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August 06, 2021

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

Sub: Notice of Board Meeting to be held on August 13, 2021
Ref: NSE Code: PFOCUS / BSE Code: 532748

Dear Sir/ Madam,

Pursuant to Regulation 29 and other applicable regulations, if any of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that a Meeting of the Board of Directors of the Company is scheduled to be held on Friday, August 13, 2021, inter-alia to consider, approve and take on record Un-audited Financial Results (Standalone & Consolidated) of the Company for the quarter ended June 30, 2021.

As informed vide our letter dated June 23, 2021 and June 30, 2021, the Trading Window for dealing in securities of the Company is currently closed pursuant to the provisions of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulation, 2015 and which shall be opened after 48 hours subsequent to the declaration of financial results for the quarter ended June 30, 2021.

The notice is also available on the website of the Company www.primefocus.com and that of BSE Limited www.bseindia.com and National Stock Exchange of India Limited www.nseindia.com.

Request you to kindly take the same on record.

Thanking you,

Yours faithfully,

FOR PRIME FOCUS LIMITED

Parina Shah



PARINA SHAH
COMPANY SECRETARY & COMPLIANCE OFFICER