



BANGALORE
BEIJING
CAPE TOWN
CHANDIGARH
DELHI
GOA
HYDERABAD
JOHANNESBURG
KOLKATA
LONDON
LOS ANGELES
MUMBAI
NEW YORK
SINGAPORE
TORONTO
VANCOUVER

February 20, 2015

To,
The National Stock Exchange of India
Limited
Listing Department
Exchange Plaza, BandraKurla Complex,
Bandra (East)
Mumbai – 400051
Fax Nos: 26598237/26598238

To,
The BSE Limited
Listing Department
PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
Fax Nos: 22723121/2037/2039

Ref: NSE Code: PFOCUS/ BSE Code: 532748
Subject: Outcome of Board meeting held on February 20, 2015

Dear Sir/Madam,

The Shareholders of the Company had vide Special Resolution passed through Postal Ballot on September 10, 2014 prescribed the limit of Rs. 1000 Crores for borrowing to be made by the Board of Directors of the Company from time to time. In compliance with the limits prescribed by the Shareholders as mentioned above, the Board of Directors at their meeting held today i.e. Friday, February 20, 2015 have decided to make an offer for the issuance of upto 4,000 unlisted, unrated, redeemable Debentures not convertible into Equity Shares of the Company of face value of Rs. 1,00,000/- each aggregating upto Rs. 27 crores (Rupees Twenty Seven Crores only) with a Green Shoe Option of upto Rs. 13 crores (Rupees Thirteen Crores only), on a private placement basis. The proposed issuance is subject to various terms and conditions, including execution of definitive documents and all requisite approvals and consents.

Kindly take the same on record and acknowledge receipt.

Thanking you,

**Yours faithfully,
For Prime Focus Limited**

**Kirti Desai
Company Secretary**

