



PRIME FOCUS
L I M I T E D

April 01, 2022.

To,
The National Stock Exchange of India Limited
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

Dear Sir/ Madam,

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

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

Please be informed that:

1. Further to our previous intimation letter dated January 25, 2022 and Shareholders approval dated March 27, 2022, a Business Transfer Agreement (“**BTA**”) has been executed on March 31, 2022, between Prime Focus Limited (“**the Company**” or “**Seller**”) and DNEG India Media Services Limited (“**Subsidiary Company**” or “**Purchaser**”) for sale of the business of all post production related services that is undertaken by the Company through its divisions which carries out this business, but excluding the business of services/rental of shooting floors as referred in the Business Transfer Agreement executed by the company, as a going concern, by way of a slump sale, to DNEG India Media Services Limited, a subsidiary of the Company, for a lump sum consideration of upto Rs. 365 crores (Rupees Three Hundred and Sixty Five Crores only), subject to closing adjustments, if any, as specified in the BTA.
2. Also, further to our previous intimation letter dated February 14, 2022 and Shareholders approval dated March 27, 2022, a Share Purchase Agreement (“**SPA**”) has been executed on March 31, 2022, for sale/disposal of investment held by the Company in De-Fi Media Limited, wholly-owned subsidiary of the Company.

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

Thanking You,
For Prime Focus Limited

Parina Shah

Parina Shah
Company Secretary & Compliance Officer