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, 200§

2 Personn 3 General 4 Exchang 5 Bad Det 6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 13 Tax Exp 14 Paid-up 15 (as per I) 16 Earning: 17 Public S Number Percent: 18 Promote 5 Sharehol 18 Percent: 18 Promote 5 Sharehol 6 Number 9 Of Percent 18 Promote 5 No. of 3 6 Percent 5 Sharehol 6 No. of 3 7 Percent		Quarter Ended		Half Year Ended		Year Ended
2 Personn 3 General 4 Exchang 5 Bad Det 6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 13 Tax Exp 14 Paid-up 15 (as per I) 16 Earning: 17 Public S Number Percent: 18 Promote 5 Sharehol 18 Percent: 18 Promote 5 Sharehol 6 Number 9 Of Percent 18 Promote 5 No. of 3 6 Percent 5 Sharehol 6 No. of 3 7 Percent	Particulars	30.09.2009	30.09.2008	30.09.2009	30.09.2008	31.03.2009 Audited
2 Personn 3 General 4 Exchang 5 Bad Det 6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 13 Tax Exp 14 Paid-up 15 (as per I) 16 Earning: 17 Public S Number Percent: 18 Promote 5 Sharehol 18 Percent: 18 Promote 5 Sharehol 6 Number 9 Of Percent 18 Promote 5 No. of 3 6 Percent 5 Sharehol 6 No. of 3 7 Percent		Unaudited	Unaudited	Unaudited	Unaudited	
2 Personn 3 General 4 Exchang 5 Bad Det 6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 13 Tax Exp 14 Paid-up 15 (as per I) 16 Earning: 17 Public S 18 Promote Sharehol a) Pledge - No. of 3 - Percent 18 Promote Sharehol - Percent b) Non P - b) Non of 3 - No. of 3 - Percent	Income from Sales / Services	2,312.07	2,326.88	4,471.09	4,720.09	9,109.53
3 General 4 Exchang 5 Bad Det 6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 12 Tax Exp 14 Paid-up 15 (as per I 16 Earning: 17 Public S Number Percent: 18 Promote Shareholi - Percent 18 Promote Shareholi - Percent b) Non P - No. of a - No. of a - Percent b) Non P - No. of a	sonnel Cost	655.30	680.98	1,240.48	1,371.88	2,778.94
4 Exchang 5 Bad Def 6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 12 Tax Exp 10 Tax (11- 14 Paid-up 14 Paid-up 14 (Face V Reserve 15 (as per I Year 16 Earning a) Basic b) Dilute 17 Public S Number Percenta 18 Promote Sharehol a) Pledge - No. of a - Percenta sharehol company b) Non P	neral Administrative Expenses	421.47	469.58	803.34	833.85	2,370.02
5 Bad Det 6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 12 Tax Exp 13 Net Pro 14 Paid-up 15 (as per I) 16 Earning: 17 Public S Number Percent 18 Promote Sharehol a) Pledge - No. of 3 - Percent sharehol company b) Non P - No. of 3 - No. of 3 - No. of 3	change Loss / (Gain) (net)	44.42	(174.53)	316.38	(174.53)	(496.82
6 Deprecia 7 (1) - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 12 Tax Exp 13 Net Pro 13 Net Pro 14 (Face V) 15 (as per I) 16 Earning: 17 Public S Number Percent 18 Promote Shareholi - Percent 18 Promote Shareholi - Percent b) Non P - No. of 3 - No. of 3 - Percent	9	42.78	-	83.32	-	498.67
7Operati (1) - (2+8Interest9(7-8)10Other In11Net Pro12Tax Exp13Net Pro13Tax (11-14Paid-up14(Face V)15(as per I)16Earning:a) Basicb) Dilute17Public SNumberPercent:18PromoteSharehola) Pledge- No. of Sharehol- Percentshareholcompanyb) Non P- No. of Sharehol- No. of Sharehol	preciation	505.51	497.64	1,007.37	850.28	1,820.01
