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BEIJING
CAPE TOWN
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GOA
HYDERABAD
JOHANNESBURG
KOLKATA
LONDON
LOS ANGELES
MUMBAI
NEW YORK
VANCOUVER

Date: May 31, 2016

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

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

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

Sub: Presentation to the Analyst/Institutional Investor on financial results for the quarter and year ended March 31, 2016

Dear Sir/ Madam,

Please find enclosed the Presentation to the Analyst/Institutional Investor on financial results for the quarter and year ended March 31, 2016.

Kindly take the same on record and acknowledge receipt.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**

**Parina Shah
Company Secretary**

Encl: as above





Prime Focus Limited

Q3 & FY16 (March) Investor Presentation

May 2016



Safe Harbor

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

Prime Focus 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.



Agenda

- I. Q3 & FY16 Financial Performance.....4-16
- II. Industry Opportunity.....17-23
- III. About us.....24-28
- IV. Annexure
 - Financials.....29-32
 - Shareholding pattern.....33



FY16: Significant synergies unlocked

Post three transformational transactions – PFW-DNeg, PFT-DAX & PFL-RMW mergers

Moving towards the end of phase 2 of integration . . . with increased momentum across businesses

12 months ending Mar-16 Consolidated
Revenues at

Rs 19 bn

Driven by strong growth across businesses

Expanded EBITDA margins at

17.1%

close to mid term target of 20%+ as cost
synergies played out

2nd Consecutive Oscar Win



for Best VFX in
Ex Machina, post
Interstellar's win
last year

Cross-selling opportunities
materializing in Creative Services



Batman Vs
Superman
(\$1062mn)



Captain America:
Civil War (\$870mn)

Biggest
blockbusters of
2016

PFT's- increasing global penetration



HEARST

MIRAMAX

epix



TERN

TV ENTERTAINMENT
REALITY NETWORK

Worked on Top Bollywood grossers



Won Best VFX for
'Bajrangi Bhaijaan'



With strengthened leadership across businesses

Creative Services



GENER8



Established as world's largest globally integrated media services powerhouse

- DNeg bagged 2nd consecutive Oscar for Best Visual Effects in *Ex Machina*, following its last year's win for *Interstellar*
- Phased Integration progressing well; shut down DNeg's Singapore operations as planned post successful launch of Vancouver facility
- Offered bundled services for *Captain America: Civil War* (\$1062 mn) and *Batman v Superman* (\$870mn), blockbusters of 2016 (Source: Boxofficemojo.com)
- Key projects delivered during the quarter include movies like *Captain America: Civil War*, *Batman V Superman*, *The Brothers Grimsby* and *The Danish Girl*
- Order book continues to be robust and is at its strongest ever with new additions such as:
 - *Dunkirk*, *The Mummy*, *Wonder Woman*, *Fast 8*, *Inferno*, *Jason Bourne*, *Geostorm*, *Fantastic Beasts* and *Where to Find Them*, *Justice League: Part 1*, etc.

India FMS



RELIANCE

MediaWorks

India FMS business- Unparalleled service capabilities

- Delivered several marquee projects including *Fan*, *Neerja*, *Fitoor* & *Rocky Handsome*
- Delivered all three of Ad Age India's 'Top Ads of the Week'
- Order book continues to be robust with high visibility:
 - *Te3n*, *Housefull 3*, *Raees*, *M.S. Dhoni: The Untold Story*, *Uda Punjab*, etc.

Technology Services



dax

primefocus.com

PFT- Leader in cloud solutions for Media & Entertainment industry

- Extends CLEAR™ Operations Cloud to Amazon Web Services
- Launched Industry-First Promo Versioning Automation Module for Adobe Premiere Pro CC
- Launched DAX® Production Cloud which allows clients to use one software for all dailies and post servicing workflows in the production supply chain.
- Signed deal with Global Eagle Entertainment to automate inflight entertainment supply chain

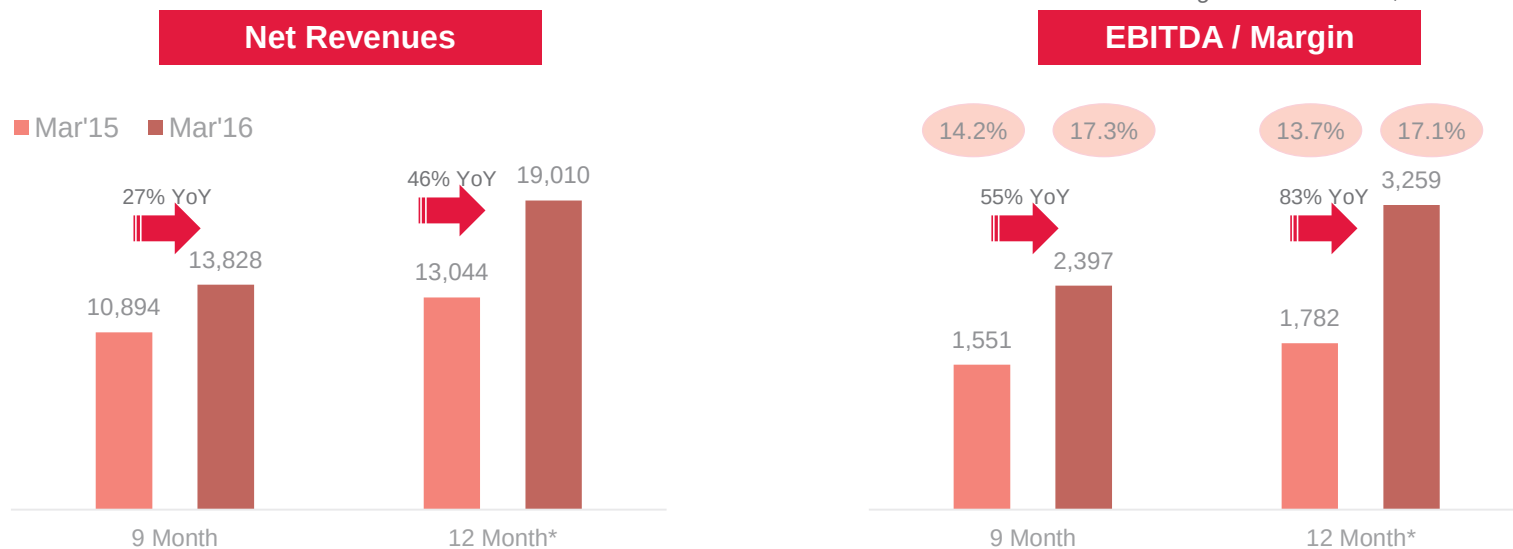
Note- FY16 comprises of nine month period from July 1, 2015 to March 31, 2016

Q3 & FY16 Earnings Presentation



FY16: Delivers strong performance driven by robust growth across businesses

Figures in Rs Million; Consolidated financials



(*12 months ending Mar-16 and Mar-15 are non-comparable as DNeg was acquired in July 2014)

