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March 10, 2014

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

To,
The Bombay Stock Exchange Limited
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Ref: NSE Code: PFOCUS / BSE Code: 532748

Sub: Outcome of Board meeting held on March 10, 2014

Dear Sir/Madam,

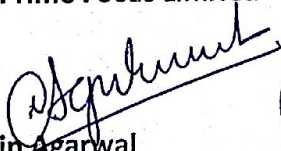
In terms of Listing Agreement executed by our Company with your Exchange, we would like to inform you that the Meeting of the Board of Directors of the Company was held today, i.e. Monday, March 10, 2014 and inter-alia the Board considered and noted terms and conditions set out in the Draft Asset Purchase Agreement; and related documents to be executed in connection with purchase of substantially all of the Assets of Sample Digital Holdings LLC, a California limited liability company by Prime Focus Technologies Private Limited (Indian subsidiary of Prime Focus Limited) through its wholly owned subsidiary DAX PFT, LLC, a Delaware Limited Liability Company.

Further, Pursuant to the Securities and Exchange Board of India (Prohibition of Insider Regulations, 1992, the Trading Window for dealing in securities of the company shall remain closed from the closure of business hours of March 10, 2014 to the closure of business hours of March 11, 2014.

Thanking you,

Yours faithfully,

For Prime Focus Limited


Navin Agarwal
Company Secretary



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F +91 22 6715 5100

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Mumbai - 400052
www.primefocusworld.co

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