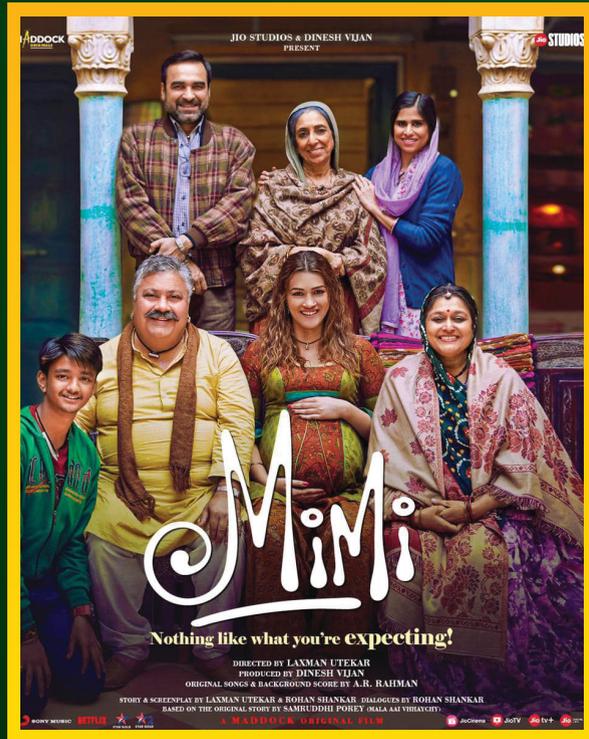


As the pandemic unfolded, ReDefine responded with agility, resilience, and compassion to adapt to the new normal - as well as reaching out to see where we could help others weather the challenges as well.

Together with the Aikyam welfare foundation, ReDefine helped distribute a combination of ration kits and plastic roof covers for the monsoon to about 40 families at Jawhar in the Palghar district, known as Khandipada, on 11 July.

Besides providing for those basic and important needs, our ReDefiners also planted about one thousand saplings on land owned by the families to enhance farm-level employment, and increase the 'green cover' of the area. Every little act matters in these challenging times, and we can be proud to say we've been reaching out to support others where we can.

# REDEFINING CONTENT



## Mimi

Mimi is the latest Indian Hindi-language comedy-drama film directed by Laxman Utekar. Mimi (Kriti Sanon) is convinced to play the role of surrogate mother for an American couple - but the situation isn't as simple as it might seem... Now streaming on Netflix!



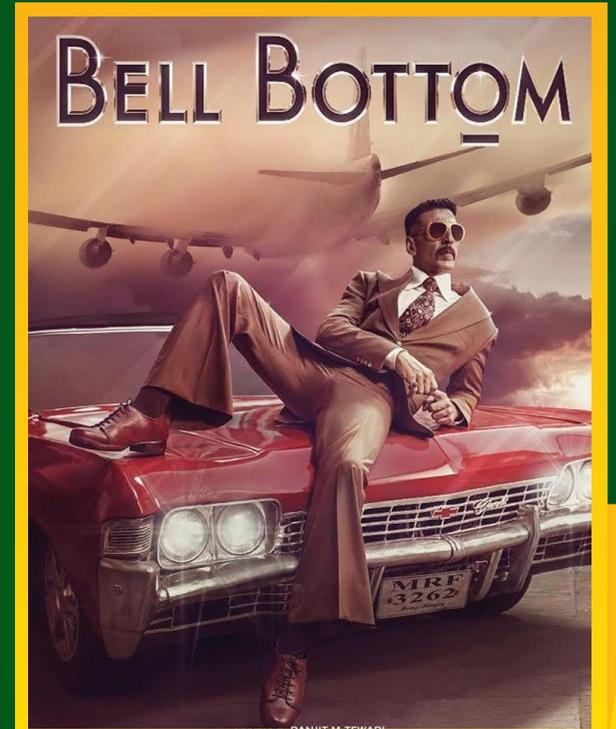
## The Legend Of Hanuman Season 2

The Legend of Hanuman is an Indian animated epic fantasy streaming television series created by Sharad Devarajan, Jeevan J. Kang and Charuvi Agrawal for Hotstar. Mighty warrior Hanuman has more exciting trials to face on his journey towards godhood in his new adventures... The second season is streaming on Disney+ Hotstar.



## Sweet Girl

Sweet Girl is an action film directed by Brian Andrew Medoza for Netflix. Ray Cooper (Jason Momoa) is a husband who vows to bring justice to those responsible for his wife's death - while protecting his daughter Rachel (Isabela Merced). The film premiered on Netflix on 20<sup>th</sup> August.