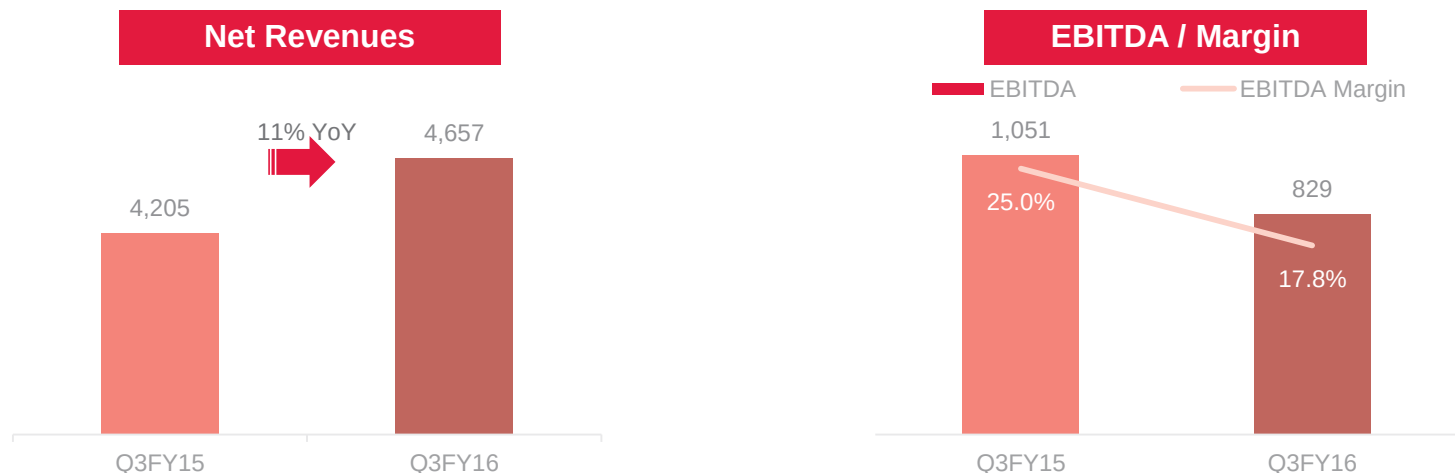
- Significant growth in revenues driven by strong growth across all the three businesses i.e. Creative, Tech/Tech Enabled Services and India FMS
- Operating EBITDA has increased more than 50% reflecting the growth in revenues as well as benefits of Integration efforts
- Exceptional expenses for FY16 (9months) at Rs 835 mn which primarily includes:
 - Loss on sale of non-core real estate assets
 - Planed shut down of DNeg's Singapore operations, post successful launch of Vancouver facility
 - Majority of the integration efforts now behind us
- Depreciation for the period at Rs 2,007 mn up from Rs 1,422 mn in 9M Mar-15, on account of charges towards sale of real estate, shut-down of Singapore facility, charge on new facilities and amortization of intangibles
 - Large part is non-recurring

Note- **FY16 comprises of nine month period from July 1, 2015 to March 31, 2016



Q3FY16: Revenues up 11%

Figures in Rs Million; Consolidated financials



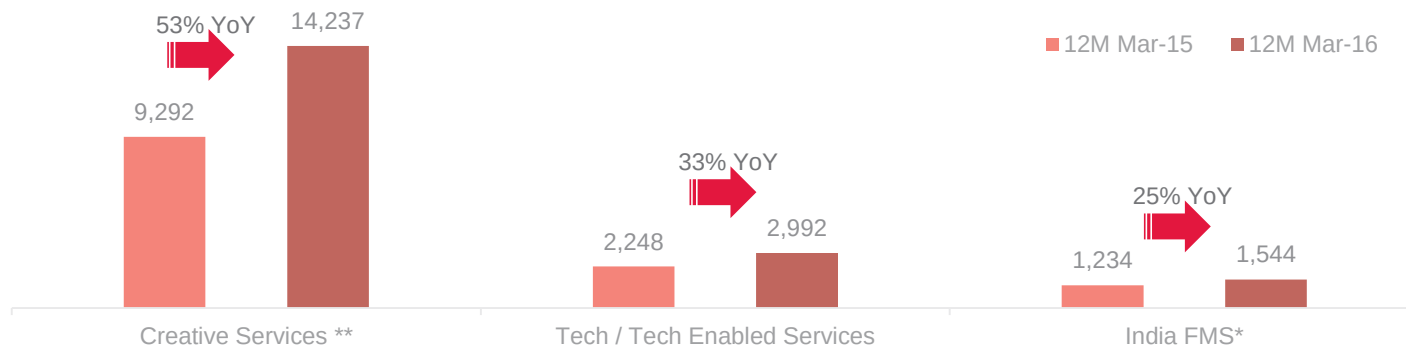
- Revenue growth of 11% on back of expansion of VFX business in Vancouver and sustained growth in 3D conversion business
- As communicated earlier, Mar-15 was a one-off quarter driven by a couple of large highly profitable projects; current margins reflect the run rate for the company and is line with previous guidance
- Increase in Finance costs due to pre-closure of mortgage for sale of non-core real-estate assets, offsetting amounts interest expense and income, as well as charges towards new facilities
- One time exceptional costs of Rs 653 mn on account of:
 - Planed shut down of DNeg's Singapore operations, post successful launch of Vancouver facility
 - Loss on sale of non-core real estate assets



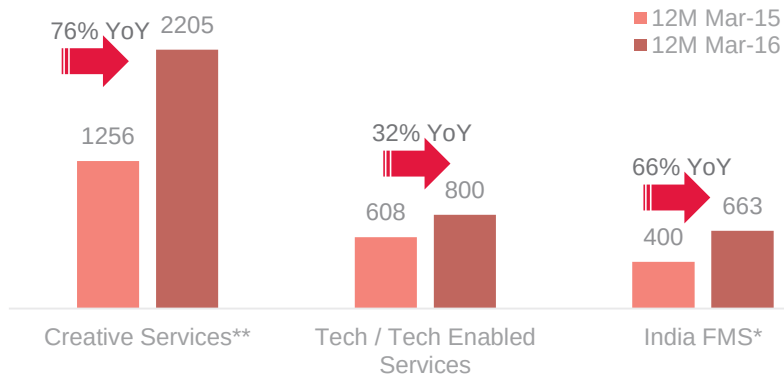
12MFY16 Segmental Analysis

Figures in Rs. Million; Consolidated financials

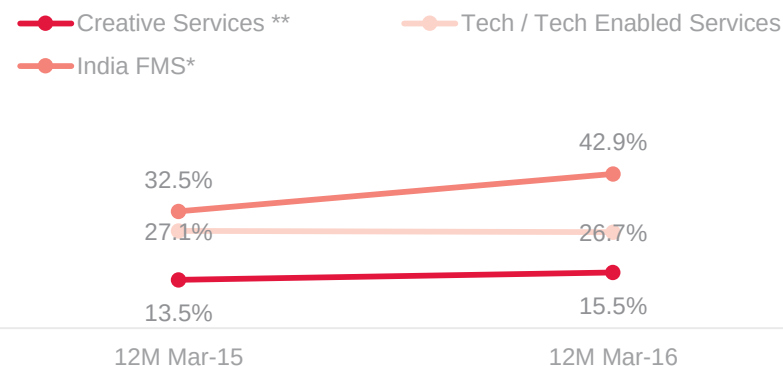
Segment-wise revenues



Segment-wise Operating EBITDA



Segment-wise Operating EBITDA Margins



Note:

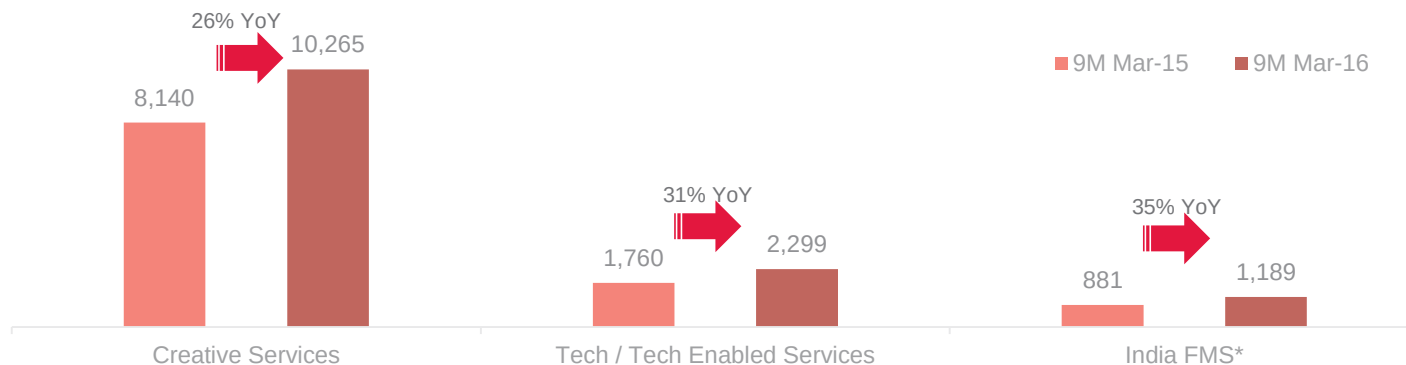
- *FY16 includes RMW FMS financials, hence YoY financials are not comparable
- **12 months ending Mar-16 and Mar-15 are non-comparable as DNeg merger happened in July 2014
- **EBITDA Adjusted for integration and restructuring costs



