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May 18, 2012

To,
Listing Department
National Stock Exchange Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai-400051

Dear Sir,

Sub: Reporting under regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Please find enclosed herewith the reporting of the transaction covered under regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 with respect to purchase of equity shares by Mr. Rakesh Jhunjhunwala- director of the Company.

Request you to please take note of the same and acknowledge receipt.

Yours truly,

For Prime Focus Limited

PRIME FOCUS LTD.

Navin Agarwal
Company Secretary

Encl: As Above

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

Name of the Target Company (TC)	PRIME FOCUS LTD		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Acquirer - Shri. Rakesh Jhunjhunwala PAC - Smt. Rekha Jhunjhunwala.		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange and Bombay Stock Exchange.		
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 rights (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)	a) shares 88,20,000 d) Total 88,20,000	a) shares 5.9247% d) Total 5.9247%	N.A
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)	a) shares acquired 25,75,000 d) Total 25,75,000	a) shares acquired 1.7297% d) Total 1.7297%	N.A
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)	a) shares 1,13,95,000 d) Total 1,13,95,000	a) shares 7.6545% d) Total 7.6545%	N.A
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		

PRIME FOCUS LTD.

Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of acquisition : 15th May 2012 – 25,50,000 shares and on 16th May 2012 – 25,000 shares
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs.14,88,67,446
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs.14,88,67,446
Total diluted share/voting capital of the TC after the said acquisition	N.A

(*) 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.

For Prime Focus Ltd.

Company Secretary

PRIME FOCUS LTD.