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August 5, 2013

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

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

Dear Sir/ Madam,

Ref: NSE Code: PFOCUS / BSE Code: 532748

Sub: Outcome of Board Meeting held on August 5, 2013

In terms of Listing Agreement executed by our Company with your Exchange, we would like to inform you that the Meeting of the Board of Directors of the Company was held today, i.e. August 5, 2013 and inter-alia the Board considered and approved to sell, transfer, and/or otherwise dispose of its '**Backend Business**', which includes (a) business of providing the services of conversion of 2D audio visual/moving images to stereo 3D audio visual/moving images provided by the Company to Prime Focus World N.V., a company incorporated and operating under the laws of Netherlands ("**PFW**") ('**Conversion Business**'); and (b) the business of providing the services of computer generated film visual special effects by the Company to PFW ("**VFX Business**"), to Prime Focus World Creative Services Pvt. Ltd., a company incorporated in India and an indirect controlled subsidiary of the Company on a going concern basis by way of slump sale for a total consideration not less than INR equivalent of USD 38 million subject to the approval of the shareholders of the Company through a postal ballot and on receipt of requisite/regulatory approvals.

Please take the note of the above.

Thanking You,

For Prime Focus Limited

Naresh Malhotra
Director