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Date: February 22, 2021

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai 400 001
E-mail: corp.relations@bseindia.com
(Scrip code: 532748)

National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla-Complex, Bandra (East)
Mumbai – 400 051
E-mail: takeover@nse.co.in
(Symbol: PFOCUS)

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

This is in furtherance with the communication received from Keynote Financial Services Limited (Keynote) wherein they had filed the Public Announcement with the stock exchanges on December 24, 2020, published Detailed Public Statement in Newspapers in terms of Regulation 14(3) of SEBI (SAST) Regulations, 2011 on January 1, 2021 and filed the Draft Letter of Offer and Letter of Offer with the stock exchanges and SEBI on January 8, 2021 and on February 12, 2021 respectively.

We hereby further inform you that the Company has received a communication dated February 22, 2021 from Keynote that in terms of Regulation 18(7) of SEBI (SAST) Regulations, 2011, an Advertisement cum Corrigendum has been published today in Financial Express (English National Daily), Jansatta (Hindi National Daily), Navshakti (Regional Language Daily at the place of the registered office of the Target Company and the place of Stock Exchange where the maximum volume of trading in equity shares of Target Company are recorded).

The copy of the Advertisement cum Corrigendum received from Keynote is enclosed for your information.

We request you to take the same on record.

Sincerely,

For Prime Focus Limited

Parina Shah



Parina Shah
Company Secretary & Compliance Officer

Encl: As above

