PRIME FOCUS

MUMBAI
LONDON
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NEW YORK
VANCOUVER
HYDERABAD
CHENNAI
BANGALORE
CHANDIGARH

February 02, 2012

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

Fax: 26598237 / 26598238/66418124 /26598100

Ref: Company Symbol - PFOCUS

Sub: Outcome of Board meeting held on February 02, 2012

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. Thursday, February 02, 2012 and inter-alia the Board considered and approved Unaudited Financial Results for the Quarter and Nine months ended December 31, 2011. Please find enclosed herewith Un-audited Financial Results for the Quarter and Nine months ended December 31, 2011.

Thanking you,

Yours faithfully,

For Prime Focus Limited

PRIME FOCUS LTD MUMBAI

Navin Agarwal
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 AND NINE MONTHS ENDED DECEMBER 31 , 2011

(Rs. In Lacs)

S. No.	Particulars	Standalone						Consolidated					
		Quarter Ended			Nine Months Ended		Year Ended	Quarter Ended			Nine Months Ended		Year Ended
		31.12.2011	30.09.2011	31.12.2010	31.12.2011	31.12.2010	31.03.2011	31.12.2011	30.09.2011	31.12.2010	31.12.2011	31.12.2010	31.03.2011
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	Net Income from Sales / Services	4,692.40	4,102.07	3,131.07	12,385.54	9,307.55	13,550.58	21,275.45	20,255.03	12,691.23	58,278.11	42,617.02	50,295.83
2	Personnel Cost	1,856.41	1,611.23	1,214.00	4,846.35	3,057.98	4,317.22	9,804.59	9,072.00	5,505.82	25,992.31	18,006.47	20,470.95
3	General Administrative Expenses	1,527.24	1,374.02	785.96	4,213.38	2,324.78	3,459.04	5,344.13	5,369.62	3,479.89	15,768.46	11,672.90	13,012.33
4	Exchange Loss / (Gain) (net)	(301.57)	(695.10)	156.42	(999.11)	84.06	255.96	(378.24)	(540.59)	17.37	(940.51)	25.72	105.09
5	Depreciation	679.31	706.17	595.49	2,076.66	1,727.73	2,395.10	1,389.75	1,594.32	1,328.50	4,091.68	3,711.19	5,455.74
6	**Operating Profit before Interest (1) - (2+3+4+5)**	**931.01**	**1,105.75**	**379.20**	**2,248.26**	**2,113.00**	**3,123.26**	**5,115.22**	**4,759.68**	**2,359.65**	**13,366.17**	**9,200.74**	**11,251.72**
7	Interest	486.27	414.04	345.26	1,262.31	1,046.00	1,386.15	1,122.68	1,025.75	388.34	2,899.52	1,703.27	2,630.47
8	Exceptional Item	-	-	-	-	-	-	2.59	0.46	-	288.78	-	699.55
9	**Operating Profit after Interest (6)-(7+8)**	**444.74**	**691.71**	**33.94**	**985.95**	**1,067.00**	**1,737.11**	**3,989.95**	**3,733.47**	**1,971.31**	**10,177.87**	**7,497.47**	**7,921.70**
10	Other Income	316.23	151.19	156.60	634.68	315.07	466.03	174.79	204.27	281.68	455.25	664.37	1,497.74
11	**Net Profit (+) / Loss (-) before Tax (9+10)**	**760.97**	**842.90**	**190.54**	**1,620.63**	**1,382.07**	**2,203.14**	**4,164.74**	**3,937.74**	**2,252.99**	**10,633.12**	**8,161.84**	**9,419.44**
12	Tax Expense	267.43	205.34	(252.98)	435.26	104.10	227.80	1,244.55	1,179.75	(226.83)	2,390.29	130.25	600.63
13	**Net Profit (+) / Loss (-) for the period after Tax, before Minority Interest (11-12)**	**493.54**	**637.56**	**443.52**	**1,185.37**	**1,277.97**	**1,975.34**	**2,920.19**	**2,757.99**	**2,479.82**	**8,242.83**	**8,031.59**	**8,818.81**
14	Minority Interest	-	-	-	-	-	-	290.75	115.00	731.60	409.41	1,444.74	1,210.17
15	**Net Profit (+) / Loss (-) for the period after Tax (13-14)**	**493.54**	**637.56**	**443.52**	**1,185.37**	**1,277.97**	**1,975.34**	**2,629.44**	**2,642.99**	**1,748.22**	**7,833.42**	**6,586.85**	**7,608.64**
16	Paid-up Equity Share Capital (Face Value - Rs. 1/- per share)	1,388.67	1,388.67	1,388.67	1,388.67	1,388.67	1,388.67	1,388.67	1,388.67	1,388.67	1,388.67	1,388.67	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	0.36	0.46	0.33	0.85	0.98	1.49	1.89	1.90	1.30	5.64	5.05	5.74
	b) Diluted EPS	0.29	0.38	0.27	0.70	0.84	1.26	1.56	1.57	1.07	4.65	4.31	4.86
19	Public Shareholding												
	Number of Shares	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726	69,804,726
	Percentage of Shareholding	50.27%	50.27%	50.27%	50.27%	50.27%	50.27%	50.27%	50.27%	50.27%	50.27%	50.27%	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	69,062,720	69,062,720	69,062,720	69,062,720	69,062,720	69,062,720
	a) Pledged / Encumbered												
	- No. of Shares	24,875,000	22,810,000	7,720,000	24,875,000	7,720,000	10,220,000	24,875,000	22,810,000	7,720,000	24,875,000	7,720,000	10,220,000
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	36.02%	33.03%	11.18%	36.02%	11.18%	14.80%	36.02%	33.03%	11.18%	36.02%	11.18%	14.80%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	17.91%	16.43%	5.56%	17.91%	5.56%	7.36%	17.91%	16.43%	5.56%	17.91%	5.56%	7.36%
	b) Non Pledged / Non Encumbered												
	- No. of Shares	44,187,720	46,252,720	61,342,720	44,187,720	61,342,720	58,842,720	44,187,720	46,252,720	61,342,720	44,187,720	61,342,720	58,842,720
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	63.98%	66.97%	88.82%	63.98%	88.82%	85.20%	63.98%	66.97%	88.82%	63.98%	88.82%	85.20%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	31.82%	33.31%	44.17%	31.82%	44.17%	42.37%	31.82%	33.31%	44.17%	31.82%	44.17%	42.37%

