

Namit Malhotra

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

July 20, 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(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 (2) & 31 (3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, pursuant to the Release of 20,00,000 Equity Shares on July 20, 2016 by IREP Credit Capital Private Limited.

Please accept the same and acknowledge the receipt.

Thanking You,

Yours faithfully,



Namit 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(4) 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		20-07-2016												
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
Naresh Malhotra	6,22,01,546	20.81%	20.81%	5,10,28,328	17.07%	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Namit Malhotra	1,49,00,000	4.99%	4.99%	149,00,000	4.99%	Release	20.07.2016	Release	Part Repayment of Loan and Margin Release	20,00,000	0.67	IREP Credit Capital Pvt. Ltd.	1,29,00,000	4.32%
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
Person Acting in Concert (PAC) with Promoters 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: 20-07-2016

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.
