BANGALORE
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JOHANNESBURG
KOLKATA
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MUMBAI
NEW YORK
SINGAPORE
TORONTO
VANCOUVER

Date: March 5, 2021

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

Kind Attention: Sareesh Koroth, Chief Manager Surveillance, National Stock Exchange of India Limited (NSE)

Ref: NSE letter dated March 4, 2021 and Ref No.: NSE/CM/Surveillance/10467

Sub: Movement in Price

Dear Sir,

This is with respect to your letter dated March 4, 2021, on the captioned matter, we would like to inform that there is no price sensitive information with a bearing on the operation/performance of the Company, which is unpublished and is pending to be intimated/ disseminated by the Company to the Stock Exchanges, as per the terms of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended) (the **"SEBI LODR Regulations"**).

As you may be aware, A2R Holdings (along with its persons acting in concerns, ARR Studio Private Limited and Namit Malhotra) has initiated an open offer to the public shareholders of the Company, to acquire up to 26% shares from such shareholders (the "**Open Offer**"). In respect to such Open Offer, kindly note that:

1. The Company has sent intimation letters to the Stock Exchanges on December 25, 2020, January 1, 2021, January 9, 2021, February 12, 2021, February 18, 2021 and February 22, 2021;

2. At the time of public announcement on December 24, 2020, the equity shares of the Company were infrequently traded, and to such extent the offer price under the Open Offer has been determined based on the requirements set out under the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, and appropriate disclosures to this effect have been included in the Public Announcement, the Detailed Public Statement, the Draft Letter of Offer and the Letter of Offer, issued in relation to the Open Offer. Please see **Annexure A** on

volume of trades in the shares in BSE and NSE from December 1, 2019 to November 30, 2020.

3. As you may be aware, including based on the correspondence dated February 23, 2021, Reliance Mediaworks Financial Services Private Limited and Reliance Capital Limited, as well as one Anupkumar Sheth (a shareholder of the Company), filed appeals before the Hon'ble Securities Appellate Tribunal ("**SAT**"), against the Securities and Exchange Board of India, IDBI Trusteeship Services Limited, Credit Suisse A.G, Keynote Financial Services Limited (Merchant Banker to the Open Offer), A2R Holding (Acquirer in the Open Offer), ARR Studio Private Limited (PAC 1 in the Open Offer), Namit Malhotra (PAC 2 in the Open Offer) and the Company alleging, *inter alia*, that the fair value of shares of the Company in the Open Offer, which was computed for the purposes of determining the Open Offer price was not correct. There were a few news reports published in relation to such litigation:
[http://ianslive.in/index.php?param=news/Shareholders_of_Prime_Focus_challenge_price_of_open_offer_made_by_promoters_the_Namit_Malhotra_Family-763449/LatestNews/, https://www.livemint.com/market/stock-market-news/stocks-to-watch-ril-indiabulls-real-etsate-dr-reddy-s-prime-focus-nureca-11614217816631.html and https://www.bloombergquint.com/law-and-policy/shareholders-of-prime-focus-move-sat-over-open-offer-price-by-promoters]

4. the Hon'ble SAT has heard detailed arguments of all parties in relation to the aforesaid appeals, and on March 3, 2021, reserved the matters for further orders, with a direction that the Open Offer is subject to the final outcome of the appeals. An intimation letter has been issued by the Company to the Stock Exchanges, on March 4, 2021, for public dissemination in this respect.

We would like to reiterate that the Company is committed to comply with its disclosure requirements set out in the SEBI LODR Regulations.

Please do the let us know if you require any further information.

Kindly take the same on record and acknowledge the receipt.

Thanking you.

