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June 25, 2014

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

To,
The Bombay Stock Exchange Limited
Listing Department,
Phiroze Jeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Ref: NSE Code: PFOCUS / BSE Code: 532748

Sub: Outcome of Board meeting held on June 25, 2014

Dear Sir/Madam,

In terms of Listing Agreement executed by our Company with your Exchange, we would like to inform you that the Meeting of the Board of Directors of the Company was held today, i.e. Wednesday, June 25, 2014 and the Board inter-alia considered the following:

1. Board noted terms and conditions set out in Draft Share Sale Deed and related transactional documents to be executed in connection with the merger of its creative services overseas subsidiary, Prime Focus World with Double Negative on the terms and conditions set forth in the relevant transaction document.
2. Board noted the stepping down of Mr. Naresh Malhotra as the Chairman of the Company and approved the appointment of Mr. Namit Malhotra as the Chairman and Director of the Company. Mr. Naresh Malhotra shall continue to be the Whole Time Director of the Company.
3. Board noted stepping down of Mr. Ramakrishnan Sankaranarayanan as the Chief Executive Officer (CEO) and approved the appointment of Mr. Namit Malhotra as the CEO of the Company.
4. Board approved the appointment of Mr. Ramakrishnan Sankaranarayanan as a Director of the Company.
5. The Company and its overseas subsidiary has received financing commitments and term sheets from multiple parties and the transactions are subject to finalization and customary closing conditions and is expected close in the coming weeks.





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Further, pursuant to the Securities and Exchange Board of India (Prohibition of Insider Regulations, 1992, the Trading Window for dealing in securities of the company shall remain closed from the closure of business hours of June 25, 2014 to the closure of business hours of June 26, 2014.

Thanking you,

Yours faithfully,

For Prime Focus Limited


Authorized Signatory

