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August 13, 2011

To,

The National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai – 400 051

Dear Sir,

Subject: Highlights of the 1st quarter financial results pertaining to financial year 2011-2012

Please find the below press release on the above subject;

Mumbai, August 13, 2011: The Board of Prime Focus Limited (the "Company") is pleased to announce its unaudited results for the first quarter ended 30th June, 2011 pertaining to FY 2011-12.

In the quarter on a consolidated basis the profit after tax (PAT) of Rs 2564.64 lakhs as compared to Rs. 2728.85 in the same quarter last year (QoQ). EBITDA has increased from Rs. 4392.27 lacs to Rs 4675.06 lacs

Given below is a snapshot of the highlights of Q1-

Prime Focus Technologies: During the quarter, News Corporation owned STAR TV, the leading media and entertainment company, has commissioned global digital content services group Prime Focus Technologies (PFT) to deploy the world's first integrated, multi-platform content operations infrastructure specifically for broadcasters, based on PFT's award-winning and transformational CLEAR technology platform, to manage their end-to-end digital workflows. This landmark initiative will allow STAR TV to drive operational efficiencies within its organization, take more creative control of its content and leverage the opportunity to monetise new multi-platform delivery models.

Prime Focus Technologies has also collaborated with Eros International Media Ltd (Eros International), India's largest integrated film studio, helping Eros to spearhead the Indian digital revolution by digitizing and cataloguing its entire library of movies, comprising in excess of 1,000 titles across languages, and deploying an in-house 'Digital Asset Management' platform.

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3D: The year has started positively in April 2011 with exciting new business wins. In the current year we have also seen additional success in the 3D conversion space, having established our capabilities through our involvement in 'Star Wars: Episode I - The Phantom Menace'.In the current quarter the company had worked on huge Hollywood blockbusters namely- 'Harry Potter and the Deathly Hallows: Part 2', 'Transformers: Dark of the Moon' and 'Green Lantern' for the 3D conversion business. We have also previously converted two commercials for Gucci and Puma from 2D to 3D stereoscopic.

VFX: In this quarter, we have provided VFX for many marquee Hollywood movies such as 'Green Lantern', 'Scream 4', 'X–Men: First Class' and 'Unknown'. These projects were delivered successfully and demonstrated the Company's global reach with each of our offices contributing to deliver beyond the client's expectations.

Domestic :On the Bollywood front, the company has continued to work with leading production houses like Yash Raj Films, Vishesh Films, AB Corporations and Dharma Productions. For the quarter we have provided our services for films like 'Murder 2', 'Buddha Hoga Tera Baap', 'Shaitan',.

In the current year following the collaboration with UTV Motion Pictures ,the company will be responsible for servicing the entire production and post production requirement of a slate of UTV's films, including visual effects, digital intermediate, sound and lab services, as well as provision of cameras, lenses and more.

In the last couple of quarters, Prime Focus has setup a 12,500 sq ft facility in Chandigarh which is a pre-cursor to a larger facility of 50,000 sq ft, which will house 3000 artists and is dedicated to working on global projects, utilising Prime Focus' Global Digital Pipeline™, which connects India to North America and the UK.

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Additionally, in the upcoming quarter we will have a state of the art VFX and 3D facility in London (being set up by the US subsidiary of the group) which will seat up to 250 people. Apart from Hollywood ,London continues to be the largest film hub and several large movies (for example he Harry Potter series)are produced out of London.

On a QoQ basis staff strength has almost doubled from approx 2100 people last year at this time to number of over 4000 people currently.

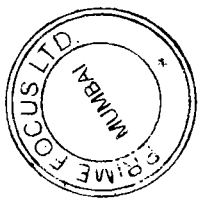
Ever since our launch as a single Global brand under the Prime Focus name in October 2009, we have been considered as one of the world's leading players in the Visual Entertainment Services Industry. By bringing together creative talent, technology and a seamlessly integrated network across UK, North America and India, we can continue to deliver unmatched quality, and time and cost savings, for our clients. The Company believes that it brings to the market a compelling proposition in these continuing, challenging economic times.

About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials and media industries. The group offers a genuine end-to-end solution from pre-production to final delivery - including stereo 3D visual effects, stereo 3D conversion, and video and audio post-production, digital intermediate, equipment hire, multi-platform content operations solutions and digital distribution.

Prime Focus employs over 3,500 people with state-of-the-art facilities throughout the key markets of North America, the 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. www.primefocusworld.com

For Prime Focus Limited



Navin Agarwal

CFO- Films & Company Secretary

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