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Date: February 29, 2016

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: Press Release

Dear Sir/ Madam,

Kindly find attached herewith the Press Release titled as ***“Double Negative bags consecutive VFX Oscar for film Ex Machina”***.

Kindly acknowledge the receipt and take the same on record.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**


**Parina Shah
Company Secretary**



Encl: as above

Double Negative bags consecutive VFX Oscar for film *Ex Machina*

Mumbai, February 29, 2016: Double Negative ('DNeg'), part of India listed Prime Focus (BSE: 532748), the world's largest independent and integrated media services powerhouse, today scored a second consecutive win at the Academy® Award by winning the award for best visual effects for their spectacular work on *Ex Machina*.

Up against heavyweights '*Mad Max: Fury Road*', '*The Martian*', '*The Revenant*' and of course '*Star Wars: The Force Awakens*', Dneg's work on '*Ex Machina*' won over the Academy voters and saw Andrew Whitehurst, Paul Norris, Mark Ardington and Sara Bennett pick up the coveted statuettes.

This is the second year in a row that Dneg has brought home the 'Best VFX' Oscar; last year, it was recognized for its work on Christopher Nolan's '*Interstellar*'. It is also the third Oscar for Dneg in total.

Commenting on the win, Mr. Namit Malhotra, Founder, Executive Chairman and Global CEO, Prime Focus Ltd, said "I am extremely proud of the team at DNeg to have delivered a second consecutive Oscar. This only further validates the great creative, tech and R&D capabilities of the teams that continue to drive innovative solutions for our clients. We hope to continue to scale new heights as we look forward to an extremely robust pipeline of forthcoming releases during the year".

The transaction with Double Negative was brought together through investment from Anil Ambani's Reliance Capital and merger with the Reliance Mediaworks' FMS business.

Accepting the award, Andrew Whitehurst said: "Visual effects is massively a team game. We've got to thank Alex [Garland] for being an amazing director. We have to thank Alicia [Vikander] for being Ava. And we have to thank the teams of artists, production and technical personnel at Double Negative who are amazing. Without them, we are nothing. Thank you so much."

-ENDS-

About Prime Focus World

Prime Focus World (PFW), a subsidiary of Prime Focus Limited, provides 2D to 3D conversion, visual effects and animation services to major media and entertainment companies. PFW has brought its expertise to many wide release Hollywood films, including The Martian, Ant-Man, Avengers: Age of Ultron, Terminator: Genesis, The Amazing Spiderman 2, Maleficent, Transformers: Age of Extinction, Guardians of the Galaxy, Star Wars: Episode I and Gravity.

Prime Focus World has global operations with a presence in key centers of creative content production –Los Angeles, Vancouver, London, Mumbai, New York and Beijing, as well as in Singapore, Chandigarh and Goa.

In June 2014, Prime Focus World merged its VFX business with Double Negative, one of the foremost providers of visual effects to the global film industry.

About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest independent integrated media services powerhouse employs over 6,000 professionals in 16 cities across 4 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled media services), production services (shooting floors, sound stages and equipment rental) and post production services (Digital Intermediate, digital lab and picture post) to Studios, Broadcast and Advertising industries.

Prime Focus is behind path breaking technologies like CLEAR™ (Hybrid Cloud technology enabled Media ERP Suite), Primetime Emmy® award-winning DAX Digital Dailies® and View-D™ (stereoscopic 2D to 3D conversion). Leveraging our Global Digital Pipeline and pioneering delivery model WorldSourcing® we partner content creators at every stage of the process ensuring creative enablement, work flow efficiencies and cost optimization.

In mid 2014 Prime Focus Technologies acquired DAX, a leading provider of cloud-based production workflow and media asset management applications; Prime Focus World merged with Double Negative, one of the world's foremost providers of visual effects; and Reliance MediaWorks merged their global film and media services business with Prime Focus Limited.

Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Beijing, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Singapore, Toronto and Vancouver.

For more details: www.primefocus.com

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