



PRIME FOCUS

L I M I T E D

Date: February 18, 2025

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

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

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

Subject: Investment in step-down subsidiary of the Company.

Re.: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“LODR Regulations”)

Dear Sir/Madam,

The Company has been informed by Brahma AI Holdings Limited (“**Brahma**”), a step down subsidiary of Prime Focus Limited (the “**Company**” or “**PFL**”) on February 17, 2025 that Brahma has agreed to raise US\$ 10 Million from United Al Saqer Group, a leading Abu Dhabi-based investor (“**Investor**”), on terms and conditions as per mutual agreement.

The Company is not a party to the documentation aforesaid.

The details as required under Regulation 30 read with Schedule III (Part A), Para 1 of SEBI LODR Regulations, 2015 read with SEBI Master Circular SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, are enclosed as **Annexure**.

Kindly take the above on your record and acknowledge receipt of the same.

Thanking You,
For **Prime Focus Limited**

Parina Shah
Company Secretary & Compliance Officer

Enclosure: Annexure A



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Annexure

Sale or disposal of unit(s) or division(s), whole or substantially the whole of the undertaking(s) or subsidiary of the listed entity, sale of stake in the associate company of the listed entity.

Investment by United Al Saqer Group in Brahma AI Holdings Limited (“Brahma”)

Sr no.	Particulars	Details
1	The amount and percentage of the turnover or revenue or income and net worth contributed by such unit or division or undertaking or subsidiary or associate company of the listed entity during the last financial year	Turnover and Percentage of Brahma: Nil – Brahma has been incorporated on December 19, 2024. Networth and Percentage of Brahma: Nil – Brahma has been incorporated on December 19, 2024.
2	Date on which the agreement for sale has been entered into	February 13, 2025 (completion within 10 business days of February 14, 2025).
3	The expected date of completion of sale/disposal	Within ten business days of February 14, 2025.
4	Consideration received from such sale/disposal	An aggregate amount of US\$ 10 Million.
5	Brief details of buyers and whether any of the buyers belong to the promoter/ promoter group/group companies. If yes, details thereof	Individual Investment L.L.C.O.P.C., incorporated under the laws of Abu Dhabi, a subsidiary of United Al Saqer Group, a leading Abu Dhabi-based investor. The aforesaid entity does not belong to the promoter/ promoter group/group companies.
6	Whether the transaction would fall within related party transactions? If yes, whether the same is done at “arm’s length	No
7	Whether the sale, lease or disposal of the undertaking is outside Scheme of Arrangement? If yes, details of the same including compliance with regulation 37A of LODR Regulations	Yes, the sale is outside the scheme of arrangement. Regulation 37A is not applicable.
8	Additionally, in case of a slump sale, indicative disclosures provided for amalgamation/merger, shall be disclosed by the listed entity with respect to such slump sale.	Not Applicable.