Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	PRIME FOCUS LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	NARESH MALHOTRA		
Whether the acquirer belongs to Promoter/Promoter group	YES		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE LIMITED (BSE) NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE)		
Details of the acquisition/ disposal as follows	Number	% w.r.t total share/voting capital Wherever applicable	% w.r.t total Diluted Share/voting Capital of the TC (*)
Before the acquisition under consideration, holding of: a) Shares carrying voting rights ~~b) Voting right (VR) otherwise than by shares~~ ~~c) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)~~ d) Total (a+b+c)	6,09,87,712	32.89%	32.89%
Details of acquisition/~~sale~~ a) Shares carrying voting rights acquired/~~sold~~ ~~b) VRs acquired /sold otherwise than by shares~~ c) ~~Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold~~ d) Total (a+b+c)	2,53,280	0.14%	0.14%
After the acquisition/~~sale~~, holding of: a) Shares carrying voting rights ~~b) VRs otherwise than by shares~~ c) ~~Warrants/ convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition~~ d) Total (a+b+c)	6,12,40,992	33.03%	33.03%

Mode of acquisition / sale (e.g. open market / off-market / public issue / right issue / preferential allotment / inter –se transfer etc.)	OPEN MARKET
Date of acquisition / ~~sale of~~ shares / ~~VR or date of receipt of intimation of allotment of shares~~, whichever is applicable	MAY 15, 2013
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs.1,85,417,436
Equity share capital / total voting capital of the TC after the said acquisition / sale	Rs.1,85,417,436
Total diluted share/voting capital of the TC after the said acquisition	Rs.1,85,417,436

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

NARESH MALHOTRA
(Signature of the acquirer)

Place: Mumbai

Date: May 16, 2013

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