Yours Faithfully,
For Prime Focus Limited

Parina Shah

PRIME FOCUS LTD. MUMBAI

Parina Shah
Company Secretary

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Annexure A

Volume of trade for a period from 1.12.2019 to 30.11.2020

Date	No. of Shares traded on BSE	No. of Shares traded on NSE
02-Dec-19	3,768.00	23,870.00
03-Dec-19	1,105,666.00	187,006.00
04-Dec-19	3,427.00	177,187.00
05-Dec-19	1,914.00	23,855.00
06-Dec-19	6,462.00	14,561.00
09-Dec-19	764.00	18,573.00
10-Dec-19	3,520.00	15,098.00
11-Dec-19	600.00	25,839.00
12-Dec-19	1,718.00	14,000.00
13-Dec-19	7,131.00	28,214.00
16-Dec-19	453.00	18,335.00
17-Dec-19	2,050.00	11,891.00
18-Dec-19	700.00	6,699.00
19-Dec-19	940.00	10,705.00
20-Dec-19	1,202.00	16,651.00
23-Dec-19	589.00	25,991.00
24-Dec-19	1,045.00	17,228.00
26-Dec-19	1,410.00	11,631.00
27-Dec-19	2,097.00	17,118.00
30-Dec-19	729.00	133,279.00
31-Dec-19	845.00	13,323.00
01-Jan-20	906.00	1,816.00
02-Jan-20	104.00	3,724.00
03-Jan-20	1,846.00	7,677.00
06-Jan-20	1,888.00	11,239.00
07-Jan-20	711,008.00	4,185.00
08-Jan-20	2,514.00	6,152.00
09-Jan-20	1,317.00	4,452.00
10-Jan-20	2,497.00	11,418.00
13-Jan-20	782.00	7,727.00
14-Jan-20	5,299.00	19,094.00
15-Jan-20	1,934.00	29,288.00
16-Jan-20	9,580.00	29,629.00
17-Jan-20	154,503.00	40,363.00

20-Jan-20	1,259.00	9,025.00
21-Jan-20	453.00	3,349.00
22-Jan-20	3,023.00	6,172.00
23-Jan-20	1,832.00	4,503.00
24-Jan-20	8,419.00	20,796.00
27-Jan-20	5,358.00	6,489.00
28-Jan-20	259.00	7,110.00
29-Jan-20	886.00	40,521.00
30-Jan-20	2,007.00	166,634.00
31-Jan-20	679.00	19,069.00
01-Feb-20	2,637.00	15,298.00
03-Feb-20	7,610.00	5,069.00
04-Feb-20	1,991.00	13,218.00
05-Feb-20	2,905.00	207,698.00
06-Feb-20	1,033.00	13,200.00
07-Feb-20	2,230.00	12,891.00
10-Feb-20	72.00	10,372.00
11-Feb-20	3,077.00	5,842.00
12-Feb-20	2,606.00	60,274.00
13-Feb-20	1,523.00	12,156.00
14-Feb-20	3,236.00	38,806.00
17-Feb-20	279.00	30,622.00
18-Feb-20	4,514.00	51,452.00
19-Feb-20	2,837.00	151,976.00
20-Feb-20	5,347.00	184,163.00
24-Feb-20	967.00	26,097.00
25-Feb-20	11,526.00	170,287.00
26-Feb-20	6,606.00	55,920.00
27-Feb-20	3,173.00	24,649.00
28-Feb-20	4,585.00	94,157.00
02-Mar-20	3,858.00	49,195.00
03-Mar-20	1,496.00	8,885.00
04-Mar-20	18,781.00	45,862.00
05-Mar-20	1,201.00	28,984.00
06-Mar-20	5,038.00	18,228.00
09-Mar-20	53,727.00	38,239.00
11-Mar-20	26,603.00	45,218.00
12-Mar-20	4,363.00	21,754.00
13-Mar-20	20,705.00	490,547.00
16-Mar-20	6,467.00	30,410.00
17-Mar-20	3,511.00	41,858.00

