



BANGALORE
BEIJING
CAPE TOWN
CHANDIGARH
DELHI
GOA
HYDERABAD
JOHANNESBURG
KOLKATA
LONDON
LOS ANGELES
MUMBAI
NEW YORK
VANCOUVER

Date: March 27, 2015

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

To,
BSE Limited
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Ref: Scrip Code: BSE - 532748/NSE - PFOCUS

Sub: Credit Rating of Company

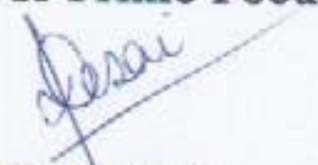
Dear Sir/ Madam,

We wish to inform you that the India Ratings & Research (Ind-Ra) has changed the Company's Long-Term Issuer and Non-Convertible Debentures rating from 'A-' (Negative Outlook) to 'BBB+' (Stable).

Kindly acknowledge receipt and take the same on record.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**


**Kirti Desai
Company Secretary**

