

Naresh Malhotra

201, Priyanka Apts, N. S Road, J.V.P.D Scheme, Juhu, Mumbai – 400 049

July 19, 2016

To,
The National Stock Exchange of India Ltd.
Listing Department
Exchange Plaza, Bandra Kurla Complex
Bandra (East),
Mumbai- 400051
Fax Nos: 26598237/26598238

To,
The BSE Limited,
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400001.
Fax Nos: 22723121/2037/2039

Dear Sir,

Sub: - Pledge/Release of Shares

Disclosure under Regulation 31(1), 31(2) and 31(3) of Securities and Exchange Board of India (Substantial Acquisition of shares and Takeovers) Regulations, 2011

Please find enclosed herewith the disclosure under Regulation 31 (1), 31 (2) & 31 (3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, pursuant to the following:

1. Pledge of 15,00,000 Equity Shares on July 12, 2016 in favour of Ratnakar Bank Limited
2. Release of 2,50,000 Equity Shares on July 13, 2016 by SKS Fincap Private Limited

Please accept the same and acknowledge the receipt.

Thanking You,

Yours faithfully,

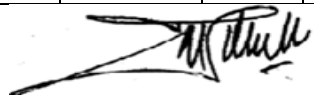


Naresh Malhotra

Encl.: As above

Format for disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation-31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company(TC)				Prime Focus Limited										
Name of the Stock Exchanges where the shares of the target company are listed				BSE Limited National Stock Exchange of India Limited										
Date of reporting				19-07-2016										
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked				Naresh Malhotra										
Details of the creation of encumbrance:														
Name of the Promoter(s) or PACs with him(**)	Promoter holding in the target company (1)			Promoter holding already encumbered (2)		Details of events pertaining to encumbrances (3)							Post event holding of encumbered shares {creation [(2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]}	
	No. of shares	%of total share capital	% w.r.t diluted share capital(*)	No. of shares	% of total share capital	Type of event {creation / release / invocation}	Date of creation / invocation / release of encumbrance	Type of encumbrances (pledge/ lien/ non disposal undertaking / others)	Reason for encumbrance	No. of shares encumbrances	% of total share capital	Name of the entity in whose favor shares encumbered	No. of shares	% of total share capital
Naresh Malhotra	6,22,01,546	20.81%	20.81%	5,00,28,328	16.74%	Pledge	July 12, 2016	Pledge	Renewal of credit Facility	15,00,000	0.50%	Ratnakar Bank Ltd. (RBL Bank)	5,15,28,328	17.24%
				5,15,28,328	17.24%	Release	July 13, 2016	Release	Margin Release	2,50,000	0.08%	SKS Fincap Pvt. Ltd.	5,12,78,328	17.16%
Namit Malhotra	1,49,00,000	4.99%	4.99%	149,00,000	4.99%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Monsoon Studio Private Limited	2,75,06,095	9.20%	9.20%	44,29,172	1.48%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
<u>Person Acting in Concert (PAC) with Promoters</u>														
Reliance MediaWorks Limited***	10,49,39,361	35.11%	35.11%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL


 Signature of the Authorized Signatory
 Place: Mumbai
 Date: 19-07-2016

Note:- Total Paid up share capital of Prime Focus Limited (TC) is 298878974 equity shares of Rs. 1/- each.

(***) As set out in the Letter of Offer dated December 08, 2014 issued by Reliance MediaWorks Limited alongwith Reliance Land Private Limited (PAC 1), Mr. Namit Malhotra (PAC 2), Mr. Naresh Malhotra (PAC 3), Monsoon Studio Private Limited (PAC 4), this includes 10,49,39,361 shares held by Reliance MediaWorks Limited, a person acting in concert with the Promoters.

(**) The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

(*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31(1b) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015. Diluted shares/ voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/ warrants into equity shares of the TC.