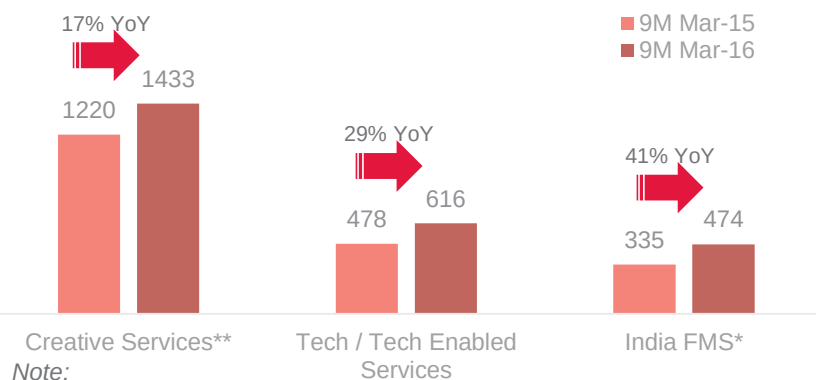
9MFY16 Segmental Analysis

Figures in Rs. Million; Consolidated financials

Segment-wise revenues



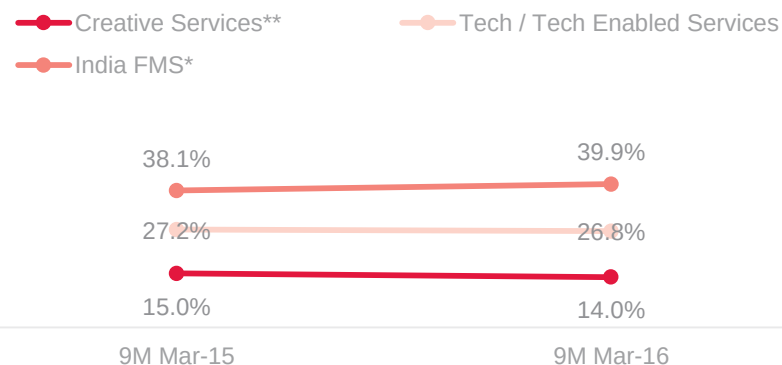
Segment-wise Operating EBITDA



Note:

- *FY16 includes RMW FMS financials, hence YoY financials are not comparable
- FY16 comprises of nine month period from July 1, 2015 to March 31, 2016
- ** EBITDA Adjusted for integration and restructuring costs

Segment-wise Operating EBITDA Margins

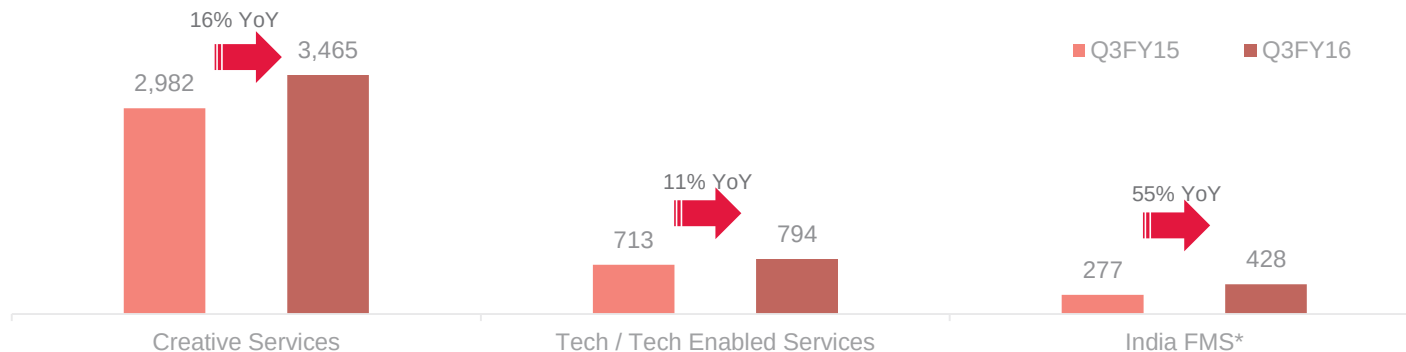




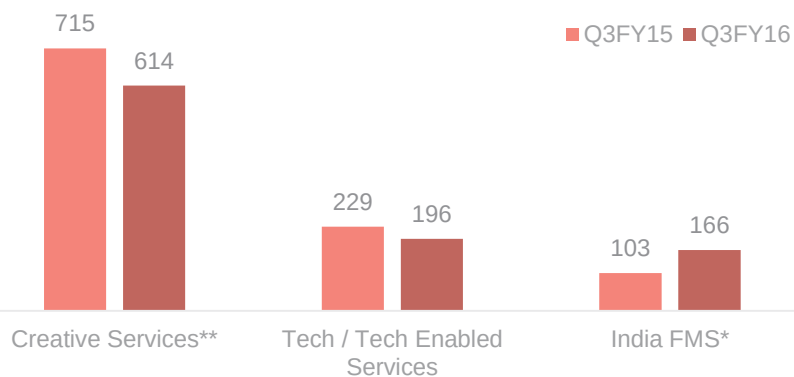
Q3FY16 Segmental Analysis

Figures in Rs. Million; Consolidated financials

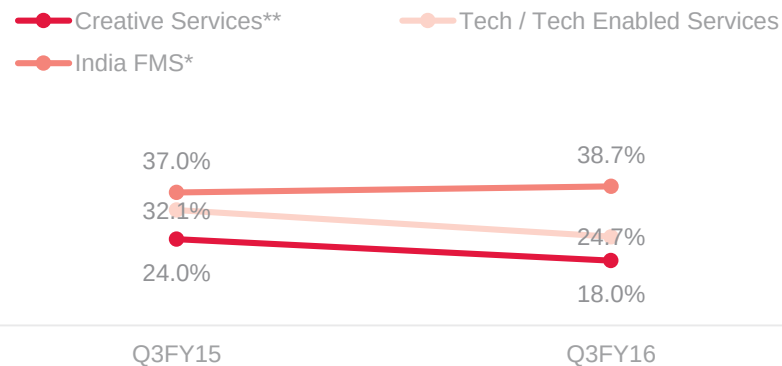
Segment-wise revenues



Segment-wise Operating EBITDA



Segment-wise Operating EBITDA Margins



Note:

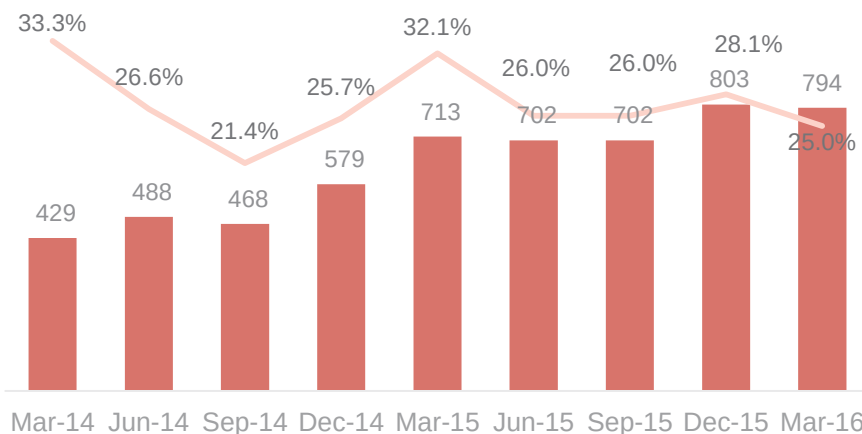
- *Q3FY16 includes RMW FMS financials, hence YoY financials are not comparable
- ** EBITDA Adjusted for integration and restructuring costs



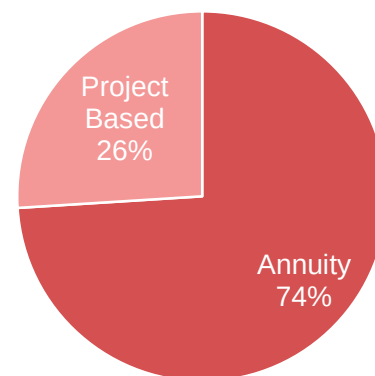
PFT continues to grow at non linear growth rate

Expands global presence with new International customer wins

Revenue & EBITDA Margin

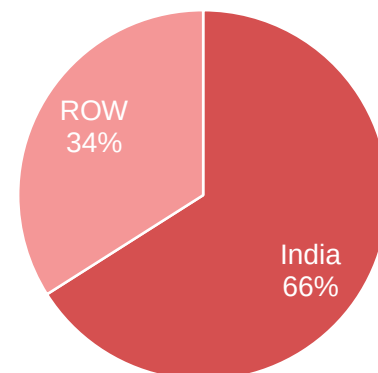


Revenue by Contract type



- Revenue up 34% YoY in 12 months ending March-16
- EBITDA margins for 12 months ending Mar-16 at 27%
- Added new clients like Miramax, Cricket Australia, GEE, EPIX, TERN, Mammoth Screen, VOOT, Sony Pictures Entertainment
- CLEAR Media ERP SaaS sales add 5 new deals in the year
- Brand services business has resulted in client base of around 140 brands
- Added new features for flagship CLEAR Media ERP suite DAX® Production Cloud, Amazon, Promo Versioning Automation module for Adobe Premiere Pro CC and Compliance Data Model

Revenue by Geography



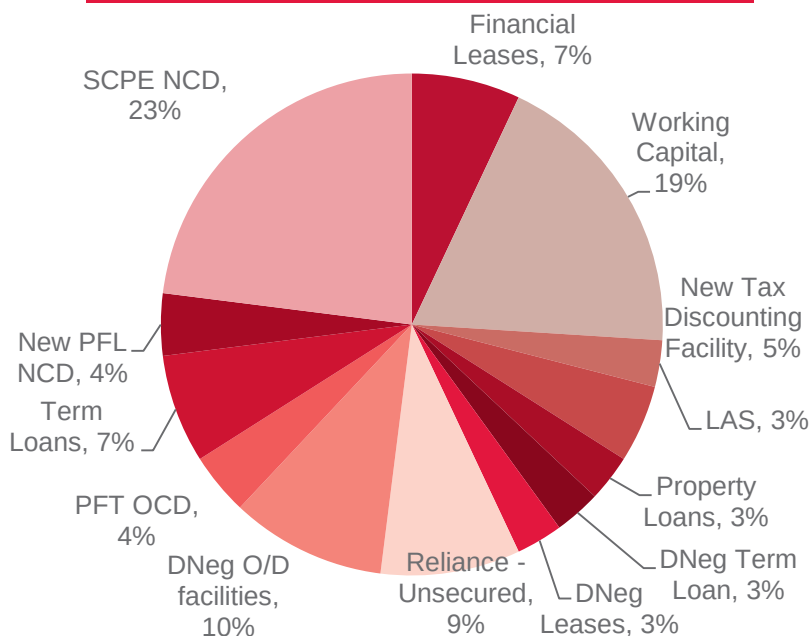
Note: Revenue by Geography and Contract type is for the period of 12 months ending Mar-16



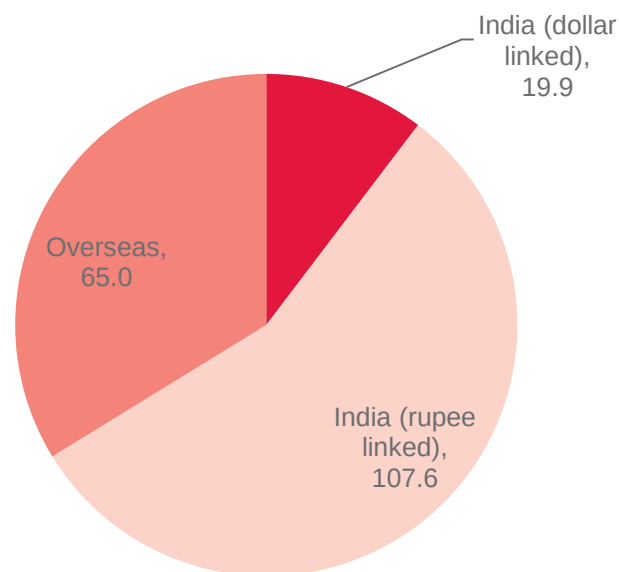
Debt profile

- Consolidated debt at \$192mn (Rs 12,725 mn) in Mar-16 compared to \$198mn (Rs 13,077 mn) in Dec-15
 - Cash and Cash Equivalents / Deposits of Rs 1,136 mn at the end of Mar-16
- Focus on Deleveraging of balance sheet
 - Sold non-core real estate assets for US\$20 mn, proceeds of which shall largely be utilized towards reduction of debt
 - Planned monetization of stake in Digital Domain will help de-lever the group over and above the cash flow from operations

Debt Composition



Geographical break-up (\$mn)



\$1 = Rs. 66.10

Consolidated debt - \$193mn (Rs 12,725 mn)



Moving towards end of Phase 2 of integration; Operating performance ahead of plan

EBITDA Margin at 15%

Phase 1

- Bundled offering of VFX & 3D conversion services in movies like *Avengers: Age of Ultron*, *Terminator* and many more in ongoing projects
- **Cost Consolidation post merger by closing its London and Vancouver VFX operations & pruned operations in India as well as elimination of duplicated overheads**
- **Double Negative Vancouver facility is Operational, Mumbai facility will be fully operational in coming 2 quarters; revenue synergies will further enhance in coming quarters**
- Divestiture of non-core UK post production business to remove the drag on consolidated results
- Increase revenue pipeline of PP services and low-hanging cost synergies

18-24 months

EBITDA Margin up by 2-4%

Phase 2

- Leverage strength of WorldSourcing model with enhanced execution from tax advantaged and lower cost centres
- Bundled offering of VFX & 3D conversion services
- Increase profitability of Indian post production and visual effects business with consolidation
- DNEG shut down its operations in Singapore, post successful launch of its facilities in Vancouver.

