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April 9, 2018

To,  
The National Stock Exchange of India  
Listing Department,  
Exchange Plaza,  
Bandra Kurla Complex  
Bandra East,  
Mumbai - 400 051  
Fax Nos.: 26598237 / 26598238

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

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

Sub: Press Release

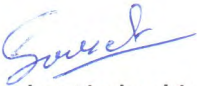
Dear Sir/ Madam,

Kindly find attached herewith the Press Release of Prime Focus Technologies Limited, Subsidiary Company titled as **"Prime Focus Technologies CEO reinforces focus on the U.S. Market, Relocates to California Headquarters"**

Kindly acknowledge the receipt and take the same on record.

Thanking you.

Yours Faithfully,  
For Prime Focus Limited

  
Sanket Limbachiya  
Authorised Signatory





**PRIME FOCUS TECHNOLOGIES**

## **Prime Focus Technologies CEO reinforces focus on the U.S. Market, Relocates to California Headquarters**

*New Initiatives to Focus on US Market Development, Human Capital Investment,  
and Corporate Growth*

**Culver City, CA** (April 9, 2018) – Prime Focus Technologies (PFT), the technology arm of Prime Focus, has announced that the company Founder and CEO, Ramki Sankaranarayanan will operate from the U.S. headquarters in Culver City, CA.

U.S. is a key market for PFT's flagship Media ERP Suite, CLEAR™, as well as its diverse range of Cloud media services. PFT strengthened its U.S. market focus with the acquisition of DAX, a leading provider of cloud-based production workflow and media asset management (MAM) applications. PFT has also been investing substantially in building its local sales and marketing efforts, while continuing to enrich its product and services portfolio with industry-relevant offerings. PFT Americas has since secured clients such as Turner Latin America, Complex Networks, Hearst, PBS and FX Networks.

“The U.S. media and entertainment market represents the greatest source of new business opportunities for PFT's innovative Cloud-enabled solutions and services,” said **Ramki Sankaranarayanan, Founder & CEO, Prime Focus Technologies**. “I believe I can best contribute to our continued growth by focusing more of my efforts here in the U.S., where the majority of premium content originates for global consumption. This decision will help to reinforce our strategic focus on the U.S. market – corporate growth, human capital investment and market development.”

PFT has operations in all major content markets around the world with offices in Los Angeles, New York, London, Johannesburg, Delhi, Mumbai, Bengaluru, and Sydney that sustain a global digital pipeline of media content on a daily basis for its growing customer base.

“PFT has witnessed amazing growth and achievements over the last ten years. As its founder, Ramki has been at the forefront of shaping the company into an innovation powerhouse that serves some of the world’s biggest broadcasters, studios, brands and service providers”, said **Namit Malhotra, Founder, Executive Chairman, and Global CEO of Prime Focus Limited**. “Ramki’s move to the US marks the beginning of a new era for Prime Focus as a group. With his valuable insights and experience, the company can embark on its journey towards PFT 2.0, scaling new heights of success.”

Another notable addition to PFT’s growing talent roster here in the U.S. is Caesar Sedek, who recently joined the organization as Chief Security Officer. Sedek previously held IT security positions at Warner Bros. Entertainment and The Walt Disney Company, and comes to PFT from PricewaterhouseCoopers where he led risk assessments, developed security strategies, and implemented cybersecurity response programs for a wide range of M&E clients.

PFT has also announced the planned departure of Patrick Macdonald-King, President, PFT Americas who, as Founder of DAX, had joined the team post acquisition and led PFT’s efforts aimed at building a market for its CLEAR Media ERP.

### **About Prime Focus Technologies**

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating the supply chain and managing their business of content better.

PFT works with major M&E companies like Disney, 21st Century Fox-owned Star TV, Turner, Hearst, Warner Bros., CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, PBS, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom’s Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: [www.primefocustechnologies.com](http://www.primefocustechnologies.com)

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