

February 1, 2019

To,
The National Stock Exchange of India Limited
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

Dear Sir/ Madam,

Ref.: Scrip Code: BSE – 532748 / NSE – PFOCUS

Sub.: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the “LODR Regulations”)

Further to our previous intimation letter dated October 30, 2018 and January 28, 2019, please be informed that a share purchase agreement has been executed on January 31, 2019 between Prime Focus Limited (the “Company”), Gener8 India Media Services Limited (“Gener8”) and DNEG Creative Services Private Limited (“DNEG”), for sale of 100% equity shares by the Company of its wholly owned subsidiary, Gener8 to DNEG, a subsidiary of the Company, on the terms and conditions as contained in the said share purchase agreement.

The details as required to be disclosed in relation to the above, pursuant to Regulation 30 of the LODR Regulations read with the SEBI circular no. CIR/CFD/CMD/4/2015 dated September 09, 2015, are annexed herewith.

Kindly take the above on your record.

Thanking You,

For Prime Focus Limited

Parina Shah



Parina Shah

Company Secretary & Compliance Officer

Encl.: a/a

ANNEXURE I

	Particulars of Information required	Particulars of Information provided
a)	the amount and percentage of the turnover or revenue or income and net worth contributed by such unit or division of the listed entity during the last financial year;	For the year ended March 31, 2018, Gener8 India has reported revenue of Rs. 22.68 crore. This is intercompany revenue with fellow subsidiaries within the group which get eliminated in Prime Focus Limited consolidation and final third party revenues gets reported. Therefore contribution of Gener8 India revenue to Prime Focus Limited consolidated revenue is 0%. As at March 31, 2018, networth reported by Gener8 India is Rs. -55.50 crore, which contributes 8% of Prime Focus Limited consolidated networth (on absolute terms).
b)	Date on which the agreement for sale has been entered into;	The share purchase agreement has been executed on January 31, 2019
c)	The expected date of completion of sale / disposal;	On completion of conditions precedent, as per the share purchase agreement
d)	Consideration received from such sale / disposal;	The consideration for the sale/disposal would be up to Rs. 130.98 Crores (Rupees One Hundred and Thirty Crores and Ninety Eight lakh only) subject to adjustments as per the terms and conditions of the share purchase agreement
e)	Brief details of buyers and whether any of the buyers belong to the promoter / promoter group / group companies. If yes, details thereof;	The buyer is DNEG Creative Services Private Limited, a private limited company incorporated in India, which is a subsidiary (indirect) of the Company.
f)	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arms length";	Yes, the transaction is a related party transaction and is undertaken on an 'arm's length' basis.
g)	Additionally, in case of a slump sale, indicative disclosures provided for amalgamation / merger, shall be disclosed by the listed entity with respect to such slump sale.	Not Applicable



Paolina Shah