18-Mar-20	1,021.00	17,541.00
19-Mar-20	2,187.00	40,731.00
20-Mar-20	5,587.00	76,571.00
23-Mar-20	9,911.00	20,273.00
24-Mar-20	1,626.00	7,614.00
25-Mar-20	549.00	28,457.00
26-Mar-20	1,725.00	9,425.00
27-Mar-20	1,381.00	19,738.00
30-Mar-20	2,036.00	19,740.00
31-Mar-20	732.00	34,675.00
01-Apr-20	1,100.00	9,424.00
03-Apr-20	1,906.00	12,486.00
07-Apr-20	1,245.00	12,575.00
08-Apr-20	353.00	9,636.00
09-Apr-20	751.00	11,441.00
13-Apr-20	1,386.00	25,329.00
15-Apr-20	188.00	12,949.00
16-Apr-20	460.00	2,401.00
17-Apr-20	3,811.00	22,685.00
20-Apr-20	9,329.00	49,559.00
21-Apr-20	3,928.00	47,438.00
22-Apr-20	229.00	18,823.00
23-Apr-20	1,300.00	19,259.00
24-Apr-20	1,247.00	26,304.00
27-Apr-20	1,960.00	30,564.00
28-Apr-20	1,360.00	21,969.00
29-Apr-20	1,104.00	25,241.00
30-Apr-20	7,360.00	28,223.00
04-May-20	3,315.00	16,498.00
05-May-20	5,978.00	76,759.00
06-May-20	2,911.00	12,207.00
07-May-20	1,512.00	18,743.00
08-May-20	1,755.00	10,931.00
11-May-20	1,054.00	4,011.00
12-May-20	4,427.00	16,017.00
13-May-20	1,250.00	26,968.00
14-May-20	2,173.00	30,116.00
15-May-20	1,347.00	40,258.00
18-May-20	1,735.00	73,642.00
19-May-20	8,777.00	130,113.00
20-May-20	474.00	102,656.00

21-May-20	10,984.00	97,605.00
22-May-20	4,759.00	65,035.00
26-May-20	23,781.00	323,861.00
27-May-20	14,821.00	308,688.00
28-May-20	52,431.00	316,843.00
29-May-20	128,034.00	652,573.00
01-Jun-20	23,092.00	315,135.00
02-Jun-20	33,173.00	196,460.00
03-Jun-20	7,437.00	195,934.00
04-Jun-20	20,260.00	114,790.00
05-Jun-20	23,050.00	147,889.00
08-Jun-20	91,466.00	617,989.00
09-Jun-20	35,710.00	359,650.00
10-Jun-20	14,170.00	146,536.00
11-Jun-20	8,018.00	72,122.00
12-Jun-20	6,905.00	103,820.00
15-Jun-20	5,161.00	63,931.00
16-Jun-20	12,715.00	152,570.00
17-Jun-20	53,829.00	97,793.00
18-Jun-20	9,545.00	80,764.00
19-Jun-20	4,425.00	72,626.00
22-Jun-20	16,763.00	83,521.00
23-Jun-20	6,692.00	68,531.00
24-Jun-20	15,743.00	87,024.00
25-Jun-20	4,760.00	27,574.00
26-Jun-20	7,865.00	20,280.00
29-Jun-20	5,937.00	51,878.00
30-Jun-20	5,190.00	20,351.00
01-Jul-20	2,481.00	23,668.00
02-Jul-20	3,417.00	20,236.00
03-Jul-20	3,741.00	15,953.00
06-Jul-20	7,142.00	39,221.00
07-Jul-20	1,470.00	37,850.00
08-Jul-20	2,520.00	23,741.00
09-Jul-20	37,567.00	25,241.00
10-Jul-20	3,829.00	52,251.00
13-Jul-20	3,996.00	23,027.00
14-Jul-20	1,421.00	22,891.00
15-Jul-20	25.00	18,987.00
16-Jul-20	1,852.00	28,460.00
17-Jul-20	108.00	25,241.00

20-Jul-20	1,755.00	10,545.00
21-Jul-20	8,173.00	41,488.00
22-Jul-20	792.00	15,737.00
23-Jul-20	1,129.00	33,212.00
24-Jul-20	4,013.00	22,325.00
27-Jul-20	4,253.00	73,653.00
28-Jul-20	4,984.00	50,598.00
29-Jul-20	3,138.00	22,527.00
30-Jul-20	465.00	10,894.00
31-Jul-20	4,061.00	40,126.00
03-Aug-20	2,133.00	49,411.00
04-Aug-20	3,235.00	22,970.00
05-Aug-20	23.00	19,338.00
06-Aug-20	9,717.00	27,846.00
07-Aug-20	1,313.00	16,487.00
10-Aug-20	7,830.00	61,240.00
11-Aug-20	16,707.00	271,719.00
12-Aug-20	58,539.00	725,674.00
13-Aug-20	12,936.00	309,813.00
14-Aug-20	71,619.00	445,238.00
17-Aug-20	11,529.00	112,254.00
18-Aug-20	9,521.00	79,429.00
19-Aug-20	11,375.00	77,017.00
20-Aug-20	2,342.00	44,658.00
21-Aug-20	6,495.00	72,889.00
24-Aug-20	12,079.00	78,795.00
25-Aug-20	23,640.00	472,373.00
26-Aug-20	55,290.00	235,648.00
27-Aug-20	13,248.00	76,753.00
28-Aug-20	6,874.00	53,260.00
31-Aug-20	10,236.00	78,238.00
01-Sep-20	8,940.00	36,759.00
02-Sep-20	4,650.00	81,229.00
03-Sep-20	11,149.00	100,944.00
04-Sep-20	3,910.00	64,882.00
07-Sep-20	1,883.00	27,030.00
08-Sep-20	2,127.00	19,512.00
09-Sep-20	4,536.00	50,841.00
10-Sep-20	1,941.00	16,681.00
11-Sep-20	404.00	92,493.00
14-Sep-20	1,237.00	32,544.00

