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August 13, 2011

To,
The National Stock Exchange of India Limited,
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

Fax: 26598237 / 26598238/66418124 /26598100

Ref: Scrip Code - 532748

Sub: Outcome of Board meeting held on August 13, 2011

Dear Sir/Madam,

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. Saturday, 13th August, 2011 and inter-alia the following business was transacted:

1. The Board considered and approved Unaudited Financial Results for the Quarter ended 30th June, 2011. Please find enclosed herewith Un-audited Financial Results for the Quarter ended 30th June, 2011.

2. The Board took on record the resignation of Mr. Chandir Gidwani from the Directorship of the Company with effect from August 12, 2011.

Thanking you,

Yours faithfully,

For Prime Focus Limited

PRIME FOCUS LTD. MUMBAI

Navin Agarwal
CFO – Films & Company Secretary

Encl: as above

PRIME FOCUS LIMITED

Registered Office : 2nd Floor, Main Frame IT Park, Building H, Royal Palms
Near Aarey Colony, Goregaon (East), Mumbai - 400065

UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED JUNE 30, 2011

(Rs. in lacs)

S. No.	Particulars	Standalone			Consolidated		
		Quarter Ended		Year Ended	Quarter Ended		Year Ended
		30.06.2011	30.06.2010	31.03.2011	30.06.2011	30.06.2010	31.03.2011
		Unaudited	Unaudited	Audited	Unaudited	Unaudited	Audited
1	Net Income from Sales / Services	3,591.06	2,536.14	13,550.58	16,747.63	15,444.58	60,295.83
2	Personnel Cost	1,378.72	792.44	4,317.22	7,115.73	6,366.89	20,470.95
3	General Administrative Expenses	1,312.13	670.40	3,459.04	5,054.71	4,740.89	13,012.33
4	Exchange Loss / (Gain) (net)	(2.45)	(64.96)	255.96	(21.68)	26.09	105.09
5	Depreciation	691.17	528.32	2,395.10	1,291.99	1,016.26	5,455.74
6	Operating Profit before Interest (1) - (2+3+4+5)	211.49	609.94	3,123.26	3,306.88	3,294.45	11,251.72
7	Interest	362.00	320.16	1,386.15	566.71	560.36	2,630.47
8	Exceptional Item	-	-	-	285.73	-	699.55
9	**Operating Profit after Interest (6)-(7+8)**	**(150.51)**	**289.78**	**1,737.11**	**2,454.44**	**2,734.09**	**7,921.70**
10	Other Income	167.26	90.62	466.03	76.19	81.56	1,497.74
11	**Net Profit (+) / Loss (-) before Tax (9+10)**	**16.75**	**380.40**	**2,203.14**	**2,530.63**	**2,815.65**	**9,419.44**
12	Tax Expense	(37.50)	86.80	227.80	(34.01)	86.80	600.63
13	**Net Profit (+) / Loss (-) for the period after Tax, before Minority Interest (11-12)**	**54.25**	**293.60**	**1,975.34**	**2,564.64**	**2,728.85**	**8,818.81**
14	Minority Interest	-	-	-	3.66	403.80	1,210.17
15	**Net Profit (+) / Loss (-) for the period after Tax (13-14)**	**54.25**	**293.60**	**1,975.34**	**2,560.98**	**2,325.05**	**7,608.64**
16	Paid-up Equity Share Capital (Pre Split Face Value per Share of Rs.10 each, Post Split Face Value per Share of Re.1 each)	1,388.67	1,282.26	1,388.67	1,388.67	1,282.26	1,388.67
17	Reserves excluding Revaluation Reserves (as per Balance Sheet) of Previous Accounting Year	-	-	28,855.98	-	-	33,678.04
18	Earnings Per Share (EPS)						
	a) Basic EPS	0.04	0.23	1.49	1.85	1.81	5.74
	b) Diluted EPS	0.04	0.20	1.26	1.67	1.62	4.86
19	Public Shareholding						
	Number of Shares	69,804,726	59,163,160	69,804,726	69,804,726	59,163,160	69,804,726
	Percentage of Shareholding	50.27%	46.14%	50.27%	50.27%	46.14%	50.27%
20	Promoters and promoter group						
	Shareholding	69,062,720	69,062,720	69,062,720	69,062,720	69,062,720	69,062,720
	a) Pledged / Encumbered						
	- No. of Shares	20,030,000	15,240,000	10,220,000	20,030,000	15,240,000	10,220,000
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	29.00%	22.07%	14.80%	29.00%	22.07%	14.80%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	14.42%	11.89%	7.36%	14.42%	11.89%	7.36%
	b) Non Pledged / Non Encumbered						
	- No. of Shares	49,032,720	53,822,720	58,842,720	49,032,720	53,822,720	58,842,720
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	71.00%	77.93%	85.20%	71.00%	77.93%	85.20%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	35.31%	41.97%	42.37%	35.31%	41.97%	42.37%

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Notes to Unaudited Financial Results for the Quarter Ended June 30, 2011:

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on August 13, 2011. The statutory auditors have carried out a limited review of the Standalone results of the Company.

2. The Company has not revalued the Foreign Currency Convertible Bonds (FCCBs) of USD 55 million as these are considered as non monetary liability. Had the Company revalued the bonds as at June 30, 2011 considering it as a long term monetary liability, the profit for the quarter ended June 30, 2011 would have been lower by Rs. 103.86 lacs. The reserves as on that date would have been lower by Rs. 2,633.50 lacs and Foreign Currency Monetary Item Translation Difference account would have been Rs. 311.59 lacs. Further, had the Company provided for the premium on redemption, the securities premium as at June 30, 2011 would have been lower by Rs. 6,439.48 lacs. Consequent to the above, the FCCB balance at June 30, 2011 would have been higher by Rs. 9,384.57 lacs. This is the subject matter of qualification in the Auditors Report for the financial year ended March 31, 2011 and March 31, 2010 and March 31, 2009, the limited review reports for the quarter ended June 30, 2011 and the quarter ended December 31, 2010 and quarter September 30, 2010 and quarter June 30, 2010 and quarter March 31, 2010 and quarter December 31, 2009 and quarter September 30, 2009 and quarter ended June 30, 2009.

3. The Company had received a claim of Rs.645.23 lacs from erstwhile shareholders of a business which was acquired by its subsidiary in 2008. The Company had disputed this liability in court. Subsequent to the quarter end, the company has done an out of court settlement with the litigants.

4. The Company's entire operations are governed by the same set of risks and returns and hence have been considered as representing a single segment.

5. There were no investor complaints pending at the beginning of the quarter. The Company did not receive any investor complaints during the Quarter. There was no investor complaint pending at the end of the quarter.

6. Previous period / year figures have been regrouped and re-arranged wherever necessary.

For and on behalf of the Board of Directors

PRIME FOCUS LIMITED MUMBAI

Naresh Malhotra
Chairman and Whole-time Director

Place: Mumbai
Date: August 13, 2011