FROM :PRIME FOCUSLIMITED FAX NO. :91 22 42095001 May. 15 2013 05:32PM P2

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) and31 (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	May 15, 2013
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	5,75,61,000 equity shares of Re. 1/- each
							#1 Pledge of Shares on May 8, 2013	75,000 equity shares of Re. 1/- each
							#2 Pledge of Shares on May 8, 2013	1,25,000 equity shares of Re. 1/- each
							#3 Pledge of Shares on May 9, 2013	75,000 equity shares of Re. 1/- each
							Total Shares pledged	5,78,36,000 equity shares of Re. 1/- each
Naresh Malhotra	6,08,87,712	32.84%	Pledge	May 8, 2013	32,51,712	1.75%	#1 Shares pledged in favour of STCI Finance Ltd.	
			Pledge	May 8, 2013	31,26,712	1.69%	#2 Shares pledged in favour of L&T Finance Ltd.	
			Pledge	May 9, 2013	30,51,712	1.65%	#3 Shares pledged in favour of L&T Finance 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 185417436 equity shares of Rs. 1/- each.

Signature of the Authorized Signatory

Place: Mumbai
Date: May 15, 2013