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April 25, 2011

To,

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

Dear Sir,

Subject: Ramki Sankaranarayanan appointed CEO Prime Focus India

Please find the below press release on the above subject;

Mumbai, April 25, 2011: Prime Focus has announced that Ramki Sankaranarayanan, President and CEO of Prime Focus Technologies (a part of the Prime Focus Group), has been appointed CEO of Prime Focus India. The appointment, which is effective immediately, will see Ramki become responsible for all of the operations and business lines of Prime Focus in India, in addition to maintaining his leadership of Prime Focus Technologies.

Talking of the appointment, Namit Malhotra, Founder and Global CEO, Prime Focus commented: "As Prime Focus grows, both in India and internationally, it becomes increasingly important to ensure we have strong local leadership. Ramki has proven himself time and again through his successes with Prime Focus Technologies (a part of the Prime Focus Group), and I am sure that under his leadership, Prime Focus India will not only continue to flourish, but will be driven to even greater levels of achievement. This move further strengthens our international management team, and also allows me to more fully concentrate on Prime Focus' global ambitions."

Ramki has been with the Prime Focus group for over four years, and as a founder of Prime Focus Technologies (a part of the Prime Focus Group), has led that company from inception to its current position as a market leader in providing blue-chip, global media companies with cloud-based multi-

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platform content operations solutions. Ramki joined Prime Focus with over 14 years of rich experience across technical, strategic and operational roles at companies such as Subex and Tata Elxsi.

Commenting on his new role, Ramki said: "Prime Focus is enjoying dynamic growth – in India and internationally – but we must not rest on our laurels. Prime Focus has always been known as an innovator, and a leader in its sector, and my role is to ensure that we continue in this vein with new service offerings, new technological developments, the best creative offering in the marketplace and even better levels of customer service. There are many opportunities for Prime Focus India – both domestically and internationally – and I look forward to leveraging these opportunities to take the company to even greater heights."

About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, internet, 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 almost 3,500 people with state-of-the-art facilities throughout the key markets of North America, the UK and India. Using its 'World sourcing' 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.

http://www.primefocusworld.com/

For Prime Focus Limited

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