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March 05, 2018

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

Dear Sir/Madam,

Ref.: Scrip Code: BSE – 532748/NSE - PFOCUS

Sub.: Press Release

Dear Sir / Madam,

Kindly find attached herewith the Press Release.

Kindly acknowledge the receipt and take the same on record.

Thanking You,

For Prime Focus Limited

Authorised Signatory



PRIME FOCUS GROUP COMPANY WINS THIRD OSCAR IN FOUR YEARS FOR BEST VFX

Mumbai, March 5, 2018: Double Negative (DNEG), a Prime Focus group company, has been honoured at the 90th Academy Awards for its work on *Blade Runner 2049*. The film picked up the Oscar for 'Visual Effects' at the star-studded ceremony yesterday. This is the third Oscar win for DNEG since the merger with Prime Focus and fourth overall – having earlier won Oscars for *Interstellar*, *Ex Machina* and *Inception*. Last week DNEG was honoured with the BAFTA award for 'Best Special Visual Effects' for the same film.

DNEG was the lead Visual Effects house for the film. Led by VFX Supervisor Paul Lambert, DNEG's *Blade Runner* team delivered most of the Los Angeles 2049 cityscapes, the Joi hologram effects and the seawall chase at the end of the movie. Paul Lambert collected the trophy at the glittering ceremony in Los Angeles alongside Overall VFX Supervisor John Nelson, Gerd Nefzer and Richard R. Hoover.

'I'm rendered a bit speechless by all of this. I live, breathe and dream what I do so to be honoured like this is just absolutely amazing,' said DNEG VFX Supervisor Paul Lambert. 'It's been such a whirlwind of excitement throughout this entire awards season. Without question my team shares this award - and the goosebumps that haven't quite yet disappeared! I'm wondering if I should even sleep tonight for fear I'll wake up and this will all have been a dream. In reality, the dream was working with Denis Villeneuve and Roger Deakins. To learn everyday from true talents such as them is just priceless and unforgettable.'

Commenting on the win, Mr. Namit Malhotra, Founder, Executive Chairman and Global CEO, Prime Focus Ltd said:

'This has been an exceptional few weeks for us. Winning the BAFTA and VES awards and culminating with the Oscar – we couldn't have asked for more! Our consistent success over the years clearly validates our position at the forefront of the industry. The entire leadership team at DNEG continues to strive to deliver the highest level of quality and to exceed expectations for all our customers. Congratulations to the entire team and I look forward to even greater successes in the future.'

About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest independent integrated media services powerhouse, employs over 9,000 professionals in 19 cities across 5 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (CLEAR™ Media ERP Suite and Cloud-enabled

Prime Focus Ltd

media services), production services (equipment rental) and post-production services (Digital Intermediate and picture post) to the Media & Entertainment industry.

Listed on the BSE and NSE of India and recognized on the Fortune India 'Next 500' list, Prime Focus has operations in Bangalore, Chandigarh, New Delhi, Goa, Hyderabad, Kolkata, London, Los Angeles, Mumbai, New York, South Africa, Abu Dhabi, Toronto, Montreal, Chennai, Pune, Sydney and Vancouver.

For more details

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