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	November, 2 2012
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	4,64,03,000 equity shares of Re. 1/- each
							#1 Pledge created on October, 27 2012	1,00,000 equity shares of Re. 1/- each
							#2 Pledge created on October, 30 2012	2,00,000 equity shares of Re. 1/- each
							#3 Pledge created on November 2, 2012	9,00,000 equity shares of Re. 1/- each
							#4 Release of Shares on November 2, 2012	9,47,200 equity shares of Re. 1/- each
							#5 Release of Shares on November 2, 2012	33,00,000 equity shares of Re. 1/- each
							Total Shares pledged	4,33,55,800 equity shares of Re. 1/- each
Naresh Malhotra	5,33,87,712	35.86%	Pledge	October, 27 2012	68,84,712	4.62%	#1 The Pledge is created in favour of Karvy Financial Services Limited	
				October, 30 2012	66,84,712	4.49%	#2 The Pledge is created in favour of Karvy Financial Services Limited	
				November 2, 2012	57,84,712	3.89%	#3 The Pledge is created in favour of Fortune Credit Capital Limited	
			Release	November 2, 2012	67,31,912	4.53%	#4 Release of Shares held by Career Point Infosystems Limited	
				November 2, 2012	1,00,31,912	6.74%	#5 Release of Shares held by Unilazer Ventures 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 148867446 equity shares of Rs. 1/- each.



Signature of the Authorized Signatory

Place: Mumbai
Date: November, 2 2012