PFL

BANGALORE
BEIJING
CAPE TOWN
CHANDIGARH
DELHI
GOA
HYDERABAD
JOHANNESBURG
KOLKATA
LONDON
LOS ANGELES
MUMBAI
NEW YORK
VANCOUVER

Date: February 26, 2015

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

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

Ref: Scrip Code: BSE – 532748/NSE - PFOCUS

Sub: Press Release

Dear Sir/ Madam,

Kindly find attached herewith the Press Release by Prime Focus Limited titled as ***"Prime Focus company Double Negative bags VFX Oscar for Interstellar"***.

Please acknowledge receipt and take the same on record.

Thanking you.

Yours Faithfully,
For Prime Focus Limited

PRIME FOCUS LTD. Mumbai

Kirti Desai
Company Secretary

Encl: as above

Press Note

PRIME FOCUS LIMITED

Prime Focus company Double Negative bags VFX Oscar for *Interstellar*

Mumbai, February 24, 2015: Europe's largest and one of the most acclaimed VFX houses globally, Double Negative, part of India listed Prime Focus (BSE: 532748), the world's largest independent and integrated media services powerhouse, has bagged the Academy® Award for visual effects for their spectacular work on Christopher Nolan's *Interstellar*. The award was presented to VFX Supervisors Paul Franklin (one of the founding members of Double Negative) and Andrew Lockley, SFX Supervisor Ian Hunter and New Deal Studios' VFX Supervisor Scott Fisher at the 87th Annual Academy® Awards held on 22 February at the Kodak Theater in Los Angeles. This is the second Oscar for Double Negative and Paul Franklin, having previously won for Nolan's *Inception*. *Interstellar* beat other nominees that included *Captain America: The Winter Soldier, Dawn of the Planet of the Apes, Guardians of the Galaxy* and *X-Men: Days of Future Past.* A week ago Double Negative had also won the BAFTA for Special Visual Effects for the same film.

Double Negative provided all the visual effects for the space odyssey, with New Deal Studios providing miniatures and Scott Fisher heading up SFX. The Dneg team was tasked with the challenge of accurately depicting the film's wormhole, its supermassive black hole (Gargantua), the Tesseract (a four dimensional space allowing time to be seen as a physical dimension), digital space vistas for projection on-set (no green screen was used in any of the space sequences), CG versions of the robots and the population of alien worlds with giant waves and landscapes of frozen cloud and ice.

Reacting to the news, **Namit Malhotra Founder, Executive Chairman & Global CEO, Prime Focus** said, "This is an incredibly proud moment for all of us at Prime Focus and Double Negative. I want to congratulate, Alex (Hope), Matt (Holben), Paul (Franklin) and the entire team of Double Negative for bringing home this exceptional honor. I have always been a great admirer of Mr. Nolan's films and hence it is really heartening for me to see our work on *Interstellar* being recognized as the world's best. On this joyous occasion I want to reaffirm our commitment to help Double Negative continue on its path of creative excellence that is second to none".

Double Negative has a spectacular line up in 2015. Under production projects include *Terminator: Genisys, Avengers: Age of Ultron, Batman vs Superman: Dawn of Justice, Mission Impossible 5, The Hunger Games: Mockingjay Part 2, Ant-Man, Insurgent and Grimsby.* Projects just delivered include *Jupiter Ascending, In The Heart of the Sea* and *Ex Machina.*

-ENDS-

About Prime Focus

About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest independent and integrated media services powerhouse employs over 5,500 professionals in 16 cities across 4 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled media services), production services (shooting floors/sound stages and



equipment rental) and post production services (Digital Intermediate/color grading, sound and picture post) to Studios, Broadcast and Advertising industries.

Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled Media ERP Suite), Primetime Emmy® award-winning DAX Digital Dailies® and View-D™ (stereoscopic 2D to 3D conversion process). Leveraging our Global Digital Pipeline and pioneering delivery model WorldSourcing® we partner content creators at every stage of the process ensuring creative enablement, work flow efficiencies and cost optimization.

In mid-2014 Prime Focus Technologies acquired DAX, a leading provider of cloud-based production workflow and media asset management applications; Prime Focus World merged with Double Negative, one of the world's foremost providers of visual effects; and Reliance MediaWorks merged their global film and media services business with Prime Focus.

Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Beijing, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Singapore, Toronto and Vancouver.

For more details
www.primefocus.com

For any investor relations query please contact:

Alok Gupta **Prime Focus Limited** Phone: +91 8879360082 Email: alok.gupta@primefocus.com	**Nisha Kakran/ Seema Shukla** **Four-S Services Pvt Ltd** Phone: : +91 7718811182/+91 124 4251441 Email: nisha.kakran@four-s.com seema@four-s.com

Note: Certain statements made in the document may be forward-looking statements. Such forward- looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prime Focus Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.