1 - (2+ 8 Interest 9 (7-8) 10 Other In 11 Net Pro 12 Tax Exp 13 Net Pro 13 Tax (11- 14 Paid-up 15 (as per I) 16 Earning: 17 Public S Number Percent: 18 Promote Shareholi - Percent 18 Promote Shareholi - Percent b) Non P - No. of 3 - No. of 3 - Percent b) Non P - No. of 3	erating Profit before Interest			,		-
8 Interest 9 (7-8) 10 Other In 11 Net Pro 12 Tax Exp 13 Net Pro 13 Tax (11- 14 Paid-up 15 (Face V) 16 Earning: 17 Public S 18 Promote Sharehol a) Pledge - No. of 3 - Percent sharehol - Percent b) Non P - No. of 3 - No. of 3 - No. of 3	- (2+3+4+5+6)	642.59	853.21	1,020.20	1,838.61	2,138.71
9Operati (7-8)10Other In11Net Pro12Tax Exp13Net Pro13Tax (11)14Paid-up14Paid-up14(Face V)Reserve15(as per I)Year16Earninga) Basicb) Dilute17Public SNumberPercent18PromoteSharehola) Pledge- No. of Sharehol- Percentshareholcompanyb) Non P- No. of Sharehol- No. of Sharehol- No. of Sharehol		320.58	224.78	670.01	446.60	1,409.29
9 (7-8) 10 Other In 11 Net Pro 12 Tax Exp Net Pro 13 Net Pro 13 Net Pro 14 Paid-up 14 (Face V Reserve 15 (as per I Year 16 Earning a) Basic b) Dilute 17 Public S Number Percent 18 Promote Sharehol a) Pledge - No. of 3 - Percen sharehol company b) Non P - No. of 3 - No. of 3 - Percent	erating Profit after Interest					
10 Other In 11 Net Pro 12 Tax Exp 13 Net Pro 13 Tax (11) 14 Paid-up 14 Paid-up 15 (as per I) 16 Earning a) Basic b) Dilute 17 Public S Number Percent 18 Promote Sharehol a) Pledge - No. of 3 - Percent sharehol company b) Non P - No. of 3 - No. of 3 - Percent	-	322.01	628.43	350.19	1,392.01	729.42
11Net Pro12Tax Exp13Net Pro13Tax (11-14Paid-up14(Face V)15(as per l15(as per l16Earninga) Basicb) Dilute17Public S18PromoteSharehola) Pledge- No. of Sharehol- Percentsharehol- Percentb) Non Pb) Non P- No. of Sharehol	er Income	151.00	64.31	291.07	246.86	1,174.82
12Tax Exp13Net Pro13Tax (11-14Paid-up14(Face V)Reserve15(as per lYear16Earninga) Basicb) Dilute17Public SNumberPercent:18PromoteSharehola) Pledge- No. of- Percentsharehol- Percentsharehol- Percentb) Non P- No. of	Profit (+) / Loss (-) before Tax (9+10)	473.01	692.74	641.26	1,638.87	1,904.24
13Net Pro Tax (11- Paid-up (Face V)14Paid-up (Face V)15(as per lage)15(as per lage)16Earning a) Basic b) Dilute17Public S17Public S18Promote Sharehol a) Pledge - No. of - - Percent sharehol company0Number - Percent sharehol company0Non P0Non P0Non P	Expense	150.63	111.65	211.10	253.43	569.59
13 Tax (11- Paid-up (Face V) 14 Paid-up (Face V) 15 (as per l Year 16 Earning: a) Basic b) Dilute Dilute 17 Public S 18 Promote Sharehol a) Pledge - No. of Sharehol - Percent sharehol - Percent b) Non P - No. of Sharehol - No. of Sharehol - Percent - No. of Sharehol - No. of Sharehol - No. of Sharehol - No. of Sharehol - No. of Sharehol - No. of Sharehol	Profit (+) / Loss (-) for the period after					
14 Paid-up (Face V) 15 (Face V) 15 (as per l) 16 Earning: a) Basic b) Dilute 17 Public S 18 Promote Sharehol a) Pledge - No. of Sharehol - Percent sharehol - Percent b) Non P - No. of Sharehol	(11-12)	322.38	581.09	430.16	1,385.44	1,334.65
14 (Face V) Reserve Reserve 15 (as per level) 16 Earning a) Basic b) Dilute 17 Public S Number Percents 18 Promote Sharehol a) Pledge - No. of - Percent sharehol - Percent sharehol - Percent b) Non P - No. of b) Non P - No. of	d-up Equity Share Capital					
