Standard Chartered to invest USD 35 million in Prime Focus NCDs

Mumbai, November 01, 2012: Prime Focus Limited (PFL), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market, proposes to issue INR-denominated Non-Convertible Debentures (NCDs) on a private placement basis of a face value of the INR equivalent of USD 35 million to an entity within the Standard Chartered Bank Group.

The zero-coupon, unsecured NCDs are six year instruments. The said debentures are proposed to be listed on the wholesale debt market segment of the Bombay Stock Exchange (BSE).

The proposed issuances are subject to various terms and conditions, including execution of definitive documents and all requisite approvals and consents.

Speaking about the announcement, Nishant Fadia, CFO, Prime Focus commented, *"We are happy to announce an investment of USD 35 million by Standard Chartered.. We understand that there was general concern with regard to the redemption of the FCCBs, which we have now addressed for all practical purposes. I am pleased to announce our ability in this environment to keep up our commitments to the institutions and shareholders who have supported us and the closing of this financing strengthens the ability of the Prime Focus Group to continue down the path of growing our businesses and break new ground internationally and domestically."*

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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 employs over 3,500 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.*