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Notes to Unaudited Financial Results for the Quarter and Nine Months Ended December 31, 2011:

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on February 02, 2012. 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 December 31, 2011 considering it as a long term monetary liability, the profit for the quarter ended December 31, 2011 would have been lower by Rs. 2,372.04 lacs and profit for the nine months ended December 31, 2011 would have been lower by Rs. 3772.76 lacs. The reserves as on that date would have been lower by Rs. 6,302.39 lacs and Foreign Currency Monetary Item Translation Difference account would have been Rs. 1257.59 lacs. Further, had the Company provided for the premium on redemption, the securities premium as at December 31, 2011 would have been lower by Rs. 8,733.99 lacs. Consequent to the above, the FCCB balance as at December 31, 2011 would have been higher by Rs. 16,293.97 lacs. This is the subject matter of qualification in the Auditors' Report for the financial year ended March 31, 2011 and year ended March 31, 2010 and year ended March 31, 2009 and in the limited review reports for the quarter ended December 31, 2011 and for the quarter ended September 30, 2011 and quarter ended June 30, 2011 and quarter ended December 31, 2010 and quarter ended September 30, 2010 and quarter ended June 30, 2010 and quarter ended March 31, 2010 and quarter ended December 31, 2009 and quarter ended September 30, 2009 and quarter ended June 30, 2009.

3. 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.

4. There were no investor complaints pending at the beginning of the quarter. The Company has received one investor complaint during the Quarter and the same was satisfactorily resolved. There was no investor complaint pending at the end of the quarter.

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

For and on behalf of the Board of Directors

PRIME FOCUS LTD. MUMBAI

Ramakrishnan Sankaranarayanan
Managing Director

Place: Mumbai
Date: February 02, 2012