

MAJOR MILESTONES



- Double Negative wins Academy Award, BAFTA and VES Award for Interstellar
- PFT secures another patent for DAX® and Digital Dailies® Technology
- PFW and Gener8 sign Technology Licensing Partnership
- PFT helps deliver 35,000 hours of content to launch "Hotstar"
- Prime Focus wins Best VFX Awards for Kick (IIFA Awards) and Sin City: A Dame To Kill For (Apollo Asia Awards)
- PFT signs deal with Hooq for OTT services in Asia



- Prime Focus raises US\$38 MN equity investment from Macquarie Capital
- PFW wins Advanced Imaging Society 3D Award for Gravity
- PFT launches world's largest digital media services cloud 'True North'
- Prime Focus raises US\$10 MN from AID Partners Public Equity and opens facility in Beijing, China
- PFT wins Aegis Graham Bell Award 2013 for Innovation in Cloud-based Solutions
- PFT wins EMC Transformers Award



- PFT digitizes and transforms Star TV's content operations through CLEAR™
- PFW delivers 3D Conversion of Star Wars: Episode I for Lucasfilm / ILM



- Prime Focus launches View-D™ and CLEAR™
- PFT deploys the World's First Hybrid Cloud Platform at BCCI



Entry into US through acquisition of Post Logic and Frantic Films

First visual effects company in India to operate a motion-control rig

Offered India's first scanning and recording system

1997

- Prime Focus Ltd. ('PFL') founded by Namit Malhotra in a garage in Mumbai
- PFL offers India's first high-end finishing system



2016

- Double Negative wins Academy Award for Ex Machina
- Prime Focus wins 'Best VFX' for 'Bhajrangi Bhaijaan' at 24FPS International Awards
- PFW's 'DeepGen' Stereo Tech recognised with AIS Lumiere Technology Award
- PFT expands CLEAR™ Operations Cloud to Amazon Web Services
- Prime Focus RELOADS Advertising Services business with new facility and high-profile hires
- PFT unveils new features for CLEAR™ Media ERP Suite and key upgrades to DAX®

2015

2014

- PFW delivers more than half of all summer releases put together from major Hollywood studios
- PFT acquires DAX® (creators of PrimeTime Emmy® award-winning Digital Dailies®) and Academy® Award winning Lowry Digital
- PFW and Double Negative merge VFX business
- PFT's CLEAR™ positioned as an 'Exemplar' on the NASSCOM Product Excellence Matrix
- PFW secures U.S. Patent for View-D™ stereo conversion technology
- Reliance Capital picks up 30.2% in Prime Focus; Prime Focus merges Film & Media Services business of Reliance MediaWorks
- Prime Focus launches CSR arm Naresh Malhotra Foundation focusing on education and healthcare



2013

2012

- Prime Focus Animation launched
- PFT becomes the preferred supplier for BFI
- Prime Focus raises investment from Standard Chartered Public Equity
- Maa TV digitizes entire broadcast operations with CLEAR™ hybrid cloud platform from PFT

2011

2010

- PFW becomes first company to convert an entire Hollywood film to 3D
- PFT's CLEAR™ Media ERP recognised as 'Best of IBC'



2009

2008

Prime Focus launches new Technology arm - Prime Focus Technologies (PFT)

2007

2006

- Entry into UK market via acquisition of AIM Listed company
- IPO of Prime Focus Limited on BSE and NSE



2004

2003

Offered India's first DI system

2001