

## PRIME FOCUS LIMITED

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

### UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2009

(Rs. in lacs)

S. No.	Particulars	Quarter Ended		Half Year Ended		Year Ended
		30.09.2009	30.09.2008	30.09.2009	30.09.2008	31.03.2009
		Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	Net Income from Sales / Services	2,312.07	2,326.88	4,471.09	4,720.09	9,109.53
2	Personnel Cost	655.30	680.98	1,240.48	1,371.88	2,778.94
3	General Administrative Expenses	421.47	469.58	803.34	833.85	2,370.02
4	Exchange Loss / (Gain) (net)	44.42	(174.53)	316.38	(174.53)	(496.82)
5	Bad Debts	42.78	-	83.32	-	498.67
6	Depreciation	505.51	497.64	1,007.37	850.28	1,820.01
7	<b>Operating Profit before Interest (1) - (2+3+4+5+6)</b>	<b>642.59</b>	<b>853.21</b>	<b>1,020.20</b>	<b>1,838.61</b>	<b>2,138.71</b>
8	Interest	320.58	224.78	670.01	446.60	1,409.29
9	<b>Operating Profit after Interest (7-8)</b>	<b>322.01</b>	<b>628.43</b>	<b>350.19</b>	<b>1,392.01</b>	<b>729.42</b>
10	Other Income	151.00	64.31	291.07	246.86	1,174.82
11	<b>Net Profit (+) / Loss (-) before Tax (9+10)</b>	<b>473.01</b>	<b>692.74</b>	<b>641.26</b>	<b>1,638.87</b>	<b>1,904.24</b>
12	Tax Expense	150.63	111.65	211.10	253.43	569.59
13	<b>Net Profit (+) / Loss (-) for the period after Tax (11-12)</b>	<b>322.38</b>	<b>581.09</b>	<b>430.16</b>	<b>1,385.44</b>	<b>1,334.65</b>
14	Paid-up Equity Share Capital (Face Value - Rs. 10/- per share)	1,282.26	1,272.26	1,282.26	1,272.26	1,282.26
15	Reserves excluding Revaluation Reserves (as per Balance Sheet) of Previous Accounting Year	-	-	-	-	18,636.85
16	Earnings Per Share (EPS)					
	a) Basic EPS	2.51	4.57	3.35	10.89	10.48
	b) Diluted EPS	2.24	4.07	2.99	9.70	9.33
17	Public Shareholding					
	Number of Shares	6,078,088	5,857,588	6,078,088	5,857,588	5,955,488
	Percentage of Shareholding	47.40%	46.04%	47.40%	46.04%	46.45%
18	Promoters and promoter group					
	Shareholding	6,744,500	6,865,000	6,744,500	6,865,000	6,867,100
	a) Pledged / Encumbered					
	- No. of Shares	502,000	823,000	502,000	823,000	1,900,000
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	7.44%	11.99%	7.44%	11.99%	27.67%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	3.91%	6.47%	3.91%	6.47%	14.82%
	b) Non Pledged / Non Encumbered					
	- No. of Shares	6,242,500	6,042,000	6,242,500	6,042,000	4,967,100
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	92.56%	88.01%	92.56%	88.01%	72.33%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	48.69%	47.49%	48.69%	47.49%	38.73%

For and on behalf of the Board of Directors

Place: **Mumbai**  
Date: **October 30, 2009**

Namit Malhotra  
**Managing Director**

## **PRIME FOCUS LIMITED**

**Registered Office: Prime Focus House, Linking Road, Opp. Citi Bank, Khar (West), Mumbai – 400 054**

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### **Notes to Unaudited Financial Results for the Quarter and Half year ended September 30, 2009:**

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on October 30, 2009. The statutory auditors have carried out a limited review of the results of the Company.
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 September 30, 2009 considering it as a long term monetary liability, the profit for the quarter ended September 30, 2009 would have been lower by Rs. 359.85 lacs and the profit for the period ended September 30, 2009 would have been lower by Rs. 660.39 lacs. The reserves as on that date would have been lower by Rs. 2,849.76 lacs. This is the subject matter of qualification in the Auditors Report for the financial year ended March 31, 2009, the limited review reports for the quarter ended June 30, 2009 and quarter and half year ended September 30, 2009.
3. The Company had made an application for compounding on the issue relating to raising of FCCB's under 'Automatic Route' instead of 'Approval Route' and the related compliances with the Reserve Bank of India (RBI). As the outcome of the matter was not clear, the Company had not recognized any liability in books for the year ended March 31, 2009 and quarter ended June 30 2009. The Company has now received the compounding order on October 27, 2009 from RBI and has paid the compounding amount on October 28, 2009. The Company has provided for the requisite liability in the books for the quarter ended September 30, 2009. This was subject matter of emphasis in the Auditors Report for the financial year ended March 31, 2009 and in the limited review report for the quarter ended June 30, 2009 and is now removed in limited review report for the quarter ended September 30, 2009 in view of the above facts.
4. 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.
5. There were no investor complaints pending at the beginning of the quarter. The Company received one investor complaint which was resolved during the Quarter. There was no investor complaint pending at the end of the quarter.
6. Previous period / year figures have been regrouped and re-arranged wherever necessary.

For and on behalf of the Board of Directors

**Place:** Mumbai  
**Date:** October 30, 2009.

**Namit Malhotra**  
Managing Director