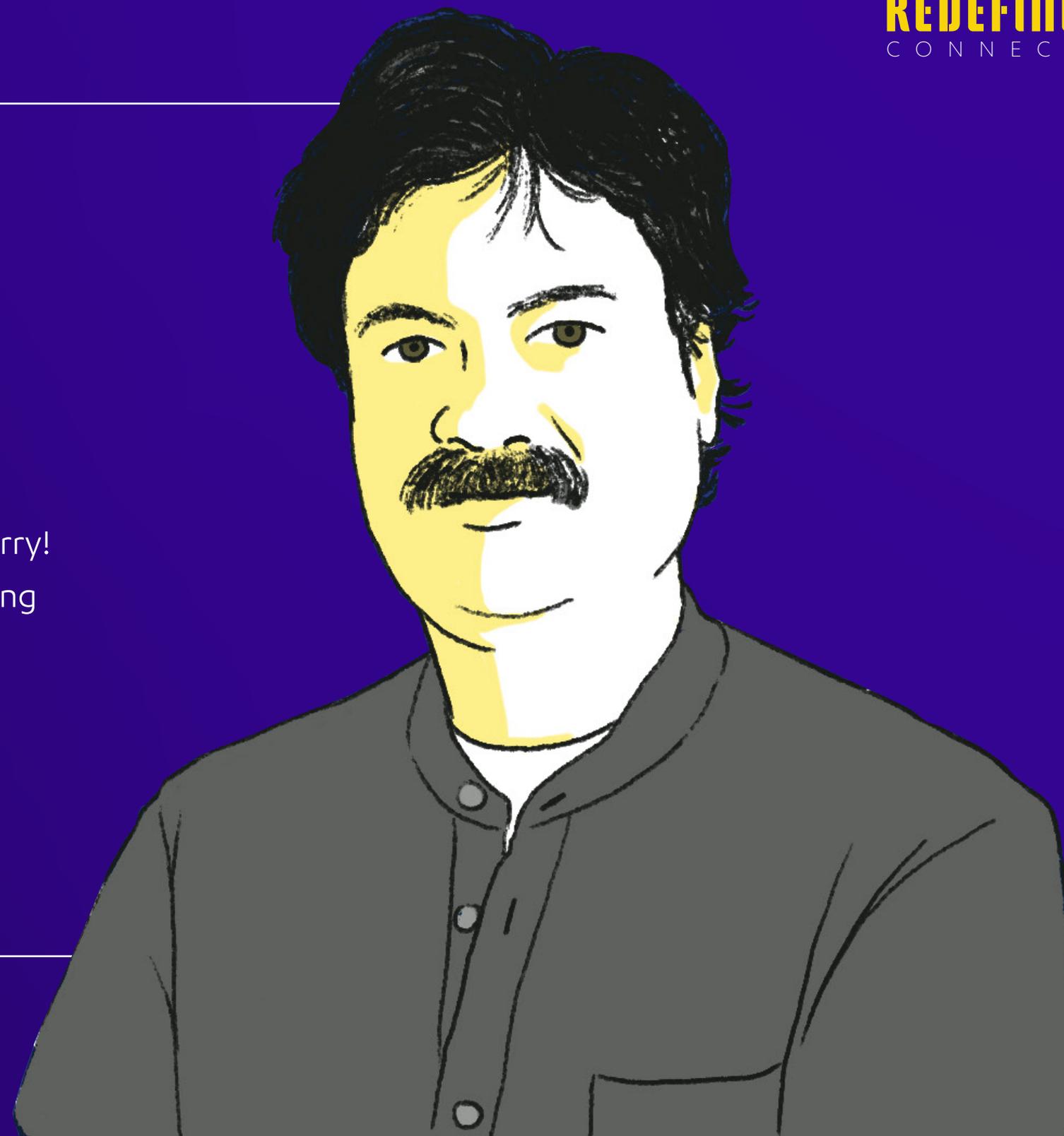
## Bell Bottom

Bell Bottom is an Indian spy thriller story produced by Pooja Entertainment and Emmy Entertainment. The cover agent (Akshay Kumar) who goes by the code name 'Bellbottom', plans a daring covert operation to rescue 210 hostages and neutralise four hijackers. The film was released in Indian cinemas on 19<sup>th</sup> August.

## HOD's CORNER

Meet **Suresh Kondareddy**,  
*Head of VFX* - loves to cook a mean chicken curry!  
Hear from Suresh about how he's been spending  
his time in lockdown:

[CLICK HERE](#)



# REDEFINING THE INDUSTRY!

Eric J. Robertson recently joined us as our new Executive Vice President for ReDefine in North America.

## Where are you from originally?

I was born in Canada, in Hamilton, Ontario - but I was raised in California. I spent the last fifteen years in New York City, but moved to Los Angeles two years ago.

## What do you like to talk about?

Lately, I've been having a lot of conversations about spirituality, connectedness, and caring for ourselves. It's been a challenging year for all of us and I've spent a lot of time learning about myself and our collective psychology. We've seen an unprecedented increase in loss, with families and friends affected, and it's so important to support one another through kindness and caring.

