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April 13, 2012

To,

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

Dear Sir,

Subject: Press Release

Please find enclosed press release titled "**Prime Focus Limited's Promoter converts 10,00,000 warrants into equity shares**".

Kindly take this on record and acknowledge the same.

Thanking you,

Yours Truly,

For Prime Focus Limited

PRIME FOCUS LTD.

Company Secretary

Encl: - As above

Prime Focus Limited's Promoter converts 10,00,000 warrants into equity shares

Mumbai, April 13, 2012: The Board of Directors of Prime Focus Limited (BSE code: 532748, NSE: PFOCUS, ISIN: INE367G01038), a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market, by Board Resolution passed on April 13, 2012 has approved the conversion of 10,00,000 Convertible Warrants held by Mr. Namit Malhotra- Promoter of the Company and allotted 1,00,00,000 Equity Shares against conversion of said warrants held at a premium of Rs. 544.78/- per warrant (each warrant convertible into one equity share 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.

The paid up share capital of the Company increased to Rs. 14,88,67,446/--effective April 13, 2012 (post conversion of 10,00,000 warrants) and the promoter holding increased to 50.91% on the enhanced capital.

-ENDS-

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 over 4,500 people with 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.

Investor contacts:

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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.*