PRIME FOCUS

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February 02, 2012

To,

The National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai – 400 051

Dear Sir,

Subject: Press Release titled " PRIME FOCUS LTD. –Q3 & 9 M FY2012"

Please find enclosed press release on the captioned subject pursuant to announcement of its results for the third quarter and nine months ended December 31, 2011.

For Prime Focus Limited

Bhavik Gala
Deputy Company Secretary & Manager Legal

PRIME FOCUS LTD. MUMBAI

Q3 FY2012

Net Income up by 68% at Rs. 2,128 million
EBITDA up by 65% at Rs. 613 million
PAT up by 50% at Rs. 263 million

Mumbai, February 2, 2012

Prime Focus Limited (PFL), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market, announced its results for the third quarter and nine months ended December 31, 2011.

Performance Review for Q3 FY2012 vis-à-vis Q3 FY2011

- Net Income higher by 67.6% at Rs. 2,127.5 million compared to Rs. 1,269.1 million
- EBITDA higher by 65.3% at Rs. 612.7 million compared to Rs. 370.6 million
- Profit after Tax higher by 50.4% at Rs. 262.9 million compared to Rs. 174.8 million
- Diluted EPS stood at Rs. 1.56 per share compared to Rs. 1.07 per share

Performance Review for 9M FY2012 vis-à-vis 9M FY2011

- Net Income higher by 36.7% at Rs. 5,827.8 million compared to Rs. 4,261.7 million
- EBITDA higher by 27.7% at Rs. 1,651.7 million compared to Rs. 1,293.8 million
- Profit after Tax higher by 18.9% at Rs. 783.3 million compared to Rs. 658.7 million
- Diluted EPS stood at Rs. 4.65 per share compared to Rs. 4.31 per share

Commenting on Prime Focus Limited's Q3 & 9M FY2012 results, Mr. Ramki Sankaranarayanan, Managing Director and CEO of Prime Focus Limited said:

"I am pleased to report a good set of results based on the continued strong performance of our 2D-3D conversion business, which is growing rapidly on the back of superior technology platform, View-D™ and service delivery to Hollywood studios. Five of the 10 Oscar nominations in the visual effects category this year are projects we are proud to have contributed our services to, clearly reflecting our global penetration in this space.

Our subsidiary Prime Focus Technologies (PFT) is in the forefront of cloud computing driven execution of digital processes in the media industry. As broadcasters and content owners embrace HD TV, file-based workflows and multi-platform delivery, new age standard operating procedures and engagement models are emerging in managing unified content operations. CLEAR™, our hybrid cloud platform, on the back of the successes in India with Star TV, Eros, Unilever, Balaji Telefilms and JWT, now have global wins as well reflecting its potential for the future.

Our business model is built on the foundation of seamless integration of creativity with applied technology. Going forward, we remain confident that our strategic initiatives will position us to benefit from the trend of convergence of technology, visual delivery platforms and content globally."

Business Update

First part of six-movie Star Wars magnum opus due to release in 3D on 10 February

PFL has delivered 2D-3D conversion services to Hollywood filmmaker George Lucas' Star Wars: The Phantom Menace slated for release on 10 February. The company appeared on the credits of the film's posters, a first for any Indian company associated with Hollywood productions. Set against the thrilling and exotic backdrop of intergalactic wars, Star Wars is perfectly suited to the immersive 3D theatrical experience, and Episode I delivers some of the Saga's most stunning and spectacular sequences. PFL has already started working on the second part of this six-movie series of all-time blockbusters.

Other 2D to 3D conversion projects

During Q3, PFL also delivered 2D-3D conversion of Immortals, an epic based on Greek mythology. Immortals claimed the top spot at the box office with collections of close to $32 million in its opening weekend, and has collected over $ 200 million worldwide. Clash of the Titans-2, another of PFL's 2D-3D conversion projects, is also due to be released shortly.

Prime Focus contributes services to 5 out of 10 movies in contention for the Oscar Award in the Visual Effects category

PFL contributed services to 5 out of 10 Oscar contenders in the Visual Effects category. Work ranged from creating complex VFX shots for Tree of Life and X-Men, to being the lead 2D-3D converter for Harry Potter and the Deathly Hallows: Part 2, to completing 3D conversion and delivering stereoscopic VFX shots for Transformers: Dark of the Moon and supplying on-set equipment to Hugo.

PFT's Digital Supply Chain for broadcast industry gains significant traction

The world's first Domain Centric Cloud (DCC), connecting broadcasters and content suppliers, launched by PFT has revolutionised the Indian broadcast industry, adding 33 production, post-production and broadcast organizations to its eco-system within a few months of its launch.

As an extension of this initiative, PFT has launched a 'broadcast hub' in Kolkata addressing the market for these services in the Eastern part of India.

Bollywood projects

On the Bollywood side, RA.One has set a new benchmark for Indian cinema in terms of VFX and 3D and we expect this opportunity to open up a whole new market for us. We also contributed our VFX and post production services to Rockstar, Desi Boyz, Ladies v/s Ricky Bahl and Players.

PFL's Huzefa Lokhandwala wins wide acclaim for editing Delhi Belly

PFL's Huzefa Lokhandwala's work in the editing of Delhi Belly earned him all three major awards – Filmfare Awards, Screen Awards and Zee Cine Awards – in recent ceremonies.

Business Update

About Prime Focus Limited (PFL):

Prime Focus (BSE code: 532748, NSE: PFOCUS, ISIN: INE367G01038) is a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market. The group offers a genuine end-to-end solution from pre-production to final delivery – including visual effects, 2D to 3D conversion, video and audio post production, equipment hire, multi-platform content operations solutions and digital distribution.

Prime Focus employs about 4,500 people operating from state-of-the-art facilities throughout the key markets of North America, UK and India. Using its WorldSourcing™ business model, Prime Focus provides a network that combines global cost advantages, resources and talent pool with strong relationships and a deep understanding of the local markets.

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Note: *Certain statements made in the document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prime Focus Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*