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September 28, 2011

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

Dear Sir,

Subject: Prime Focus to create the world of 3D for the most awaited *Ra.One*

Please find the below press release on the above subject;

Prime Focus to create the world of 3D for the most awaited *Ra.One*

Mumbai, September 28, 2011:

Prime Focus, the global visual entertainment services group which has been responsible for creating the magical world of 3D for the recent releases like ***Harry Porter, Green Lantern, Transformers and Narnia*** is now adding the most anticipated Indian release to this list.

Prime Focus has been roped in by Red Chillies to offer its ***View-D*** services to the magnum opus ***Ra. One***. Scheduled for a Diwali release, the movie is expected to be the biggest release across the country till date and plans to open in 3000 screens with over 2000 prints in circulation. Along with being the sole provider of 2D-3D conversion, Prime Focus is also providing DI and VFX services for Ra. One.

Mr. Namit Malhotra, Global CEO and Founder, Prime Focus says, "It feels great and motivated to be a part of the most awaited Bollywood release – *Ra. One* as a sole conversion facility for its 3D conversion. Shahrukh Khan who is known for an eye for detail and who is leaving no stone unturned for the movie has personally seen and appreciated our work and is looking forward to the 3D conversion of Ra. One. Our global pipeline will contribute to this project thus giving a complete advantage to operate as a 24X7 workstation." Adding further, Mr. Malhotra expressed, "Unlike in the past, when 3D came more like a craze and vanished, today it is considered as an entirely different experience. The audiences are ready to consume this next level of audio – visual entertainment. This is

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the reason why, 3D is gaining so much of momentum both in Hollywood and now in Bollywood."

View-D™ from Prime Focus is a proprietary system for the conversion of 2D moving images to stereo 3D images. Being artist driven, filmmakers can communicate their creative vision to Prime Focus artists who have the experience and talent of working in feature films.

Prime Focus has been a very integral part of the 3D revolution witnessed in the recent times across the globe. Recently Lucas Films announced their collaboration with Prime Focus for the 3D conversion of Star Wars: Episode I The Phantom Menace for theatrical release. Also, Prime Focus a multi-film production and post production contract with UTV Motion Pictures, an arm of UTV Software Communications. The partnership will begin with UTV Motion Pictures' 3D film Joker, for which Prime Focus will provide the 3D services.

About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, internet, and media industries. The group offers a genuine end-to-end solution from pre-production to final delivery - including stereo 3D visual effects, stereo 3D conversion, and video and audio post-production, digital intermediate, equipment hire, multi-platform content operations solutions and digital distribution.

Prime Focus employs almost 3,500 people with state-of-the-art facilities throughout the key markets of North America, the UK and India. Using its 'World sourcing' 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. www.primefocusworld.com.

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NAVIN AGARWAL
COMPANY SECRETARY