24-36 months

EBITDA Margin up by 4-5%

Phase 3

- Partner of choice for M&E services across Hollywood, Bollywood & other major markets like China
- Global scalability of PFT's enhanced Cloud based Media ERP platform for content production, broadcast and exhibition segments
- Optimize capacity utilization and maximize delivery from tax advantaged & low-cost facilities



Key projects delivered in Q3 include current box office hits

International



Captain America:
Civil War



Batman V Superman:
Dawn Of Justice



The Brothers Grimsby



The Danish Girl

Bollywood



TVCs





Strong pipeline of ongoing projects in Creative Services



Fast 8



Dunkirk



Geostorm



Jason Bourne



Inferno



Fantastic Beasts
and Where to Find
Them



The Mummy



Star Trek Beyond



Wonder Woman



Strong pipeline of ongoing projects in India FMS



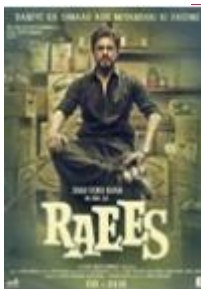
Te3n



Udda Punjab



Housefull 3



Raees



M. S. Dhoni: The
Untold Story



Jagga Jasoos



MohenJo Daro



Madaari



Raman Raghav
2.0

Industry Opportunity





Media services on an high growth trajectory; De-risked to recessionary pressures with services models

Recent 3D Movies are top Grossers of 2015 like Jurassic World, Star Wars: The Force Awakens & Avengers: Age of Ultron

Internet driven screens –

Mobiles, Tablets and Desktops

Digital Content will account for 87% of growth in M&E spending between FY13-17

Time & Cost savings:
With Media Workflow and Resource Management – time saving about 60% and cost saving of 80%*

Growing consumption platforms
From 2 to 5 screens

Content monetization across geographies

Overseas collections:
67% BO collections of Avengers: Age of Ultron were from overseas



Global audiences: India's #1 GEC channel Zee TV is available in 169 countries



Explosive Demand for Media services

Evolving Technologies – Media ERP, Cloud

Reinventing shelf lives Video on Demand..

76% of US households have a DVR, Netflix, or VOD from a cable or Telco provider

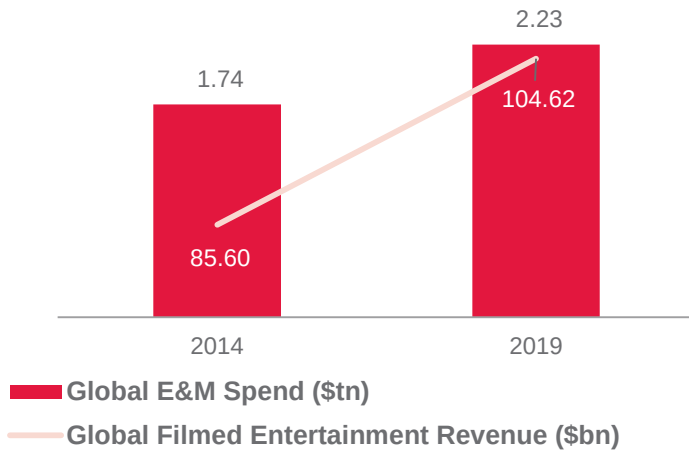
YouTube has over 1 bn users ; 400 hours of video are uploaded to YouTube every minute

*Frost & Sullivan estimates



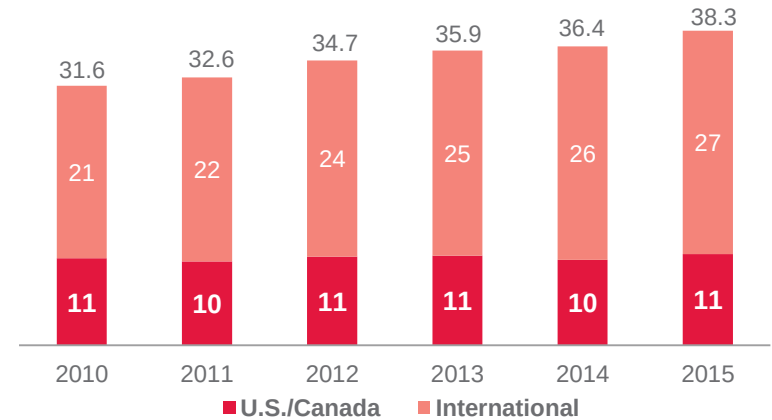
Expanding E&M industry globally....

Global E&M spend growing at 5.1%. .



Source: Global entertainment & media outlook (2014-2019) by PwC

Global box office collections (\$bn). . .



Source: Theatrical Market Statistics 2015 by MPAA

2015 Top 5 International Box Office Markets (\$bn)

China	6.8
UK	1.9
Japan	1.8
India	1.6
South Korea	1.5

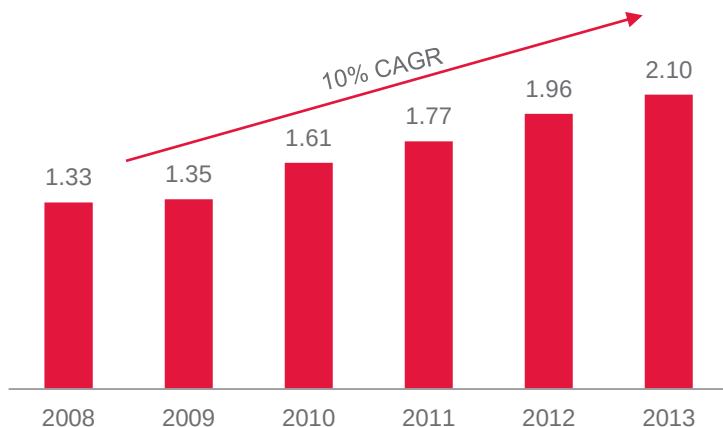
Source: Theatrical Market Statistics 2015 by MPAA

- Global E&M spend projected to grow at 5.1% CAGR for next 5 years to reach \$2.23tn by 2019 with filmed entertainment growing at 4.1%.
- Total worldwide box office for all films released reached \$38.3bn in 2015, up 5% driven by Asia Pacific (13%) & US/Canada (8%).
- China's box office revenue is up 49% in 2015, to reach \$6.8 bn.



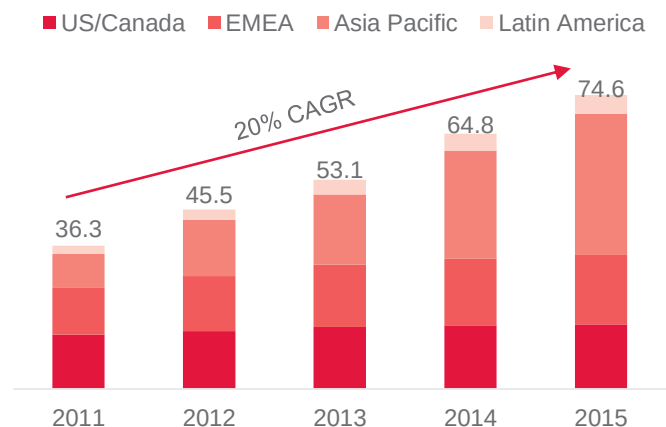
...with growing opportunities in key segments

Growing VFX revenues (\$bn). . . .



Source: Frank N. Magid Associates, Inc.

And no of Global 3D Screens ('000). .



