FROM :PRIME FOCUSLIMITED FAX NO. :91 22 42095001 Feb. 22 2013 06:05PM P1

Disclosure by the Promoter to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31 (1) and31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company(TC)	**Prime Focus Limited**
Name of the Promoter(s) on whose shares encumbrance was created/ ~~invoked/~~ released (tick the relevant one)	**Naresh Malhotra**
Date of reporting	February 22, 2013
Names of the stock exchanges where the shares of the target company are listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited

Details of the promoters' holding:
(The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)

Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to Encumbrance		Post event holding (encumbered shares to be excluded)		(*)Details of encumbrance (pledge/lien or other- give details	
							Pre - Transaction Pledge	4,94,28,500 equity shares of Re. 1/- each
							#1Pledge of Shares on Februray 15, 2013	6,00,000 equity shares of Re. 1/- each
							#2Pledge of Shares on Februray 18, 2013	1,44,000 equity shares of Re. 1/- each
							Total Shares pledged	5,01,72,500 equity shares of Re. 1/- each
Naresh Malhotra	5,33,87,712	28.79%	Pledge	Februray 15, 2013	33,59,212	1.81%	#1Shares Pledged in favour Religare Finvest Limited	
				Februray 18, 2013	32,15,212	1.73%	#2Shares Pledged in favour of Karvy Financial Service Limited	

(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.

Note:- Total Paid up share capital of Prime Focus Limited (TC) is 185417436 equity shares of Rs. 1/- each.



Signature of the Authorized Signatory

Place: Mumbai
Date: February 22, 2013