



## PRIME FOCUS LIMITED

Registered Office : Prime Focus House, Linking Road, Opp. Citi Bank, Khar (W), Mumbai - 400 052

### AUDITED FINANCIAL RESULTS FOR THE YEAR ENDED MARCH 31 , 2010

(Rs. in lacs)

S. No.	Particulars	Standalone		Consolidated	
		31.03.2010	31.03.2009	31.03.2010	31.03.2009
		Audited	Audited	Audited	Audited
1	Net Income from Sales / Services	9,527.26	9,109.53	45,278.38	35,437.20
2	Personnel Cost	2,602.80	2,745.93	20,005.34	20,022.38
3	General Administrative Expenses	2,133.28	2,382.64	13,308.74	10,005.11
4	Exchange Loss / (Gain) (net)	212.94	(496.82)	(187.33)	(387.52)
5	Depreciation	1,934.97	1,820.01	4,258.70	3,790.95
6	<b>Operating Profit before Interest (1) - (2+3+4+5)</b>	<b>2,643.27</b>	<b>2,657.77</b>	<b>7,892.93</b>	<b>2,006.28</b>
7	Interest	1,235.60	1,431.56	2,183.40	2,100.22
8	Exceptional Item	-	-	1,373.80	(674.71)
9	<b>Operating Profit after Interest (6)-(7+8)</b>	<b>1,407.67</b>	<b>1,226.21</b>	<b>4,335.73</b>	<b>580.77</b>
10	Other Income	504.28	678.03	691.52	880.30
11	<b>Net Profit (+) / Loss (-) before Tax (9+10)</b>	<b>1,911.95</b>	<b>1,904.24</b>	<b>5,027.25</b>	<b>1,461.07</b>
12	Tax Expense	639.29	569.59	1,087.94	(115.28)
13	<b>Net Profit (+) / Loss (-) for the period after Tax, before Minority Interest (11-12)</b>	<b>1,272.66</b>	<b>1,334.65</b>	<b>3,939.31</b>	<b>1,576.35</b>
14	Minority Interest	-	-	596.93	117.97
15	<b>Net Profit (+) / Loss (-) for the period after Tax (13-14)</b>	<b>1,272.66</b>	<b>1,334.65</b>	<b>3,342.38</b>	<b>1,458.38</b>
16	Paid-up Equity Share Capital (Face Value - Rs. 10/- per share)	1,282.26	1,282.26	1,282.26	1,282.26
17	Reserves excluding Revaluation Reserves (as per Balance Sheet) of Previous Accounting Year	19,909.51	18,636.85	17,978.31	16,236.77
18	Earnings Per Share (EPS)				
	a) Basic EPS	9.93	10.48	30.72	11.45
	b) Diluted EPS	8.61	9.30	27.39	10.20
19	Public Shareholding				
	Number of Shares	5,916,316	5,955,488	5,916,316	5,955,488
	Percentage of Shareholding	46.14%	46.45%	46.14%	46.45%
20	Promoters and promoter group				
	Shareholding	6,906,272	6,867,100	6,906,272	6,867,100
	a) Pledged / Encumbered				
	- No. of Shares	1,152,000	1,900,000	1,152,000	1,900,000
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	16.68%	27.67%	16.68%	27.67%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	8.98%	14.82%	8.98%	14.82%
	b) Non Pledged / Non Encumbered				
	- No. of Shares	5,754,272	4,967,100	5,754,272	4,967,100
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	83.32%	72.33%	83.32%	72.33%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	44.88%	38.73%	44.88%	38.73%





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## STATEMENT OF ASSETS & LIABILITIES (AUDITED)

(Rs. in lacs)

Particulars	Standalone		Consolidated	
	Year Ended		Year Ended	
	31.03.2010	31.03.2009	31.03.2010	31.03.2009
	Audited	Audited	Audited	Audited
<b>SHAREHOLDERS' FUNDS</b>				
Share Capital	1,282.26	1,282.26	1,282.26	1,282.26
Reserves and Surplus	19,909.51	18,636.85	17,978.31	16,236.77
<b>LOAN FUNDS</b>	36,814.13	37,856.37	46,343.53	47,457.02
<b>MINORITY INTEREST</b>	-	-	2,837.33	2,422.23
<b>DEFERRED TAX LIABILITY (NET)</b>	1,645.23	1,619.19	1,652.37	1,623.33
	<b>59,651.13</b>	<b>59,394.67</b>	<b>70,093.80</b>	<b>69,021.61</b>
<b>APPLICATION OF FUNDS</b>				
<b>FIXED ASSETS</b>	20,077.80	20,631.50	55,566.83	49,809.61
<b>INVESTMENTS</b>	23,022.73	23,072.69	20.11	176.10
<b>DEFERRED TAX ASSET (NET)</b>	-	-	670.67	862.41
<b>CURRENT ASSETS, LOANS AND ADVANCES</b>				
a. Inventories			202.12	373.52
b. Sundry Debtors (Including Service Tax)	7,574.83	5,242.66	12,304.39	10,326.14
c. Cash and Bank Balances	1,518.05	4,708.05	2,123.66	6,135.86
d. Other Current Assets	621.87	-	621.87	-
e. Loans and Advances	8,889.86	7,489.78	8,876.11	8,509.59
	<b>18,604.61</b>	<b>17,440.49</b>	<b>24,128.15</b>	<b>25,345.11</b>
<b>Less : CURRENT LIABILITIES &amp; PROVISIONS</b>				
a. Current Liabilities	2,039.02	1,737.76	10,283.79	7,166.19
b. Provisions	14.99	12.25	14.99	12.25
	<b>2,054.01</b>	<b>1,750.01</b>	<b>10,298.78</b>	<b>7,178.44</b>
<b>NET CURRENT ASSETS</b>	<b>16,550.60</b>	<b>15,690.48</b>	<b>13,829.37</b>	<b>18,166.67</b>
<b>MISCELLANEOUS EXPENDITURE</b>	-	-	6.82	6.82
	<b>59,651.13</b>	<b>59,394.67</b>	<b>70,093.80</b>	<b>69,021.61</b>





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**Notes to Audited Financial Results for the Year ended March 31, 2010:**

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on August 27, 2010.
2. The Company has not revalued the Foreign Currency Convertible Bonds (FCCBs) of USD 55 million as these are considered as non monetary liability. Had the Company revalued the bonds as at March 31, 2010, the profit for the year ended March 31, 2010 and the reserves as at that date would have been lower by Rs 46.12 million and Rs 265.06 million respectively and Foreign Currency Monetary Item Translation Difference account would have been Rs 46.12 million. Further, had the Company provided for the premium on redemption, the securities premium as at March 31, 2010 would have been lower by Rs 420.38 million. Consequent to the above, the FCCB balance at March 31, 2010 would have been higher by Rs 731.57 million. This is the subject matter of qualification in the Auditors Report for the financial year ended March 31, 2010 and March 31, 2009, the limited review reports for the quarter ended March 31, 2010 and quarter December 31, 2009 and quarter September 30, 2009 and quarter ended June 30, 2009.
3. The Company's entire operations are governed by the same set of risks and returns and hence have been considered as representing a single segment.
4. There were no investor complaints pending at the beginning of the year. The Company received only 02 investor complaints which were resolved during the year. There was no investor complaint pending at the end of the year.
5. Previous year figures have been regrouped and re-arranged wherever necessary.

For and on behalf of the Board of Directors



**Naresh Malhotra**  
Chairman & Whole-time Director

Place: Mumbai  
Date: August 27, 2010.