



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 YEAR ENDED MARCH 31, 2010

(Rs. in lacs)

S. No.	Particulars	Quarter Ended		Year Ended	
		31.03.2010	31.03.2009	31.03.2010	31.03.2009
		Unaudited	Unaudited	Unaudited	Audited
1	Net Income from Sales / Services	2,982.54	1,954.56	9,511.75	9,109.53
2	Personnel Cost	697.89	658.09	2,612.54	2,745.94
3	General Administrative Expenses	504.96	621.86	1,693.68	1,906.20
4	Exchange Loss / (Gain) (net)	5.63	234.30	194.91	(496.82)
5	Bad Debts	48.09	498.46	177.06	498.67
6	Depreciation	480.71	202.86	1,964.97	1,820.01
7	Operating Profit before Interest (1) - (2+3+4+5+6)	1,245.26	(261.01)	2,868.59	2,635.53
8	Interest	261.53	535.59	1,234.41	1,409.29
9	Operating Profit after Interest (7-8)	983.73	(796.60)	1,634.18	1,226.24
10	Other Income	118.72	253.27	425.76	678.00
11	Net Profit (+) / Loss (-) before Tax (9+10)	1,102.45	(543.33)	2,059.94	1,904.24
12	Tax Expense	370.49	(185.43)	689.56	569.59
13	Net Profit (+) / Loss (-) for the period after Tax (11-12)	731.96	(357.90)	1,370.38	1,334.65
14	Paid-up Equity Share Capital (Face Value - Rs. 10/- per share)	1,282.26	1,282.26	1,282.26	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	5.71	(2.80)	10.69	10.48
	b) Diluted EPS	5.09	(2.49)	9.53	9.33
17	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%
18	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%



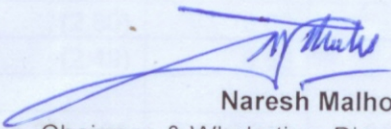
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NOTES TO UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED MARCH 31, 2010

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on May 15, 2010. 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 March 31, 2010 considering it as a long term monetary liability, the profit for the quarter ended March 31, 2010 would have been higher by Rs. 180.62 lacs and the profit for the year ended March 31, 2010 would have been lower by Rs. 461.24 lacs. The reserves as on that date would have been lower by Rs. 2,650.60 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 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 quarter. The Company received only 01 investor complaints during the Quarter. There was no investor complaint pending at the end of the quarter.
5. Previous period / 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: May 15, 2010.