



PRIME FOCUS  
L I M I T E D

October 16, 2018

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

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

**Sub.: Intimation under Regulations 29(3), 50(1), Regulation 60(2) and other applicable provisions of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations 2015, as amended (the "LODR Regulations") with respect to Series B Non-Convertible Debentures**

**Ref.: BSE Scrip Code for Debentures: 948422; ISIN No.: INE367G08025 & NSE Code: PFOCUS**

With reference to the abovementioned subject and pursuant to the provisions of Regulations 29(3), 50(1), 60(2) and other applicable provisions of the SEBI (LODR) Regulations, we furnish the details of the proposed due date for pre-maturity redemption of the Series B – Zero Coupon Unsecured Redeemable Non-convertible Debentures, which were issued by us pursuant to a private placement to only one debenture holder i.e. Standard Chartered Private Equity (Mauritius) Limited, the record date for such redemption, board meeting for *inter alia* approving the date for such early redemption, and other requisite details, as below:

Date of the proposed Board Meeting for approval of early redemption November 02, 2018

Description of the NCDs

Series B – Zero Coupon Unsecured Redeemable Non-Convertible Debentures, of Face Value Rs. 10,00,000/- each, fully paid up, issued on a private placement basis on November 5, 2012 to Standard Chartered Private Equity (Mauritius) Limited.

The NCDs are listed on BSE Limited.

|            |                                 |
|------------|---------------------------------|
| Quantity   | 891                             |
| Market Lot | 1                               |
| Scrip Code | 948422                          |
| ISIN No    | INE367G08025                    |
| Face Value | Rs. 10,00,000 (Rupees Ten lakh) |





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|   |   |
|---|---|
| Rate of Interest  | Zero  |
| Date of Allotment   | November 5, 2012  |
| Original Date of Redemption as per terms of the NCDs                  | November 5, 2018  |
| Proposed Early Date of Redemption (i.e. pre-maturity redemption date) | November 02, 2018, subject to certain conditions being fulfilled.<br><br>If any of the conditions for such early redemption is not met (unless waived) prior to November 02, 2018, the Company, the Debenture Trustee and the NCD holder(s) shall mutually agree on a subsequent date for such early redemption of the NCDs which shall be no later than the original date of redemption specified above. |
| Record Date   | October 30, 2018  |
| Nature of Payments  | Principal pre-payment and redemption premium  |
| Redemption Amount   | Rs. 190,02,08,120/- (Rupees One Hundred and Ninety Crores Two lakhs Eight thousand and one hundred and twenty only)   |

Kindly note that the NCDs are being redeemed prior to the original maturity date.

Further please be informed that, pursuant to SEBI (Prohibition of Insider Trading) Regulations, 2015 read with the Code of Internal Procedures and Conduct for Regulating, Monitoring and Reporting of Trading by Insiders adopted by the Company, the Trading Window for dealing in the securities of the Company shall remain closed for directors, officers and designated employees of the Company and others covered under the regulations read with the code from the close of business hours on October 16, 2018 and shall open 48 hours after the outcome of the Board Meeting on November 02, 2018.

Request to kindly take the same on record and acknowledge receipt of the same.

Yours Faithfully,  
For Prime Focus Limited

*Parina Shah*

Parina Shah

Company Secretary