Source: Theatrical Market Statistics 2015 by MPAA

New releases movie (2015) conversion opportunity in US

In 3D	40
Conversion opportunity (\$8mn per movie)	\$320mn

Source: Company estimates,

Legacy movie conversion opportunity in US

Library film titles with major studios	35,000
In 3D (1%)	3,50
Conversion opportunity (\$5mn per movie)	\$1.75bn



3D Market – Strong Resurgence in 2015, on strong growth path in 2016

8 of the 10 highest grossing films of 2015 were released in 3D

	Movie	3D Collections*	Prime Focus
1	Star Wars: The Force Awakens	48%	
2	Jurassic World	48%	
3	The Martian	46%	Y
4	Mad Max: Fury Road	41%	
5	San Andreas	44%	
6	Terminator Genisys	47%	Y
7	Ant-Man	42%	Y
8	Avengers: Age of Ultron	42%	Y

Source: The Wrap

Note- * % of opening weekend's 3D Collection

Star Wars is highest grossing 3D movie in North America (\$764mn), followed by Avatar (\$760mn) & Jurassic World (\$652mn)

74,500 3D equipped screens to support upcoming big 3D releases



Batman v
Superman: Dawn
of Justice



The Jungle Book



Ghostbusters



Captain America:
Civil War



Independence
Day: Resurgence



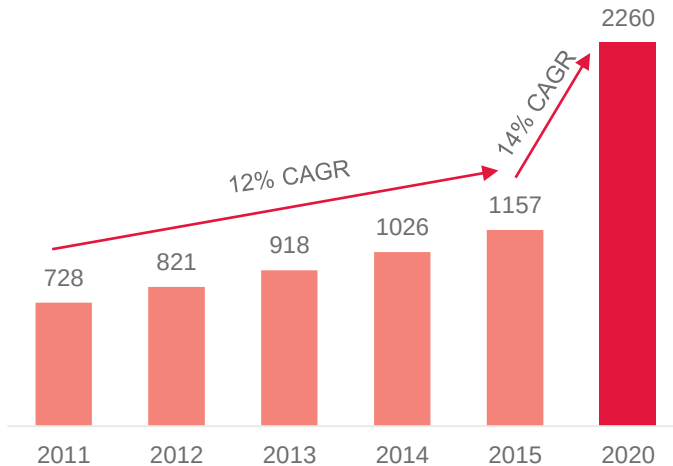
Alice Through the
Looking Glass



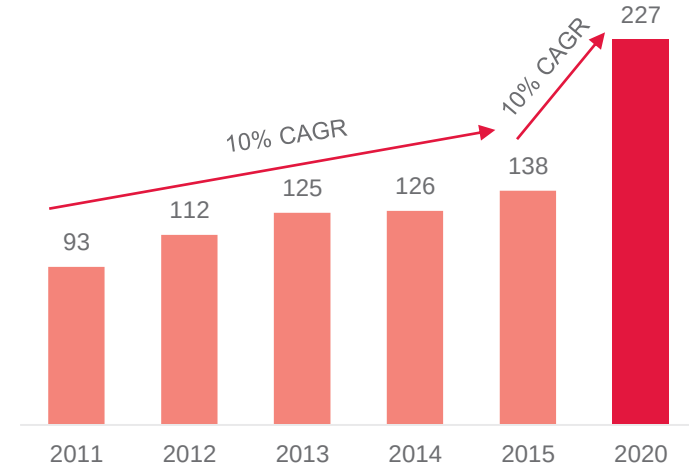
Indian E&M industry on higher growth trajectory

Figures in Rs Billion

E&M revenues set to double by 2020..



.. With 1.6x growth from film revenue



Target segments to grow at higher than industry growth rate

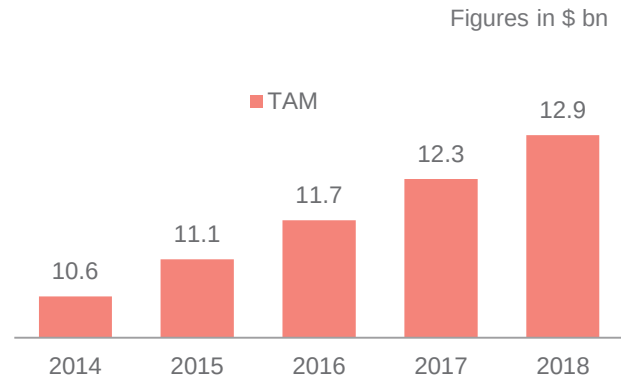
Segment	2011	2012	2013	2014	2015	2020	CAGR (2011-15)	CAGR (2015-20)
Animation services	7.1	7.6	8	8.1	8.3	12.5	4%	8.5%
Animation production	4.2	4.5	4.7	5.1	5.6	8.4	7.5%	8.4%
VFX	6.2	7.7	9.3	11.3	14.4	45.1	23.5%	25.7%
Post-production	13.5	15.5	17.7	20.4	22.8	42	14%	13%
Total	31	35.3	39.7	44.9	51.1	108	13.3%	16%

Source: FICCI-KPMG Indian Media and Entertainment Industry Report 2016

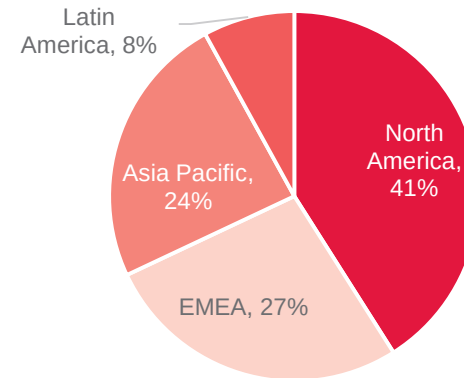


Digital content solutions – a large market opportunity

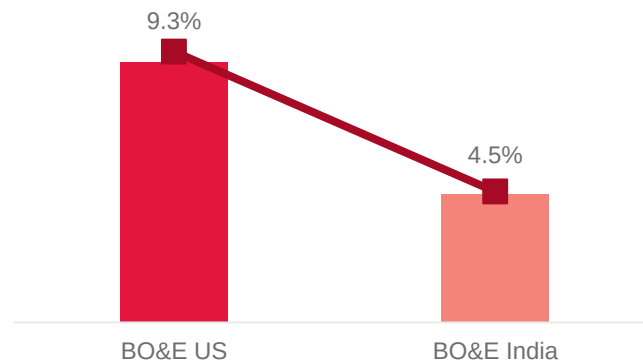
Total Addressable market is expected to grow at CAGR of 5%



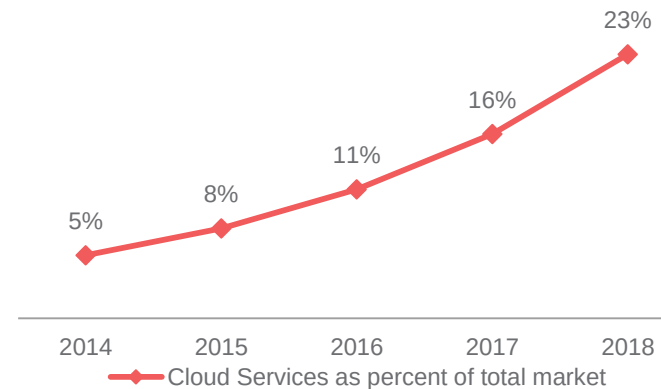
North America, the largest market while Asia and Latin America, fastest growing markets



Media ERP can save M&E Firms up to 5% of revenue



Cloud-enabled services expected to grow at 46%



About us





PFL...World's Largest Global Integrated Media Services player

Rs 19bn (ttm revenues) enterprise with unmatched offerings for Global M&E Industry

Creative Services - "A-Level" Pedigree in Hollywood

*Tier-1 Visual Effects Player
& 30% Market Share in 3D
Conversion*



*2 consecutive Oscar
wins for Interstellar &
Ex Machina*

Tech / Tech Enabled Services: Growing at non-linear growth rate

*Leader in cloud
solutions for Media &
Entertainment
industry*



*With
increasing
global
penetration*

India FMS: Unparalleled service capabilities

*Distinct Leadership in
fast growing Indian
Market*



*Worked on
Top
Bollywood
grossers*



All businesses on accelerated growth

Creative Services

- Largest Global independent Tier 1 Visual effects player
- ~30% market share in stereo 3D conversion services
- Working with top studios like Marvel, Warner Bros, Universal, Paramount, etc.
- Comprising 76% of 12 months ending Mar-16 revenues

