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Date: February 10, 2017

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

**Ref: BSE letter Ref No: L/SURV/ONL/RV/RS/2016-17/254
NSE letter Ref No: NSE/CM/Surveillance/6633**

Sub: Reply to clarification sought by BSE and NSE

Dear Sir/ Madam,

With reference to the aforementioned letters, we respond as under:

As a listed company, we are conscious of our responsibility to disseminate to the Stock Exchanges information about every binding obligation that could have an impact on the price of the Company's shares. Consistent to this approach we have been immediately disseminating to the Stock Exchanges information about all the important decisions as mandated under applicable laws.

We confirm that we are in compliance with respect to disclosure under SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 and also confirm that there are no developments that have taken place requiring mandatory disclosure under SEBI (Prohibition of Insider Trading) Regulations, 2015.

In response to the recent news item which appeared in ET now dated February 10, 2017 "Prime Focus Tech signs deal with Tata Sky for PDTN of creative asset.", we wish to inform that this event shall not have any material bearing on the operation/performance of the company and is not a price sensitive information as required to be disclosed under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015. It





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is a normal business update in relation to the existing customer of the company. Prime Focus Technologies is the subsidiary of Prime Focus Limited.

Further, we are not aware of the reasons for the recent share price movement.

Kindly take the same on record and acknowledge the receipt.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**

Parina Shah

**Parina Shah
Company Secretary**

