FROM :PRIME FOCUSLIMITED FAX NO. :91 22 42095001 Nov. 27 2012 06:41PM P1

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

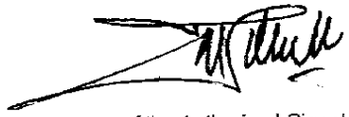
Name of the Target company(TC)	**Prime Focus Limited**
Name of the Promoter(s) on whose shares encumbrance was created/ ~~invoked/~~ released (tick the relevant one)	**Naresh Malhotra**
Date of reporting	November, 27 2012
Names of the stock exchanges where the shares of the target company are listed	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	4,25,30,800 equity shares of Re. 1/- each
							#1 Release of Shares on November, 20 2012	31,79,500 equity shares of Re. 1/- each
							#2 Release of Shares on November, 26 2012	4,29,000 equity shares of Re. 1/- each
							#3 Release of Shares on November, 26 2012	14,20,800 equity shares of Re. 1/- each
							Total Shares pledged	3,75,01,500 equity shares of Re. 1/- each
Naresh Malhotra	5,33,87,712	28.79%	Release	November 20 2012	1,40,36,412	7.57%	#1 Release of Shares held by STCI Finance Limited	
				November 26 2012	1,44,65,412	7.80%	#2 Release of Shares held by STCI Finance Limited	
				November 26 2012	1,58,86,212	8.57%	#3 Release of Shares held by Career Point Info Systems 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, 27 2012