PRIME FOCUS

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Date: 13th April, 2012

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

Fax: +91-22- 26598237/38

Dear Sir,

Subject: Allotment of Equity Shares pursuant to conversion of Warrants

The Board of Directors through Board Resolution dated April 13, 2012, has approved allotment of 100,00,000 equity shares of face value Re. 1/ each to Mr. Namit Malhotra, promoter of the company pursuant to conversion of 10,00,000 warrants issued at price of Rs. 554.78/- each per warrant convertible into equity shares of face value of Rs. 10 each.

Please note that on account of stock split w.e.f 1st Nov, 2010 of one equity share of face value of Rs. 10 each into 10 equity shares of face value Re.1 each, company has issued 1,00,00,000 equity shares to Mr. Namit Malhotra. Consequent to the aforesaid allotment, the paid up capital of the Company has increased from 138,867,446 Equity Shares of Re. 1/- each to 148,867,446 Equity Shares of Re. 1/- each.

Kindly take this on record and acknowledge the same.

Thanking you,

Yours Truly,

For Prime Focus Limited

PRIME FOCUS LTD.

Company Secretary