News Announcement

PRIME FOCUS LIMITED

Standard Chartered Private Equity to invest $35 million in Prime Focus

Namit Malhotra, Promoter of the Company, to subscribe to warrants of Rs. 1,040 million

Mumbai, October 10 2012: Prime Focus Limited (PFL), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market, announced that Standard Chartered Private Equity (Mauritius) III Limited will subscribe to equity shares of the company on preferential basis for an aggregate amount of US$ 35 million at a maximum price of Rs. 53 per equity share.

In addition, the company will issue warrants to the promoter Namit Malhotra, representing a right to subscribe to equity shares, for an aggregate amount of Rs. 1,040 million on preferential basis. These warrants are convertible into equity shares at a maximum price of Rs. 53 per equity share.

PFL will convene an Extraordinary Shareholders' Meeting (EGM) on 3rd November, 2012 to seek shareholders' approval for these transactions.

An investment by Standard Chartered Private Equity (SCPE) marks an important milestone for the Company, and will go a long way in helping the Company to sustain its future growth plans. In addition, the Promoter, Mr. Namit Malhotra's investment into the Company reinforces the promoter groups continued commitment towards the business.

Speaking about the transaction, Ramki Sankaranarayanan, Managing Director and CEO, Prime Focus commented, *"We are extremely delighted to have SCPE as our long term partner with this equity infusion. In conjunction, we are in the process of raising long term debt to support the redemption of the FCCB due later in the year and are in a fairly advanced stage of negotiation with various lenders"*

-ENDS-

About Prime Focus Limited:

Prime Focus Limited (BSE code: 532748, NSE: PFOCUS, ISIN: INE367G01038) is a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market. The group offers a genuine end-to-end solution from pre-production to final delivery – including visual effects, 2D to 3D conversion, video and audio post production, equipment hire, multi-platform content operations solutions and digital distribution.

Prime Focus has a team of over 4,500 people with state-of-the-art facilities throughout the key markets of North America, UK and India. Using its 'Worldsourcing' business model, Prime Focus provides a network that combines global cost advantages, resources and talent pool with strong relationships and a deep understanding of the local markets.

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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.*