## How would you describe your personality?

I'm very curious, adventurous, and a little bit competitive. I love learning and that's one of the greatest gifts working in our industry has given me.

## What are your interests outside of work?

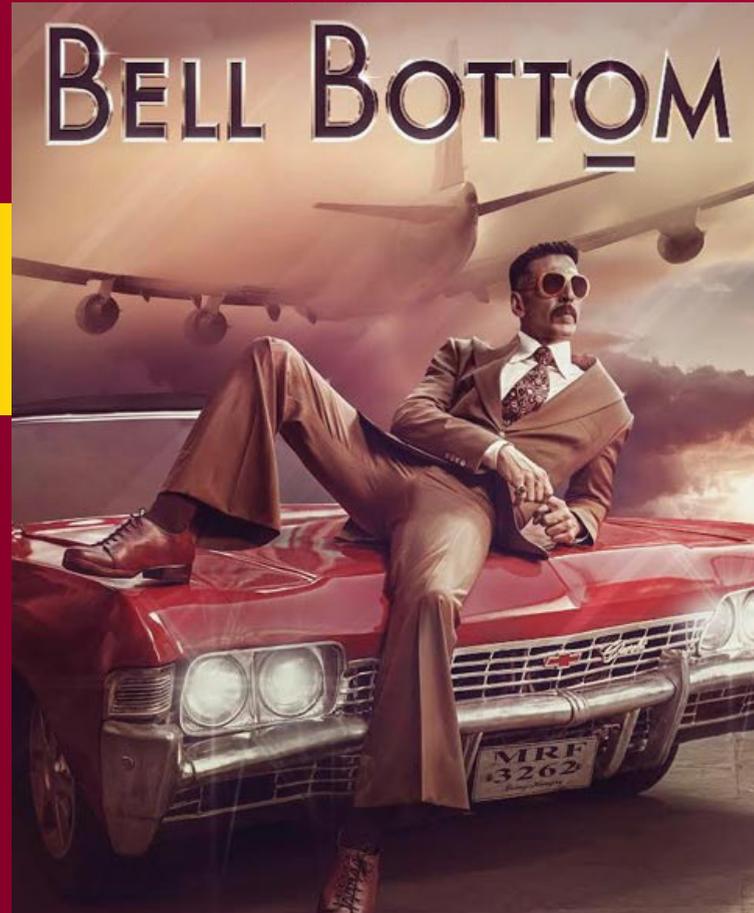
I'm a very active bike racer - on the road, track, and cyclocross. I'm a photographer and still shoot on film! Whenever possible, I shoot in large format on my 4x5 cameras. I appreciate art and music - there's nothing better than visiting galleries and going to live music shows on the weekend. I love kayaking and just being in nature as much as possible. I'm also a terrible surfer, but I enjoy attempting to stand up, and I enjoy traveling, especially in Italy.



