PRIME FOCUS

MUMBAI
LONDON
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NEW YORK
VANCOUVER
HYDERABAD
CHENNAI
BANGALORE
CHANDIGARH

August 8, 2013

To,
The National Stock Exchange of India
Listing Department,
Exchange Plaza, Bandra Kurla Complex
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 / 26598238

To,
The Bombay Stock Exchange Limited
Listing Department,
Phiroze Jeejebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.:22723121/2037/2039

Dear Sir,

Ref: NSE Code: PFOCUS / BSE Code: 532748

Sub: Intimation of Credit Rating assigned to the Company

In terms of Listing Agreement executed by our Company with your Exchange, we would like to inform you that India Ratings & Research (Ind-Ra) has affirmed Prime Focus Limited's (PFL) Long-Term Issuer Rating at 'IND A-' while revising the Outlook to Negative from Stable.

Kindly take the above intimation on record and oblige.

Thanking You,

For and on behalf of the Board

Shah

Authorised Signatory

PRIME FOCUS LTD. Mumbai