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Date: December 15, 2016

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

To,
BSE Limited
Listing Department,
PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax
Nos.: 22723121/2037/2039

Ref: Scrip Code: BSE – 532748/NSE - PFOCUS

Sub: Press Release

Dear Sir/ Madam,

Kindly find attached herewith the Press Release with respect to the financials for the quarter ended September 30, 2016.

Kindly take the same on record and acknowledge receipt.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**

**Parina Shah
Company Secretary**

Encl: as above

PFL consolidated revenues at Rs. 4.8 bn, up 8% YoY

Operating EBITDA up 71%YoY, at Rs. 912 mn

Mumbai, December 15, 2016: Prime Focus Limited (PFL), a global leader in media and entertainment industry services, announced its financial results for the quarter and half year ending September 30, 2016 on December 14, 2016. The Company delivered strong growth with consolidated revenues at Rs. 4.8 bn, up 8% YoY, despite summer being a slow quarter for Creative Services. The company posted operating EBITDA of Rs. 912 mn with improved profitability across all businesses.

The Company has adopted Indian Accounting Standards (Ind AS) from April 1, 2016 with a transition date of July 1, 2015. The figures for the quarter ended September 30, 2015 have also been converted as per Ind AS for like-to-like comparison.

Key financial highlights

Quarter ending September'16 (Consolidated)

- Total Revenue for the quarter up 8% YoY at Rs. 4,837 mn from Rs. 4,489 mn in the quarter ending Sep'15, driven by robust 29% YoY growth in Tech/Tech Enabled Services
- Creative and Tech/Tech Enabled services contributed 72% and 19% to total segmental revenues, respectively
- Operating EBITDA up 71% YoY at Rs. 912 mn compared to Rs. 532 mn in the same period previous year driven by improved margin profile in Creative Services (16%) and sustained high margins in PFT (28%) and India FMS (44%).
- Operating EBITDA Margin at 18.9% compared to 11.8% in quarter ending Sep'15
- Financials impacted by Non-cash ESOP expense at Rs. 53 mn (first time Prime Focus Ltd. has issued ESOPs to its employees) and non-operating forex loss at Rs. 96 mn for the quarter
- PAT at Rs. (361) mn compared to Rs. (233) mn in quarter ending Sep'15 impacted by higher depreciation, higher interest cost due to adoption of Ind AS and marginal non-cash one-time exceptional cost of Rs. 41 mn on account of Singapore Operations closure
- Cash Profit (i.e. PAT + Depreciation) at Rs. 340 mn

Six months ending September'16* (Consolidated)

- Total Revenue for the six months ending Sep'16 is at Rs. 10,112 mn

Prime Focus Ltd

- Creative and Tech/Tech Enabled services contributed 74% and 17% of total segmental revenues, respectively
 - Operating EBITDA for the period at Rs.1,941 mn; EBITDA Margin at 19.2%
 - PAT for the period at Rs. 661 mn; Includes exceptional gain of Rs. 977 mn
- (Note: 6MFY17 financials are Ind AS compliant, hence the YoY financials are not comparable)

Key operational highlights for the quarter

Prime Focus Limited (PFL)

- During the quarter the company has granted 1,79,32,738 Employee Stock Options to eligible employees for the first time in its history.

Prime Focus World (PFW)

- Key projects delivered during the quarter include movies like *Inferno* and *Miss Peregrine's Home for Peculiar Children*
- Robust Order book of over \$250 mn with movies like *Dunkirk*, *The Mummy*, *Wonder Woman*, *Fast 8*, *Geostorm*, *Fantastic Beasts and Where to Find Them*, *Justice League: Part 1*, *The Great Wall* amongst others

Prime Focus Technologies (PFT)

- Secured ~\$10 mn funding from Ambit Pragma, (PE) fund, valuing PFT at \$200mn Enterprise Value, to be used for sales and marketing in international markets
- Secured Fourth Patent for DAX with Digital Dailies, applies to a broader usage of Digital Dailies
- Unveiled industry-first upgrades to CLEAR™ Media ERP at IBC 2016, also wins TV Technology's 'Best of Show Awards'
- Signed a deal with Viacom18 to deliver a 'Digital Next' workflow solution for VOOT, recently launched OTT video platform
- Gone live with its award-winning cloud-based Media ERP solution CLEAR™ at INsight TV, offering premium 4K/Ultra High Definition content
- Signed new orders with ICC, Amazon, Prasar Bharti, Katyayani TV, ZEE TV Netflix Delivery, Multivision Multimedia, Paras TV, Phantom Films and Fox Life

Commenting on the results, Mr. Namit Malhotra, Founder, Executive Chairman and Global CEO, Prime Focus Ltd said:

We are pleased to report strong growth despite the fact that the second quarter is a traditionally weaker quarter. There has been significant progress on consolidation of Indian operations just in time for the second half of the year which is our busy season. We are also pleased to see continuing support from the Investor community with the recent investment from Ambit Pragma

Prime Focus Ltd

in PFT. The investment further validates the opportunities that exist in our various businesses as we embark upon our next phase of growth.

In Creative Services, we are working on some of the most awaited Hollywood movies and also offering bundled services on some like Fantastic Beasts and where to find them. On the Tech/Tech Enabled services front, we are signing new clients as well as longer-term & bigger contracts with existing clients like ICC, Amazon etc. With the infusion from Ambit, we are confident about further accelerating our global growth. Our India FMS business continues to do well, growing at a fast pace while sustaining superior margins as a testimony of our superior quality.

About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest integrated media services powerhouse employs over 7,000 professionals in 14 cities across 4 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled media services), production services (equipment rental) and post production services (Digital Intermediate and picture post) to Studios, Broadcast and Advertising industries.

Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled Media ERP Suite), Primetime Emmy® award-winning DAX Digital Dailies® and View-D™ (stereoscopic 2D to 3D conversion process). Leveraging our Global Digital Pipeline and pioneering WorldSourcing® delivery model we partner content creators at every stage of the process ensuring creative enablement, work flow efficiencies and cost optimization.

In mid-2014 Prime Focus Technologies acquired DAX, a leading provider of cloud-based production workflow and media asset management applications; Prime Focus World merged with Double Negative, one of the world's foremost providers of visual effects; and Reliance MediaWorks merged their global film and media services business with Prime Focus Limited.

Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Toronto and Vancouver.

For more details: www.primefocus.com

For any investor relations query please contact:

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Note: Certain statements made in the document may be forward-looking statements. Such forward- looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prime Focus Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.