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August 08, 2014

To,
The National Stock Exchange of India
Listing Department,
Exchange Plaza,
Bandra Kurla Complex
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 / 26598238

To,
BSE Limited
Listing Department,
Phiroze Jeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Dear Sir/ Madam,

Ref: NSE Code: PFOCUS / BSE Code: 532748

Sub: Postal Ballot Notice and Calendar of Events

We wish to inform you that pursuant to the provisions of Section 110 of the Companies Act, 2013 read with the Companies (Management and Administration) Rules, 2014, the Company shall be seeking approval of its shareholders by way of Postal Ballot on the following matters:

1. Authorisation to the Board of Directors for borrowing monies on behalf of the Company upto Rs. 1000 crores, pursuant to the provisions of Section 180(1)(c) of the Companies Act, 2013;
2. Authorisation to the Board of Directors for creating charge on/mortgaging the properties of the Company in favour of the lenders for securing the borrowings made/to be made from time to time, pursuant to the provisions of Section 180(1)(a) of the Companies Act, 2013;
3. Ratification of agreement to sell off/transfer or otherwise dispose off the "Back End" Business and Undertaking of the Company to Prime Focus World Creative Services Pvt. Ltd., pursuant to the provisions of Section 188(3) of the Companies Act, 2013.





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In this regard, the details of the Calendar of Events for the Postal Ballot proposed to be conducted are as follows:

Sr. No.	Particulars of Event	Date
1	Date on which consent was given by Scrutinizer to act as Scrutinizer	22 nd July 2014
2	Date of Board approval for: ii) Approval of Postal Ballot Notice and Appointment of the Scrutinizer iii) Authorizing the Managing Director/Director and the Company Secretary to be responsible for the entire Postal Ballot Process iv) Approval of the calendar of events	01 st August 2014
3	Date of completion of dispatch of notice along with the postal ballot form both in physical form and in electronic (email) form to shareholders who have got email ids.	07 th August 2014
4	Last date for filing resolution and calendar of events for conducting Postal Ballot with Registrar of Companies	08 th August 2014
5	Filing of Board Resolution along with the calendar of events for Postal Ballot with the Stock Exchange.	08 th August 2014
6	Submit 6 hard copies of the Postal Ballot Notice to Stock Exchange.	08 th August 2014
7	Date of publication of notice in the newspaper about having dispatched the Notice and Ballot Paper	09 th August 2014
8	Last date of receiving postal ballot forms by the scrutinizer.	06 th September 2014
9	Last date of submission of report by the scrutinizer	09 th September 2014
10	Date of declaration of the result by the Chairman at Company office and Stock Exchange	10 th September 2014
11	Result to be displayed on Notice Board, updated on Company's website and released to the press	10 th September 2014
12	Date of returning the Ballot papers, registers and other related papers to the Managing Director by the Scrutinizer	12 th September 2014
13	Last date of signing of minutes by the Chairman (within 30 days the date of declaration of the result of the Postal Ballot)	15 th September 2014



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Further pursuant to Clause 31(b) of the Listing Agreement, kindly find attached herewith, 6 (Six) copies of Notice of Postal Ballot along with Postal Ballot Form for your record. The same has been dispatched to the shareholders on August 07, 2014.

Kindly acknowledge the receipt and take the same on your record.

Thanking you,

Yours faithfully,

For Prime Focus Limited


Kirti Desai
Company Secretary

