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April 18, 2011

To,

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

Re: Press Release

Dear Sir,

Subject: UTV Motion Pictures and Prime Focus announce multi-film deal

Please find the below press release on the above subject;

Mumbai, April 18, 2011: UTV Motion Pictures, the leading Indian movie studio, and **Prime Focus**, the global visual entertainment services group, have announced a strategic alliance which will involve their close collaboration on a slate of future UTV Motion Pictures productions. Under this new partnership, Prime Focus takes responsibility for servicing the entire production and post production requirement of a slate of UTV's films, including visual effects, digital intermediate, sound and lab services, as well as provision of cameras, lenses and more.

The first movie in this new partnership will be the 3D film 'Joker', which is bought to life by Prime Focus utilizing its proprietary View-D™ process. Besides 3D Prime Focus will also be providing Cameras, DI, VFX and other associated services for the film. Prime Focus' 3D services was recently chosen for *Star Wars: Episode I The Phantom Menace,* and in the past have achieved various 3D titles including *The Chronicles of Narnia: The voyage of Dawn Treader*, *Clash of the Titans*, *My Soul to take* and more.

- Prime Focus takes responsibility for servicing the production and post production requirement of a slate of UTV's films
- Alliance to begin with 3D movie - Joker.
- Prime Focus to offer 3D services for Joker, utilizing its proprietary View-D™ process.

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Talking about the alliance, Namit Malhotra, Global CEO and Founder, Prime Focus, said: "We have always had a great working relationship with UTV, and I am excited to take that relationship to the next level with this alliance. UTV Motion Pictures' slate has been diverse and of very high technical standards. We have the best opportunity to bring out our entire service line up for UTV'sfuture projects."

Siddharth Roy Kapur, CEO, UTV Motion Pictures commented: "UTV has been building a diverse and varied slate of movies and we have constantly aimed at raising the bar for the Indian film Business. We have a found a partner in Prime Focus who has been making similar advances not only in India but internationally. We look forward to bringing Prime Focus' creative and technical capabilities to UTV films to help redefine the level of viewing experience for audiences worldwide. "

About UTV Motion Pictures

UTV Motion Pictures is a leading media and entertainment company, with businesses which span the integrated model of creative development, production, marketing, distribution, merchandising and syndication worldwide. UTV's portfolio includes Hindi Movies, Regional Movies, Animation Films, international productions and co-productions. In recent years, UTV Motion Pictures has emerged as one of the largest production houses in the country. An unparalleled slate for the year 2010 -11 boasts of movies spanning across various genres from romance to action and from thriller to drama such as Prakash Jha's *Raajneeti*, Karan Johar's *I Hate Luv Storys*, Anurag Kashyap's *Udaan*, Aamir Khan's *Peepli Live*, Sanjay Leela Bhansali's *Guzaarish*, Farah Khan's *Tees Maar Khan*, Raj Kumar Gupta's *No One Killed Jessica* and Vishal Bhardwaj's *Saat Khoon Maaf.*

http://www.utvgroup.com/motion-pictures.html

About Prime Focus

Prime Focus is a global Visual Entertainment Services group that provides creative and technical services to the film, broadcast, commercials, internet, and media industries. The group offers a genuine end-to-end solution from pre-production to final delivery - including stereo 3D visual effects, stereo 3D conversion, and video and audio post-production, digital intermediate, equipment hire, digital asset management and distribution.

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Prime Focus employs more than 3,000 people with state-of-the-art facilities throughout the key markets of North America, the UK and India. Using its 'World sourcing' 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.

http://www.primefocusworld.com/

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