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March 19, 2013

To,
The National Stock Exchange of India Limited,
Fax No: 26598237/26598238
Listing Department,
Bandra Kurla Complex, Bandra,
Mumbai

Dear Sir,

Script ID: PFOCUS

Sub: Outcome of Board Meeting held on March 19, 2013

In terms of Listing Agreement executed by our Company with your Exchange, we would like to inform you that the Meeting of the Board of Directors of the Company was held today, i.e. Tuesday, March 19, 2013 and inter alia, the Board has considered and approved:

1. The proposal to invest USD 3,000,000 (United States Dollars Three Million only) in a Joint Venture with AID Capital Partners to provide all of Prime Focus's services including 2D to 3D conversion, Visual Effects (VFX), Clear™ cloud based platform services and post production services in the People's Republic of China, Hongkong, Macau and Taiwan regions.

In addition to the above, the Board has also taken note of the proposed issue of Optionally Convertible Preference shares in Prime Focus World N.V, wholly owned subsidiary of the Company, for an amount not exceeding US\$10mn, to the AID Partners group, convertible to equity of Prime Focus World, N.V. at a valuation of US\$250mn. Thanking you,

Yours faithfully,

For Prime Focus Limited



Naresh Malhotra
Director

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Mumbai