



BANGALORE
BEIJING
CAPE TOWN
CHANDIGARH
DELHI
GOA
HYDERABAD
JOHANNESBURG
KOLKATA
LONDON
LOS ANGELES
MUMBAI
NEW YORK
SINGAPORE
TORONTO
VANCOUVER

September 17, 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
Dear Sir / Madam,

To,
BSE Limited
Listing Department
Phiroze Jeejebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.:22723121/2037/2039

Sub.: Intimation under Regulations 29(3), 50(1), Regulation 60(2) and other applicable provisions of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations 2015, as amended (the "LODR Regulations") with respect to Series A Non-Convertible Debentures

Ref.: BSE Scrip Code for Debentures: 948421; ISIN No.: INE367G08017

With reference to the abovementioned subject and pursuant to the provisions of Regulations 29(3), 50(1),60(2) and other applicable provisions of the SEBI (LODR) Regulations, we furnish the details of the proposed due date for pre-maturity redemption of the Series A – zero coupon unsecured redeemable non-convertible debentures, which were issued by us pursuant to a private placement to only one debenture holder i.e. Standard Chartered Private Equity (Mauritius) Limited, the record date for such redemption, board meeting for *inter alia* approving the date for such early redemption, and other requisite details, as below:

Date of the proposed Board Meeting for approval of early redemption	October 4, 2017
Description of the NCDs	Series A – zero coupon unsecured redeemable non-convertible debentures, of face value Rs. 10,00,000/- each, fully paid up, issued on a private placement basis on November 5, 2012 to Standard Chartered Private Equity (Mauritius) Limited. The NCDs are listed on BSE Limited.
Quantity	1010
Market Lot	1
Scrip Code	948421



BANGALORE
BEIJING
CAPE TOWN
CHANDIGARH
DELHI
GOA
HYDERABAD
JOHANNESBURG
KOLKATA
LONDON
LOS ANGELES
MUMBAI
NEW YORK
SINGAPORE
TORONTO
VANCOUVER

ISIN No	INE367G08017
Face Value	Rs. 10,00,000 (Rupees Ten lakh)
Rate of Interest	Zero
Date of Allotment	November 5, 2012
Original Date of Redemption as per terms of the NCDs	November 5, 2017
Proposed Early Date of Redemption (i.e. pre-maturity redemption date)	October 4, 2017, subject to certain conditions being fulfilled. If any of the conditions for such early redemption is not met (unless waived) prior to October 4, 2017, the Company, the Debenture Trustee and the NCD holder(s) shall mutually agree on a subsequent date for such early redemption of the NCDs which shall be no later than the original date of redemption specified above.
Record Date	September 29, 2017
Nature of Payments	Principal pre-payment and redemption premium
Redemption Amount	Rs. 187,97,96,443/- (Rupees One Hundred Eighty Seven Crore Ninety Seven Lac Ninety Six Thousand Four Hundred Forty three only)

Kindly note that the NCDs are being redeemed prior to the original maturity date.

Request to kindly take the same on record and acknowledge receipt of the same.

Yours Faithfully,

For Prime Focus Limited

Parina Shah

Company Secretary