Naresh Malhotra

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

January 14, 2013

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

Sub: - Creation of Pledge

Disclosure under Regulation 31(1) of Securities and Exchange Board of India (Substantial Acquisition of shares and Takeovers) Regulations, 2011

Please find enclosed herewith the disclosure under Regulation 31(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 pursuant to pledge of 50,00,000 Equity Shares of Rs. 1/- each of Prime Focus Limited on January 7, 2013 in favour of Standard Chartered Bank.

Please accept the same and acknowledge the receipt.

Yours faithfully,

Naresh Malhotra

Encl: as above

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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	January 14, 2013
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	4,31,76,500 equity shares of Re. 1/- each
							Pledge of Shares on January 7, 2013	50,00,000 equity shares of Re. 1/- each
							Total Shares pledged	4,81,76,500 equity shares of Re. 1/- each
Naresh Malhotra	5,33,87,712	28.79%	Pledge	January 7, 2013	52,11,212	2.81%	Shares pledged to Standard Chartered Bank	

(*) 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 185417436 equity shares of Rs. 1/- each.



Signature of the Authorized Signatory

Place: Mumbai
Date: January 14, 2013

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