**Eric J. Robertson**

*Executive Vice-President, ReDefine*

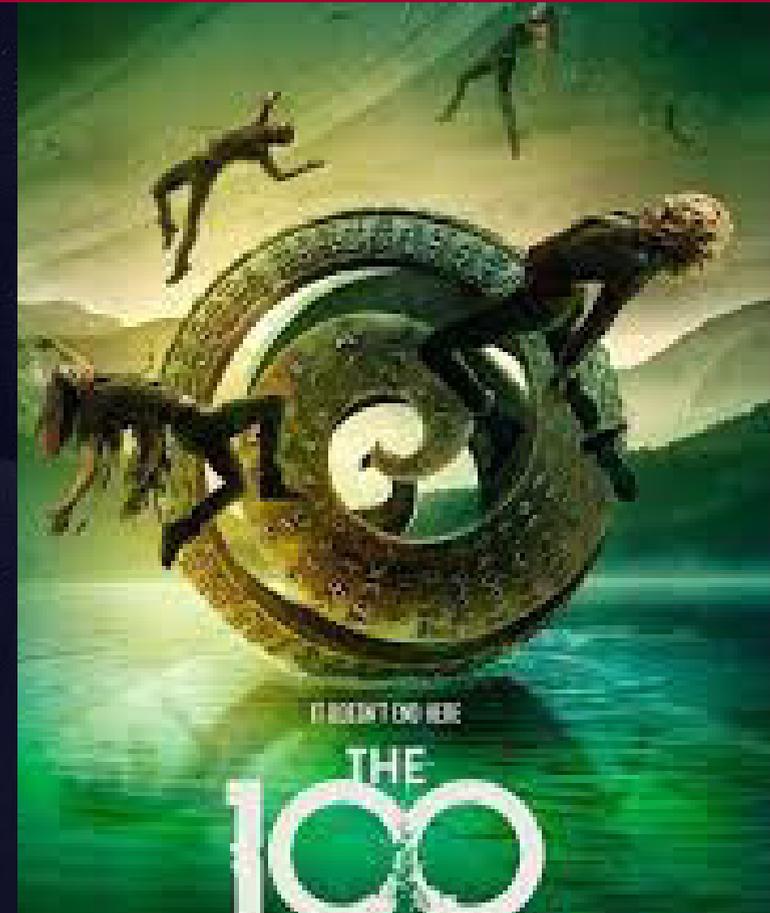
# TRIVIA



'Bell Bottom' became the first film in the world to start and finish its shooting schedule during the Covid-19 pandemic outbreak.

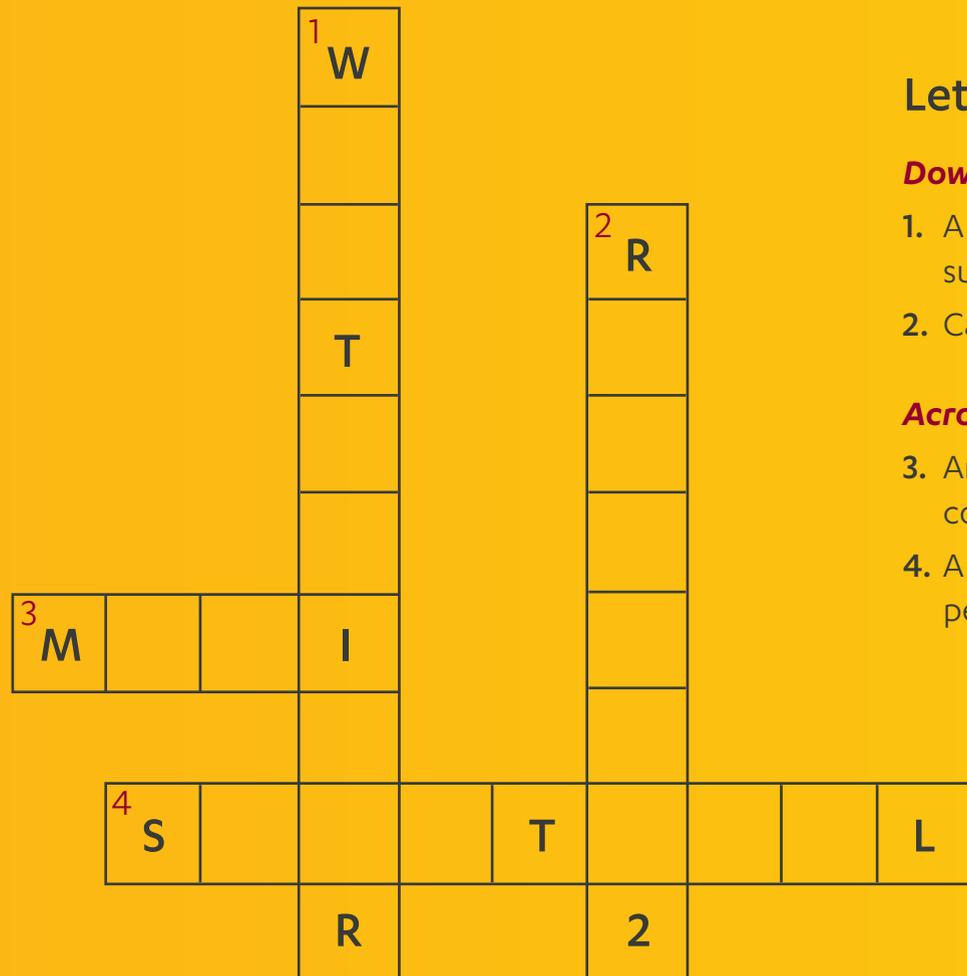


'The Undoing' was Nicole Kidman's fourth role where her character was named Grace. The Others (2001), Dogville (2003), and Grace of Monaco (2014) were the others.



'The 100' started filming before the first book was released. Accordingly, the TV series and the book series have almost nothing in common besides the names of a handful of characters and the basic premise at the very beginning of each.

# FUN ZONE



Let's see how well you know our shows

**Down:**

1. A rich Indian family's ambitious driver uses his wit and sunning to escape from poverty
2. Canine rocker and his band discover the price of fame

**Across:**

3. An aspiring actress agrees to bear a child for a visiting couple seeking a surrogate mother
4. A devastated husband vows to bring justice to the people responsible for his wife's death.

All your suggestions and recommendations are welcomed at : [news@redefine.co](mailto:news@redefine.co)

[redefine.co](http://redefine.co)

Join the ReDefine community on [f](#) | [t](#) | [v](#) | [i](#)

We hope you have enjoyed this content! That's all from us this time.