Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	PRIME FOCUS LTD		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	**Acquirer - Shri. Rakesh Jhunjhunwala** **PAC - Smt. Rekha Jhunjhunwala.**		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange and Bombay Stock Exchange.		
Details of the ~~acquisition /~~ disposal as follows	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition under consideration, holding of : a) Shares carrying voting rights b) Voting rights (VR) otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) d) Total (a+b+c)	a) shares 1,24,95,000 d) Total 1,24,95,000	a) shares 6.7388% d) Total 6.7388%	N.A
Details of ~~acquisition~~/sale a) Shares carrying voting rights ~~acquired~~/sold b) VRs ~~acquired~~ /sold otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) ~~acquired~~/sold d) Total (a+b+c)	a) shares sold 42,45,012 d) Total 42,45,012	a) shares sold 2.2894% d) Total 2.2894%	N.A
After the ~~acquisition~~/sale, holding of: a) Shares carrying voting rights b) VRs otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition d) Total (a+b+c)	a) shares 82,49,988 d) Total 82,49,988	a) shares 4.4494% d) Total 4.4494%	N.A
Mode of ~~acquisition~~ / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		

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For **Prime Focus Ltd.**

Shah

Authorised Signatory

Date of ~~acquisition~~ / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of Sale : a) Rakesh Jhunjhunwala – 18th August 2014 - 12,00,000 shares. b) Rekha Jhunjhunwala – 18th August 2014 - 18,00,000 shares, 19th August 2014 – 5,58,244 shares, 20th August 2014 – 1,25,902 shares and 21st August 2014 – 5,60,866 shares
Equity share capital / total voting capital of the TC before the said ~~acquisition~~ / sale	Rs.18,54,17,436
Equity share capital/ total voting capital of the TC after the said ~~acquisition~~ / sale	Rs.18,54,17,436
Total diluted share/voting capital of the TC after the said acquisition	N.A

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Rakesh Jhunjhunwala

Signature of the ~~acquirer~~ / seller / ~~Authorised Signatory~~

Place: Mumbai

Date: 25th August, 2014.

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For Prime Focus Ltd.

Bhah
Authorised Signatory