15-Sep-20	9,036.00	53,798.00
16-Sep-20	30,881.00	79,031.00
17-Sep-20	914.00	28,738.00
18-Sep-20	1,673.00	31,979.00
21-Sep-20	6,253.00	43,468.00
22-Sep-20	5,995.00	115,936.00
23-Sep-20	12,776.00	63,381.00
24-Sep-20	484.00	23,240.00
25-Sep-20	235.00	7,473.00
28-Sep-20	2,915.00	25,974.00
29-Sep-20	8,183.00	191,790.00
30-Sep-20	26,746.00	204,805.00
01-Oct-20	17,693.00	78,806.00
05-Oct-20	1,422.00	25,178.00
06-Oct-20	748.00	24,407.00
07-Oct-20	3,265.00	46,105.00
08-Oct-20	2,850.00	26,433.00
09-Oct-20	1,336.00	13,380.00
12-Oct-20	243.00	10,443.00
13-Oct-20	1,621.00	23,129.00
14-Oct-20	2,283.00	23,922.00
15-Oct-20	3,140.00	11,343.00
16-Oct-20	1,916.00	10,860.00
19-Oct-20	2,129.00	19,796.00
20-Oct-20	-	9,640.00
21-Oct-20	3,133.00	16,540.00
22-Oct-20	705.00	10,976.00
23-Oct-20	3,834.00	23,614.00
26-Oct-20	18,006.00	250,688.00
27-Oct-20	6,031.00	56,305.00
28-Oct-20	3,332.00	9,438.00
29-Oct-20	4,758.00	12,262.00
30-Oct-20	11,490.00	81,332.00
02-Nov-20	1,527.00	6,030.00
03-Nov-20	2,577.00	7,854.00
04-Nov-20	2,772.00	27,797.00
05-Nov-20	6,668.00	38,335.00
06-Nov-20	881.00	15,451.00
09-Nov-20	7,637.00	32,003.00
10-Nov-20	1,086.00	12,358.00
11-Nov-20	5,058.00	41,723.00

12-Nov-20	5,881.00	23,778.00
13-Nov-20	1,505.00	19,481.00
14-Nov-20	7.00	13,473.00
17-Nov-20	4,167.00	26,266.00
18-Nov-20	1,725.00	9,515.00
19-Nov-20	1,245.00	47,843.00
20-Nov-20	10,055.00	52,899.00
23-Nov-20	6,433.00	41,348.00
24-Nov-20	2,820.00	16,562.00
25-Nov-20	691.00	37,302.00
26-Nov-20	4,750.00	35,401.00
27-Nov-20	3,606.00	31,138.00
	3,785,990	**16,079,180**
In Crores	0.38	1.61
Total Prime Focus Limited shares	29.92	29.92
% traded	**1.27%**	**5.37%**

As per Regulation 2 (j) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, Frequently Traded shares means shares of a target company, in which the traded turnover on any stock exchange during the twelve calendar months preceding the calendar month in which the public announcement is required to be made under these regulations, is at least ten per cent of the total number of shares of such class of the target company:

Provided that where the share capital of a particular class of shares of the target company is not identical throughout such period, the weighted average number of total shares of such class of the target company shall represent the total number of shares.