PFL

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Date: March 30, 2015

To,
The National Stock Exchange of India
Listing Department,
Exchange Plaza,
BandraKurla Complex
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 / 26598238

To,
BSE Limited
Listing Department,
PhirozeJeejebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.:22723121/2037/2039

Ref: Scrip Code: BSE – 532748/NSE - PFOCUS

Sub: Update on Proposed Preferential Allotment

Dear Sir/ Madam,

We wish to inform you that subsequent to the approval of Board of Directors on December 29, 2014 and the shareholders at the Extra Ordinary General Meeting held on January 28, 2015, the Company has inter-alia, received in principle approval from Bombay Stock Exchange on March 27, 2015 and National Stock Exchange of India on March 17, 2015 for issue of 11,34,61,538 Equity share on preferential basis as below:

a. 23,076,923 equity shares towards cash consideration of Rs 120,00,00,000 at a price of Rs 52 per share aggregating to Monsoon Studio Private Limited, a company wholly owned by promoters of the company; and

b. [A] 23,076,923 equity shares towards cash consideration of Rs 120,00,00,000 at a price of Rs 52 per share aggregating to Reliance MediaWorks Limited and [B] 67,307,692 equity shares towards consideration other than cash towards the transfer of its film and media services business at a price of Rs 52 per share aggregating to Reliance Media Works Limited.

The Company will be allotting these shares and closing the transaction within the statutory timelines.

Kindly take the same on record.

Thanking you.

Yours Faithfully,
For Prime Focus Limited

Kirti Desai
Company Secretary

PRIME FOCUS LTD. Mumbai