Prime Focus Technologies commissions work on orders worth Rs 200 Cr

M&E industry continues to subscribe to CLEAR hybrid cloud platform

Mumbai, May 7, 2013: Prime Focus Technologies (PFT), the technology arm of Prime Focus, the global leader in media and entertainment industry services has announced commissioning of work on an order book addition of Rs. 200 crore, to be executed over the next 3-5 years for existing and new clients based in India and the US.

PFT's new clients include the world's largest news aggregator, a prominent Indian studio and a new Indian television channel, each of which have signed multi-year deals for PFT's Hybrid Cloud Technology – CLEAR™, a cloud based Media ERP and technology infrastructure platform that helps manage the business processes of M&E companies. These order book additions in PFT are on account of adoption of CLEAR and CLEAR-based Content Services over the Cloud within the customer organizations.

Ramki Sankaranarayanan, Founder, President &CEO, Prime Focus Technologies, said, "Increasingly M&E companies are adopting cloud technologies across the enterprise content operations. They are not only migrating to digital file-based workflows but starting to adopt a Media ERP solution to manage the business processes around content. CLEAR's proven credential of managing over 300,000 hours of content is helping the growth of our order book."

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the technology arm of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of

Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud technology enabled enterprise digitization platform and digital content services help broadcasters, studios, advertisers, sports bodies, news agencies, the government and service providers drive creative enablement, enhance ecosystem efficiencies & sustainability, reduce cost and realize new monetization opportunities.

PFT works with major content owners like News Corporation-owned STAR TV, EROS International, SONY Music, Viacom 18, SONY MSM, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press, A & E TV Network, Netflix, Schawk! and WPP.

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them manage their business of content better.

Prime Focus Limited is listed on the NSE and BSE in India.

For more information visit:www.primefocustechnologies.com

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Investor contacts:

Nishant Fadia/Alok Gupta
Prime Focus Limited
Phone: +91 22 4209 5000
Email: nishant.fadia@primefocusworld.com
alok.gupta@primefocusworld.com

Shiv Muttoo/Karl Kolah
Citigate Dewe Rogerson
Phone : +91 22 6645 1207/1220
Email: shiv@cdr-india.com
karl@cdr-india.com

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