Naresh Malhotra

201, Priyanka Apts,N. S Road, J.V.P.D Scheme,Juhu,Mumbai – 400 049

November 12, 2012

To,
Listing Department,
National Stock Exchange of India Ltd. (NSE),
Exchange Plaza Bandras Kurla Complex
Mumbai-400051,
Fax: 26598237/26598238
E-mail: cc_nse@nse.co.in,cmlist@nse.co.in

Sub: - Release of Shares

Disclosure under Regulation 31(2) of Securities and Exchange Board of India (Substantial Acquisition of shares and Takeovers) Regulations, 2011

Please find enclosed herewith the disclosure under Regulation 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 pursuant to release of 8,25,000 equity shares of Rs. 1/- each of Prime Focus Limited on November 5 , 2012 which were pledged in favour of Tuberose Shares Advisory Private Limited.

Yours faithfully,

Naresh Malhotra

Encl: as above

FROM :PRIME FOCUSLIMITED FAX NO. :91 22 42095001 Nov. 12 2012 07:29PM P2

Disctosure by the Promoter to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation ~~31 (1) and~~31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

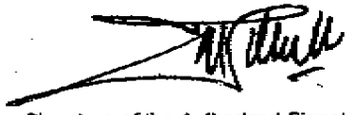
Name of the Target company(TC)	**Prime Focus Limited**
Name of the Promoter(s) on whose shares encumbrance was created/ ~~invoked/~~ released (tick the relevant one)	**Naresh Malhotra**
Date of reporting	November, 12 2012
Names of the stock exchanges where the shares of the target company are listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited

Details of the promoters' holding:
(The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)

Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to Encumbrance		Post event holding (encumbered shares to be excluded)		(*)Details of encumbrance (pledge/lien or other- give details	
Naresh Malhotra	5,33,87,712	28.79%	Release	November 5 2012	10,856,912	5.855%	Pre - Transaction Pledge	4,33,55,800 equity shares of Re. 1/- each
							#1 Release of Shares on November, 5 2012	8,25,000 equity shares of Re. 1/- each
							Total Shares pledged	4,25,30,800 equity shares of Re. 1/- each
							#1Release of Shares held by Tuberose Shares Advisory Private Limited	

(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.

Note:- Total Paid up share capital of Prime Focus Limited (TC) is 185417436 equity shares of Rs. 1/- each.



Signature of the Authorized Signatory

Place: Mumbai
Date: November, 12 2012