Naresh Malhotra

201, Priyanka Apts,N. S Road, J.V.P.D Scheme,Juhu,Mumbai – 400 049

August 5, 2013

To,
Listing Department,
National Stock Exchange of India Ltd. (NSE),
Exchange Plaza Bandras Kurla Complex
Mumbai-400051,
Fax: 26598237/26598238
E-mail: cc_nse@nse.co.in,cmlist@nse.co.in

Sub: - Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of shares and Takeovers) Regulations, 2011

Please find enclosed herewith the disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Please accept the same and acknowledge the receipt.

Yours faithfully,

Naresh Malhotra

Encl: as above

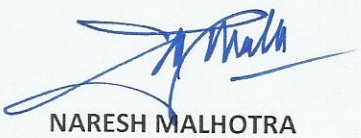
Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	PRIME FOCUS LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	NARESH MALHOTRA		
Whether the acquirer belongs to Promoter/Promoter group	YES		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE LIMITED (BSE) NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE)		
Details of the acquisition/ disposal as follows	Number	% w.r.t total share/voting capital Wherever applicable	% w.r.t total Diluted Share/voting Capital of the TC (*)
Before the acquisition under consideration, holding of: a) Shares carrying voting rights ~~b) Voting right (VR) otherwise than by shares~~ ~~c) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)~~ d) Total (a+b+c)	6,21,65,081	33.53%	33.53%
Details of acquisition/~~sale~~ a) Shares carrying voting rights acquired~~/sold~~ ~~b) VRs acquired /sold otherwise than by shares~~ c) ~~Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold~~ d) Total (a+b+c)	36,465	0.02%	0.02%
After the acquisition/~~sale~~, holding of: a) Shares carrying voting rights ~~b) VRs otherwise than by shares~~ c) ~~Warrants/ convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition~~ d) Total (a+b+c)	6,22,01,546	33.55%	33.55%



Mode of acquisition / sale (e.g. open market / off-market / public issue / right issue / preferential allotment / inter –se transfer etc.)	OPEN MARKET
Date of acquisition / ~~sale of~~ shares / ~~VR or date of receipt of intimation of allotment of shares~~, whichever is applicable	AUGUST 2, 2013
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs.1,85,417,436
Equity share capital / total voting capital of the TC after the said acquisition / sale	Rs.1,85,417,436
Total diluted share/voting capital of the TC after the said acquisition	Rs.1,85,417,436

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



NARESH MALHOTRA
(Signature of the acquirer)

Place: Mumbai

Date: August 5, 2013

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