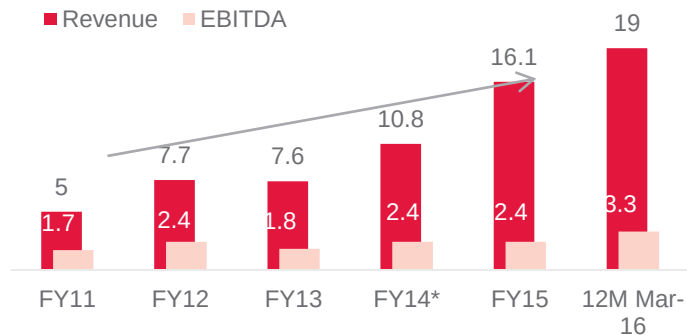
Tech / Tech Enabled Services

- Pioneered ERP solutions for M&E with CLEAR™
- Leader in cloud solutions for M&E industry
- Increasing global penetration with new clients like Crowns Media, FX Network, tru TV, SABC, HooQ post DAX acquisition
- On a non linear growth path, 16% share in 12 months ending Mar-16 revenues

India FMS

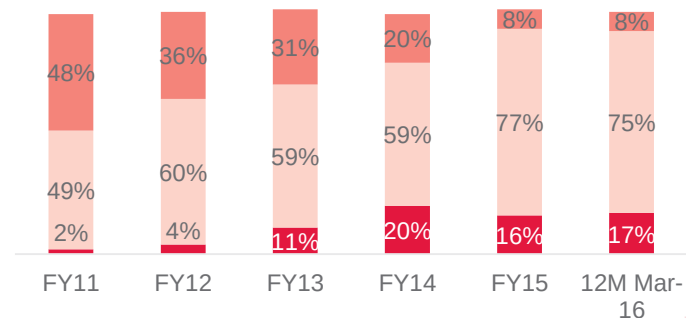
- Leading player in Indian post production market
- Owns Mumbai's largest Integrated Studio & leader in camera rental market
- Contributed 8% of 12 months ending Mar-16 revenues

Strongly growing revenues



*FY14 is for 15 months ending June-14.

Driven by Creative & Tech / Tech Enabled Services.





Fuelling success with marquee clients across the globe

Creative services

Leading Hollywood and Bollywood studios



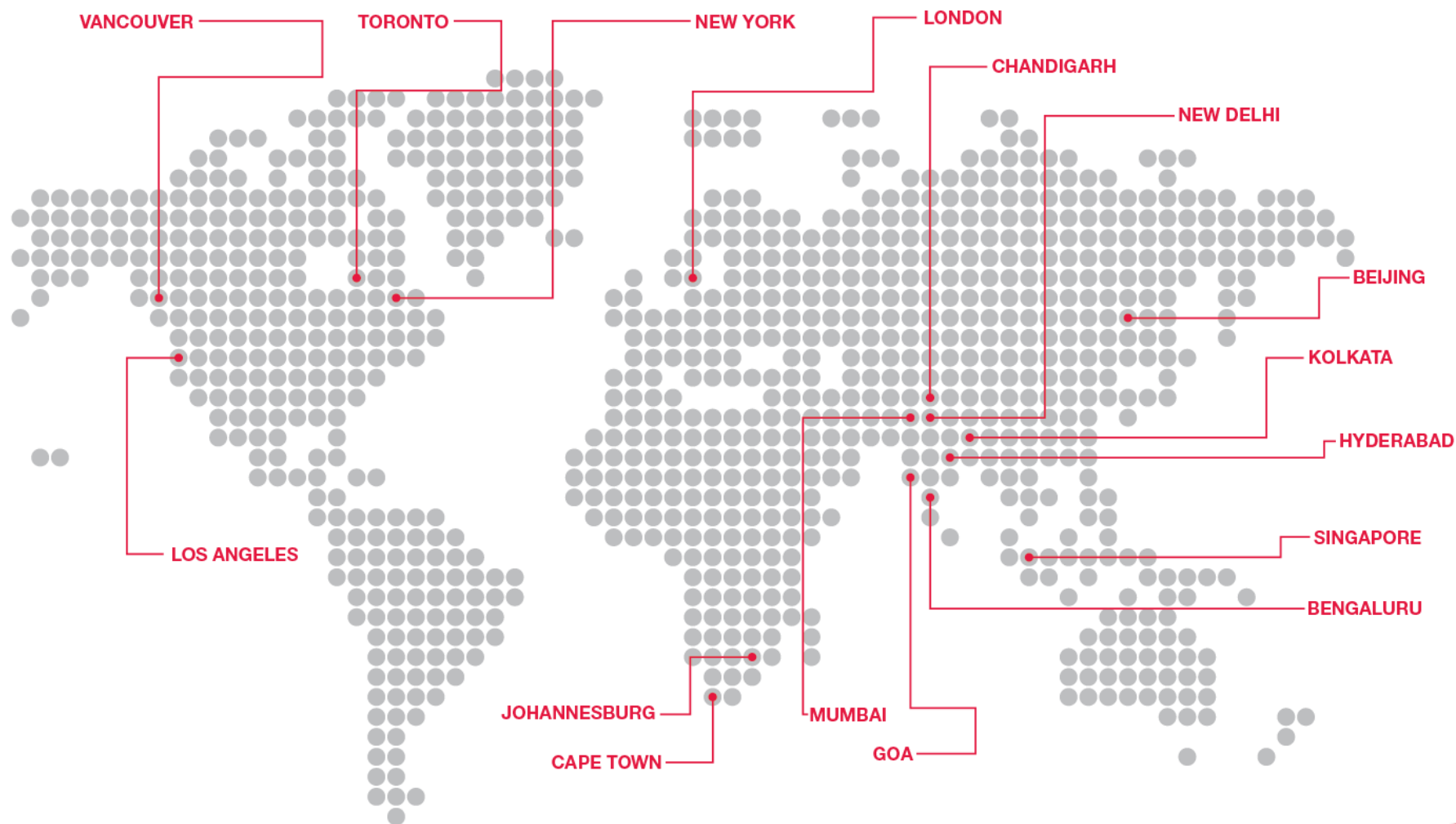
Technology services

Leading broadcasters, studios, brands, sports and digital businesses





'WorldSourcing' model providing unmatched competitive edge



4 continents | 5 time zones | 16 locations | 24/7 – 365 days

Annexure





Consolidated Profit & Loss Statement

Particulars (Rs Million)	Q3 FY16	Q3 FY15	% YoY Variance	Q2 FY16	% QoQ Variance	9M ending Mar-16	9M ending Mar-15	% YoY Variance	12M ending Mar-16	12M ending Mar-15
Net sales / income from operations	4,657	4,205	11%	4,685	-1%	13,828	10,894	27%	19,010	13,044
Total Expenditure	3,859	3,153	22%	3,933	-2%	11,756	9,335	26%	15,713	11,342
Personnel Cost (including technician fees)	2,994	2,385	25%	2,920	3%	8,837	6,818	30%	11,560	8,289
Other Expenditure	865	767	13%	1,013	-15%	2,920	2,517	16%	4,153	3,052
EBITDA	799	1,053	-24%	753	6%	2,072	1,559	33%	3,298	1,702
Foreign exchange gain/(loss)	30	-1	NM	79	-62%	325	-9	NM	-39	80
EBITDA (including Exch. Gain (net))	829	1,051	-21%	831	0%	2,397	1,551	55%	3,259	1,782
Depreciation & amortization	804	487	65%	582	38%	2,007	1,422	41%	2,796	1,717
EBIT	24	565	-96%	250	-90%	390	128	204%	462	65
Interest & Finance charges	392	142	176%	251	56%	820	473	73%	1,074	648
Non-operating costs	-	-	NM	37	NM	37	-	NM	37	-
Other income	115	88	30%	5	2408%	120	265	-55%	51	278
PBT Before Exceptional Items	-253	511	NM	-34	NM	-348	-80	NM	-562	-305
Exceptional Items- Expenditure/ (Income)	653	398	64%	60	996%	835	883	-5%	2,428	971
PBT	-906	114	NM	-94	NM	-1,183	-963	NM	-2,990	-1,275
Tax Expense	144	216	-33%	51	185%	236	-135	NM	696	-296
Minority Interest	-250	100	NM	-30	NM	-335	-43	NM	-501	-107
PAT	-801	-203	NM	-114	NM	-1,085	-785	NM	-3,185	-872

