



PRIME FOCUS LIMITED

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

UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED JUNE 30 , 2010

(Rs. in lacs)

S. No.	Particulars	Quarter Ended			Year Ended
		Standalone		Consolidated	Standalone
		30.06.2010	30.06.2009	30.06.2010	31.03.2010
		Unaudited	Unaudited	Unaudited	Unaudited
1	Net Income from Sales / Services	2,536.14	2,159.02	15,444.58	9,511.75
2	Personnel Cost	792.44	585.17	6,366.89	2,612.54
3	General Administrative Expenses	620.40	381.87	4,686.27	1,693.66
4	Exchange Loss / (Gain) (net)	(64.96)	271.96	26.09	194.91
5	Bad Debts	50.00	40.54	54.62	177.06
6	Depreciation	528.32	501.86	1,016.26	1,964.97
7	Operating Profit before Interest (1) - (2+3+4+5+6)	609.93	377.62	3,294.45	2,868.61
8	Interest	320.16	349.43	560.36	1,234.44
9	Operating Profit after Interest (7-8)	289.77	28.18	2,734.08	1,634.17
10	Other Income	90.62	140.07	81.56	425.76
11	Net Profit (+) / Loss (-) before Tax (9+10)	380.40	168.25	2,815.65	2,059.93
12	Tax Expense	86.80	60.47	86.80	689.56
13	Net Profit (+) / Loss (-) for the period after Tax before Minority Interest (11-12)	293.59	107.79	2,728.85	1,370.36
14	Minority Interest	-	-	403.80	-
15	Net Profit (+) / Loss (-) for the period After Tax (13-14)	293.59	107.79	2,325.05	1,370.36
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	-	-	-	-
18	Earnings Per Share (EPS)				
	a) Basic EPS	2.29	0.84	18.13	10.69
	b) Diluted EPS	2.04	0.75	16.16	9.53
19	Public Shareholding				
	Number of Shares	5,916,316	5,955,488	5,916,316	5,916,316
	Percentage of Shareholding	46.14%	46.44%	46.14%	46.14%
20	Promoters and promoter group				
	Shareholding	6,906,272	6,867,100	6,906,272	6,906,272
	a) Pledged / Encumbered				
	- No. of Shares	1,524,000	1,900,000	1,524,000	1,152,000
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	22.07%	27.67%	22.07%	16.68%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	11.89%	14.82%	11.89%	8.98%
	b) Non Pledged / Non Encumbered				
	- No. of Shares	5,382,272	4,967,100	5,382,272	5,754,272
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	77.93%	72.33%	77.93%	83.32%
	- Percentage of shares (as a % of the total shareholding of the total share capital of the company)	41.97%	38.74%	41.97%	44.88%

For and on behalf of the Board of Directors

Place: MUMBAI
Date: August 10, 2010


Namit Malhotra
Managing Director



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Notes to Unaudited Financial Results for the Quarter ended June 30, 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 10, 2010. The statutory auditors have carried out a limited review of the Standalone 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 June 30, 2010 considering it as a long term monetary liability, the profit for the quarter ended June 30, 2010 would have been lower by Rs. 327.22 lacs. The reserves as on that date would have been lower by Rs. 2,977.82 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, 2010 and quarter March 31, 2010 and quarter December 31, 2009 and quarter September 30, 2009 and quarter ended June 30, 2009.
3. The Company has opted for publishing consolidated financial results from the quarter ended June 30, 2010 pursuant to the option made available as per Clause 41 of the 'Listing Agreement' with Stock Exchanges. The Company had exercised the option to publish the standalone financial results for the year ended March 31, 2010 and accordingly, the consolidated figures for the quarter ended June 30, 2009 and year ended March 31, 2010 have not been presented. The consolidated figures for the year end March 31, 2010 will be published after the audit of the consolidated financial statements for the year then ended..
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 did not receive any investor complaints 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

Namit Malhotra
Managing Director

Place: Mumbai
Date: August 10, 2010.