PFL

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August 01, 2014

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

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

Dear Sir/ Madam,

Ref: NSE Code: PFOCUS / BSE Code: 532748

Sub: Outcome of the Board Meeting held on August 01, 2014

In terms of the Listing Agreement executed by our Company with your Exchange, we wish to inform you that the Board of Directors of the Company at the Board Meeting held today i.e. August 01, 2014, at Prime Focus Office, Building-H, Main Frame IT Park, Royal Palms, Near Aarey Colony, Goregaon (East), Mumbai – 400 065 have inter-alia adopted/approved the following business:

1. Resignation of Mr. Nishant Fadia as Chief Financial Officer.

2. Resignation of Mr. Vikas Rathee as Chief Operating Officer.

3. Appointment of Mr. Vikas Rathee as Chief Financial Officer and Key Managerial Personnel pursuant to provision of Section 203 of the Companies Act, 2013 with effect from August 1, 2014.

4. Appointment of Mr. Nishant Fadia as Chief Operating Officer with effect from August 1, 2014.

5. Resignation of Mr. Navin Agarwal and appointment of Ms. Kirti Desai as Company Secretary cum Compliance Officer and as Key Managerial Personnel pursuant to the provisions of Section 203 of the Companies Act, 2013 with effect from August 01, 2014.

6. Postal Ballot Notice for transacting the items of business stated therein along with the calendar of events and appointment of Scrutinizer for the purpose.

Please take the aforesaid details on record.

Thanking you,

Yours faithfully,

For PRIME FOCUS LIMITED

PRIME FOCUS LTD. Mumbai

KIRTI DESAI
COMPANY SECRETARY