Key Ratios	Q3 FY16	Q3 FY15	Q2 FY16	9M ending Mar-16	9M ending Mar-15	12M ending Mar-16	12M ending Mar-15
EBITDA Margin	17.1%	25.0%	16.1%	15.0%	14.3%	17.3%	13.0%
EBITDA (including Exch. Gain (net))	17.8%	25.0%	17.7%	17.3%	14.2%	17.1%	13.7%
Net Margin	-17.2%	-4.8%	-1.6%	-7.8%	-7.2%	-16.8%	-6.7%
Total Expenditure/ Revenues	82.9%	75.0%	83.9%	85.0%	85.7%	82.7%	87.0%
Personnel Cost/ Total Operating Income	64.3%	56.7%	62.3%	63.9%	62.6%	60.8%	63.6%
Other Expenditure/ Total Operating Income	18.6%	18.2%	21.6%	21.1%	23.1%	21.8%	23.4%

Note:

- FY16 comprises of nine month period from July 1, 2015 to March 31, 2016
- 12 months ending Mar-16 and Mar-15 are non-comparable as DNeg was acquired in July 2014



Consolidated Balance Sheet Statement

Particulars (Rs Million)	As on March 31, 2016	As on June 30, 2015
Shareholder's Equity	9,550	11,118
Total Debt	10,867	8,198
Minority Interest	1,322	1,540
Other Long Term Liabilities	3,192	3,926
Provisions	65	49
Trade Payables	2,012	2,505
Deferred Tax	125	93
Other Current Liabilities	7,149	6,451
Total Liabilities and Owner's Equity	34,282	33,880
Net block	12,145	13,348
Capital Work in Progress	9	3
Intangible assets under development	499	441
Goodwill on consolidation	8,317	8,030
Investments	885	857
Deferred Tax Assets	625	584
Long-term Loans and Advances	1,646	1,646
Other Non-current Assets	-	1
Inventory	6	6
Trade Receivables	4,184	3,756
Cash and cash equivalents	1,135	616
Other Current Assets	1,410	1,945
Short term Loans and Advances	3,422	2,647
Total Assets	34,282	33,880



Standalone Profit & Loss Statement

Particulars (Rs Million)	Q3 FY16	Q3 FY15	% YoY Variance	Q2 FY16	% QoQ Variance	9M ending Mar- 16	9M ending Mar-15	% YoY Variance	12M ending Mar-16	12M ending Mar-15	% YoY Variance
Net sales / income from operations	428	277	55%	373	15%	1,189	881	35%	1,544	1,543	0%
Total Expenditure	253	194	30%	251	1%	756	553	37%	956	968	-1%
Personnel Cost (including technician fees)	138	85	62%	122	13%	375	269	39%	490	567	-14%
Other Expenditure	115	109	5%	129	-11%	381	284	34%	466	400	16%
EBITDA	175	83	111%	122	44%	433	327	32%	588	576	2%
Foreign exchange gain/(loss)	-9	-5	NM	4	NM	41	-17	NM	75	5	1449%
EBITDA (including Exch. Gain (net))	166	77	114%	125	32%	474	310	53%	663	581	14%
Depreciation & amortization	76	49	55%	74	3%	224	156	43%	303	243	25%
EBIT	89	28	219%	51	74%	250	154	62%	360	338	6%
Interest & Finance charges	86	74	16%	64	33%	208	199	5%	256	252	2%
Other income	43	28	55%	43	1%	110	55	101%	149	66	125%
PBT Before Exceptional Items	47	-18	NM	30	57%	151	10	1478%	252	152	66%
Exceptional Items- Expenditure/ (Income)	-	107	NM	-	NM	-	107	NM	50	90	-44%
PBT	47	-125	NM	30	57%	151	-97	NM	202	62	225%
Tax Expense	24	51	-53%	18	31%	68	53	29%	250	-120	NM
Minority Interest	-	-	NM	-	NM	-	-	NM	-	-	NM
PAT	23	-176	NM	11	99%	84	-150	NM	-47	182	NM

Key Ratios	Q3 FY16	Q3 FY15	Q2 FY16	9M ending Mar-16	9M ending Mar-15	12M ending Mar-16	12M ending Mar-15
EBITDA Margin	40.8%	29.9%	32.6%	36.4%	37.2%	38.1%	37.3%
EBITDA (including Exch. Gain (net))	38.7%	27.9%	33.6%	39.9%	35.2%	42.9%	37.6%
Net Margin	5.3%	-63.7%	3.0%	7.0%	-17.0%	-3.1%	11.8%
Total Expenditure/ Revenues	59.2%	70.1%	67.4%	63.6%	62.8%	61.9%	62.7%
Personnel Cost/ Total Operating Income	32.3%	30.7%	32.8%	31.5%	30.5%	31.7%	36.8%
Other Expenditure/ Total Operating Income	26.9%	39.4%	34.5%	32.1%	32.3%	30.2%	25.9%

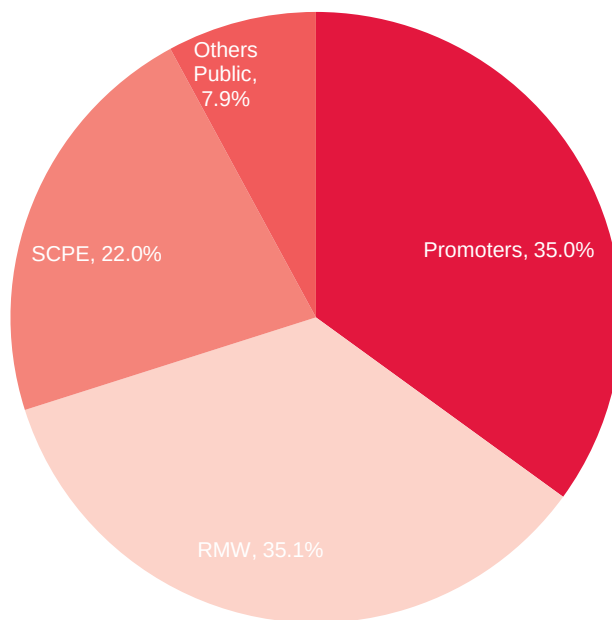
Note:

- FY16 comprises of nine month period from July 1, 2015 to March 31, 2016



PFL Shareholding Pattern

As on 31st March- 2016
Outstanding shares – 299mn





About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest independent integrated media services powerhouse, employs over 6,000 professionals in 16 cities across 4 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled media services), production services (equipment rental) and post-production services (Digital Intermediate, digital lab and picture post) to Studios and the Broadcast and Advertising industries.

In 2014 Prime Focus World merged with award-winning visual effects company Double Negative, one of the world's foremost providers of VFX; and Reliance MediaWorks merged their global film and media services business with Prime Focus Limited. Double Negative has won three Academy Awards® for its VFX work in recent years – for Ex Machina (2015), Interstellar (2014) and Inception (2010).

Prime Focus is behind groundbreaking technologies such as View-D™ (stereoscopic 2D to 3D conversion), CLEAR™ (Hybrid Cloud technology enabled Media ERP Suite) and Primetime Emmy® award-winning DAX Digital Dailies®. Leveraging our Global Digital Pipeline and pioneering WorldSourcing delivery model, we partner with content creators at every stage of the process, ensuring creative enablement, workflow efficiencies and cost optimization.

Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Beijing, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Toronto and Vancouver.

For more details

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