PRIME FOCUS
L I M I T E D

November 12, 2025

To,
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 Jeejebhoy Towers,
Dalal Street,
Mumbai – 400 001
Fax Nos.: 22723121 / 2037 / 2039

Dear Sir/ Madam,

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

Sub.: Press release

Please find attached herewith the Press Release: "Prime Focus Limited Expands Board and Appoints New CFO"

Kindly acknowledge the receipt and take the same on record.

Thanking You,

For **Prime Focus Limited**

PARINA NIRAV SHAH
Digitally signed by PARINA NIRAV SHAH
Date: 2025.11.12 22:09:25 +05'30'

Parina Shah
Company Secretary & Compliance Officer

Encl.: a/a

Prime Focus Limited Expands Board and Appoints New CFO

Ms. Shalini Govil-Pai appointed as Independent Director
Mr. Nishant Fadia appointed as Non-Executive Director
Mr. Vikas Rathee appointed as Chief Financial Officer

Mumbai, November 12, 2025: Prime Focus Limited (BSE: 532748/ NSE: PFOCUS - 'the Company'), the world's largest independent integrated media services powerhouse, today announced the appointment of a new Independent Board Director, Non-Executive Director, and Chief Financial Officer (CFO), to support the next phase of its growth.

As the entertainment industry enters a new era defined by technological disruption and fundamental changes to the ways in which content is created and consumed by global audiences, Prime Focus Limited continues to strengthen its leadership position by bolstering its world-class creative, production and technology capabilities, accelerating innovation across its content and technology workflows, deepening its global studio partnerships, and building out a future-ready technology infrastructure.

The Prime Focus Limited Board ('the Board') has approved the appointment of Ms. Shalini Govil-Pai as Independent Director, effective November 12, 2025. Ms. Govil-Pai has a BS and MS in Computer Science and is a conferred Distinguished Alumni from IIT-Mumbai and Distinguished Engineer from Penn State. Ms. Govil-Pai is a respected thought-leader specialising in the scaling of businesses using digital technologies and is presently Vice President and General Manager of TV Platforms at Google.

The Board has also approved the appointment of Mr. Nishant Fadia as Non-Executive Director. Mr. Fadia has stepped down from his position as CFO of the Company with effect from close of business hours on November 12, 2025 to join the Board as Non-Executive Director effective November 13, 2025. Mr. Fadia is a CA and CPA by qualification and has been with the Company for more than 25 years. During that time, he has held diverse and critical roles across finance, corporate strategy, investor relations, and business operations, including taking the Company public in 2006.

The Board has appointed Mr. Vikas Rathee to the role of Chief Financial Officer (CFO), effective November 13, 2025. Mr. Rathee will also continue to serve as the CFO of DNEG, the principal operating subsidiary of the Company. Mr. Rathee is a distinguished alumnus of R.H. Smith School of Business, University of Maryland, and Delhi Institute of Technology, Delhi University. Mr. Rathee has also previously served as the CFO of the Company from August 1, 2014 until February 14, 2018 and has been associated with the Group for the past 12 years. Prior to that Mr. Rathee was Head, Global Corporate Finance and M&A for Suzlon Energy Limited.

As part of the above changes, Co-founder and Non-Executive Director Mr. Merzin Tavaria has tendered his resignation from the Board of the Company, effective November 12, 2025. Mr. Tavaria will continue to serve as President, Global Production and Operations of DNEG India Media Services Limited, a subsidiary of the Company. The Board expresses its deep gratitude and appreciation to Mr. Tavaria for his valued guidance and significant contributions during his tenure on the Board.

Prime Focus Limited Founder and Non-Executive Director, Namit Malhotra, said, *"As we stand at the cusp of a technological revolution that is changing the way content is created and consumed, we continue to position our Company to be at the vanguard of this transformation. I'm pleased to welcome our new Board member, Ms. Shalini Govil-Pai, and to congratulate Mr. Nishant Fadia on his new Board position, and Mr. Vikas Rathee on his appointment as CFO. These appointments further strengthen the leadership and governance of our Company as we continue to empower our clients and partners with new ways to create and produce standout global content."*

-ENDS-

About Prime Focus Limited

Prime Focus Limited (PFL) is one of the world's largest independent media powerhouses.
A global team of over 10,000 professionals across 23 cities, 4 continents, and 7 time zones, we power the future of storytelling with commercial focus, creative ambition, and cutting-edge technology.
Our capabilities span the entire content creation journey:

Creative Excellence
Award-winning visual effects, animation, stereo conversion, and post.

Technology Leadership
AI-first tools and cloud systems that drive production and distribution forward.

Production Intelligence
Smart financing and scalable production solutions built for next-gen filmmaking.

Listed on India's BSE and NSE and ranked on the Fortune India 500, we operate in creative hubs worldwide, from Mumbai to Montréal, London to Los Angeles.
PFL is the parent company of DNEG, Brahma, and Prime Focus Studios.