Naresh Malhotra

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

August 10, 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

Dear Sir,

Sub: - Creation and Release of Pledge

Disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of shares and Takeovers) Regulations, 2011

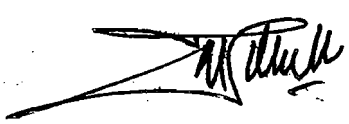
Please find enclosed herewith the disclosure under Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 pursuant to creation of pledge of 75,000 equity shares of Rs. 1/- each of Prime Focus Limited on August 6, 2012 in favour of L&T Finance Limited, 72,000 equity shares of Rs. 1/- each of Prime Focus Limited on August 6, 2012 in favour of STCI Finance Limited and 23,68,000 equity shares of Rs. 1/- each of Prime Focus Limited on August 6, 2012 in favour of Career Point Info Systems Limited and release of 10,00,000 equity shares of Rs. 1/- each of Prime Focus Limited on August 10, 2012 which were pledged earlier with Kotak Mahindra Bank Limited.

The said pledge intimation has been already faxed at the above referred numbers, for your ready reference

Please accept the same and acknowledge the receipt.

Thanking You,

Yours faithfully,



Naresh Malhotra

Encl.: As above

Disclosure 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

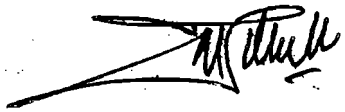
Name of the Target company(TC)	**Prime Focus Limited**
Name of the Promoter(s) on whose shares encumbrance was created/ ~~invoked/~~ released (tick the relevant one)	**Naresh Malhotra**
Date of reporting	**August 10, 2012**
Names of the stock exchanges where the shares of the target company are listed	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	
							Pre- Transaction Pledge	3,69,88,000 equity shares of Re. 1/- each
							Pledge created on August 6, 2012 #1	75,000 equity shares of Re. 1/- each
							Pledge created on August 6, 2012 #2	72,000 equity shares of Re. 1/- each
							Pledge created on August 6, 2012 #3	23,68,000 equity shares of Re. 1/- each
							Release of Pledged Shares on August 10, 2012 #4	10,00,000 equity shares of Re. 1/- each
							Total Shares pledged:	3,85,03,000 equity shares of Re. 1/- each
Naresh Malhotra	5,33,87,712	35.86	Creation	August 6, 2012	1,63,24,712	10.97	#1 The Pledge is created in favour of L&T Finance Limited	
			Creation	August 6, 2012	1,62,52,712	10.92	#2 The Pledge is created in favour of STCI Finance Limited.	
			Creation	August 6, 2012	1,38,84,712	9.33	#3 The Pledge is created in favour of Career Point Infosystems Limited	
			Release	August 10, 2012	1,48,84,712	10.00	#4 The Release of Pledged shares by Kotak Mahindra Bank Ltd.	

(*) 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 148867446 equity shares of Rs. 1/- each.



Signature of the Authorized Signatory

Place: Mumbai
Date: August 10, 2012

SENDING REPORT

Aug. 10 2012 06:36PM

YOUR LOGO : PRIME FOCUSLIMITED
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01	26598237	Aug. 10 06:35PM	01'13	SND	02	OK

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