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Date: July 28, 2020

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 Jeejebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.:22723121/2037/2039

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

Sub: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the “LODR Regulations”)– impact of COVID–19

Dear Sir/ Madam,

With reference to the captioned subject and pursuant to SEBI circular SEBI/HO/CFD/CMD1/CIR/P/2020/84 dated 20th May, 2020 on disclosure of material impact of COVID-19 pandemic, please refer below information's:

Impact of Covid-19 pandemic on the business

As a measure to contain the spread of Covid-19 pandemic, globally countries have implemented various lockdown measures that significantly have limited the movement of the public at large and specifically shut down theatres, cinema halls, restaurants and pubs. The activities of group's core customer base have been significantly curtailed, with shooting of new film and TV material being largely suspended.

As a result of the above, group announced the complete shut-down of its offices globally with effect from the last week of March. Business continuity plans were initiated and remote access was enabled for artists and other employees across all geographies. High end machines were moved and installed at respective artist location. At present 5,000+ artists are working from home globally and we have successfully met delivery deadlines of the projects during this lock-down phase.

Group has a healthy order-book of awarded projects that are principally shot and / or not dependent on physical shoots. In addition, we have a healthy pipeline of projects that are relatively less dependent on physical shoots. Demand for content has never been greater,



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with lock-down leading to record amount of content consumption from OTT and cable services from home. Industry has taken corrective actions and moving increasingly to Green screen shoots with VFX to help deliver on their content. Content producers are looking at new ways to create content with reduced dependence on physical shoots to travel to far away locations, leading to increased demand for visual effects and virtual production. Scenes are created with digitally enhanced sets, with lower exposure to physical shoots and lower crew-count.

Group's equipment and studio rental business has been significantly impacted due to lack of shoot days post lock down. However, the contribution of this business historically has been less than 10% of the group revenues.

Steps taken to ensure smooth functioning of the operations

As mentioned above, group has successfully implemented work from home across all geographies. And is seamlessly delivering the content on set deadlines during this lock-down phase.

Gradually offices across the globe are opening with limited strength for critical activities. The group is taking utmost care of its work force by implementing SOPs and health advisory norms such as social distancing, sanitization of office premises, mandatory masks, thermal checks at entry points.

Estimation of future impact of Covid-19 on operations

The future impact on the business operations is difficult to assess at this point as the situation is unravelling at a fast pace. Increased demand of content and drift of industry to virtual production, digital enhanced sets, green screen shoots, etc., to adapt with changing times, sets new opportunities. Our brand and quality of leadership teams position us well in the industry. Even though the current situation is very volatile, we are confident about our ability to manage the crisis and come out in a strengthened position.

Details on impact of Covid-19 on capital and financial resources, profitability, liquidity position, ability to service debt and other financial arrangements, assets, internal financial reporting and control

There has been no material change in the group's liquidity position post Covid-19. Government incentives such as Canada Emergency Wage Subsidy, the UK Coronavirus Job Protection Scheme, the US Paycheck Protection Program and loan moratorium has provided additional cushion to liquidity position.

The Company has also instituted, across all its operations, aggressive and focused cost control programs; including rationalization of head counts to bring more efficiencies, temporary wage cuts across geographies and a deferment of all, but completely necessary capital expenditure to further strengthen its liquidity position.



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Existing contracts/ agreements where non-fulfilment of the obligations by any party will have significant impact

The group is well positioned to fulfil its obligations with the respect to all the existing contracts and agreements. We do not foresee any material impact arising from non-fulfilment of obligation by any party in existing contracts or agreements.

Impact on the internal financial reporting and control

The group has made necessary changes in control procedures to factor new normal. More reliance now is placed on digitization, virtual meetings, email approvals, digital storage of records, online payments. Vendors and customers are brought in sync to paperless transactions. There is no impact on this transition and financial reporting and control processes are working effectively.

Request you to take the same on record.

Thanking you,

**Yours Faithfully,
For Prime Focus Limited**

**Parina Shah
Company Secretary**