

Disclosure by the Promoter to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company(TC)				Prime Focus Limited			
Name of the Promoter(s) on whose shares encumbrance was created/invoked/ released (tick the relevant one)				Naresh Malhotra			
Date of reporting				March 11, 2013			
Names of the stock exchanges where the shares of the target company are listed				Bombay Stock Exchange Limited National Stock Exchange of India Limited			
Details of the promoters' holding: (The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)							
Promoter(s) or PACs with him	Pre-event holding	Details of events pertaining to Encumbrance		Post event holding (encumbered shares to be excluded)		(*)Details of encumbrance (pledge/lien or other- give details	
	5,83,87,712	31.49%	Pledge	March 4, 2013	42,21,212	2.28%	#1Shares Pledged in favour Fortune Credit Capital Limited
				March 7, 2013	35,96,212	1.94%	#2Shares Pledged in favour of Kotak Mahindra Bank. Ltd.

(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.

Note:- Total Paid up share capital of Prime Focus Limited (TC) is 185417436 equity shares of Rs. 1/- each.


Signature of the Authorized Signatory

Place: Mumbai
Date: March 11, 2013