Reserve 15 (as per l Year 16 Earning: a) Basic b) Dilute 17 Public S Number Percent: 18 Promote Sharehol a) Pledge - No. of - Percen sharehol company b) Non P - No. of	ce Value - Rs. 10/- per share)	1,282.26	1,272.26	1,282.26	1,272.26	1,282.26
 15 (as per l Year 16 Earning: a) Basic b) Dilute 17 Public S Number Percents 18 Promote Sharehol a) Pledge - No. of s - Percent sharehol - Percent sharehol company b) Non P - No. of s 	serves excluding Revaluation Reserves	-,	.,	.,	.,	.,
Year 16 Earning: a) Basic b) Dilute 17 Public S Number Percent: 18 Promote Sharehol a) Pledge - No. of - Percen sharehol company b) Non P - No. of	per Balance Sheet) of Previous Accounting					
16 Earning: a) Basic b) Dilute b) Dilute Dilute 17 Public S Number Percents 18 Promote Sharehol a) Pledge - No. of s - Percents sharehol - Percents sharehol - Percents b) Non P - No. of s b) Non P - No. of s	, ,	-	-	-	-	18,636.85
a) Basic b) Dilute 17 Public S Number Percent 18 Promote Sharehol a) Pledge - No. of - Percen sharehol company b) Non P - No. of	nings Per Share (EPS)					10,000.00
b) Dilute 17 Public S Number Percent 18 Promote Sharehol a) Pledge - No. of - Percen sharehol company b) Non P - No. of	Basic EPS	2.51	4.57	3.35	10.89	10.48
17 Public S Number Percent: 18 Promote Sharehol a) Pledge - No. of Percen sharehol company b) Non P - No. of	Diluted EPS	2.24	4.07	2.99	9.70	9.33
Number Percent: 18 Promote Sharehol a) Pledge - No. of - Percen sharehol company b) Non P - No. of	blic Shareholding					
Percent: 18 Promote Sharehol a) Pledge - No. of 3 - Percen sharehol company b) Non P - No. of 3	mber of Shares	6,078,088	5,857,588	6,078,088	5,857,588	5,955,488
18 Promote Sharehol a) Pledge - No. of 2 - Percen sharehol company b) Non P - No. of 2	centage of Shareholding	47.40%	46.04%	47.40%	46.04%	46.459
Sharehol a) Pledge - No. of 2 - Percen sharehol company b) Non P - No. of 2	moters and promoter group		1010 170		1010170	101107
a) Pledge - No. of 3 - Percen sharehole - Percen sharehole company b) Non P - No. of 5	· · · · · · · · · · · · · · · · · · ·	6,744,500	6,865,000	6,744,500	6,865,000	6,867,100
- No. of s - Percen sharehold - Percen sharehold company b) Non P - No. of s	Pledged / Encumbered	0,7 11,000	0,000,000	0,111,000	0,000,000	0,001,100
- Percen sharehol - Percen sharehol company b) Non P - No. of	o. of Shares	502,000	823,000	502,000	823,000	1,900,000
sharehol - Percen sharehol company b) Non P - No. of	ercentage of shares (as a % of the total	002,000	020,000	002,000	020,000	1,000,000
- Percen sharehol company b) Non P - No. of s	reholding of promoter and promoter group)	7.44%	11.99%	7.44%	11.99%	27.679
sharehold company b) Non P - No. of S	ercentage of shares (as a % of the total			,		
b) Non P - No. of	reholding of the total share capital of the					
- No. of	ipany)	3.91%	6.47%	3.91%	6.47%	14.829
- No. of						
	Ion Pledged / Non Encumbered					
- Percen	o. of Shares	6,242,500	6,042,000	6,242,500	6,042,000	4,967,100
	ercentage of shares (as a % of the total					
	reholding of promoter and promoter group)	92.56%	88.01%	92.56%	88.01%	72.339
	ercentage of shares (as a % of the total					
sharehol	reholding of the total share capital of the	48.69%	47.49%	48.69%	47.49%	38.739

For and on behalf of the Board of Directors

Place: Mumbai Date: October 30, 2009 Namit Malhotra **Managing Director**

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