

November 10, 2010

To,
The National Stock Exchange of India Limited,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Dear Sir,

Ref.: Qualified Institutions Placement of Equity Shares by Prime Focus Limited under the provisions of Chapter VIII of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 to Qualified Institutional Buyers (QIBs)

The following are the details of allottees who have been allotted more than 5% of the securities offered in the QIP.

Sr. No	Name of the allottee	Number of securities allotted	% of securities offered to the QIB*
1.	Swiss Finance Corporation (Mauritius) Limited	2360892	22.19
2.	HSBC Mutual Fund		
	a. HSBC Progressive Themes Fund	1458151	13.70
	b. HSBC Midcap Equity Fund	428040	4.02
3.	Citigroup Global Markets Mauritius Private Limited	2698162	25.35
4.	Emerging India Focus Funds	1300000	12.22
5.	Bajaj Allianz Life Insurance Company Ltd	2187226	20.55

*The total shares issued to qualified institutional buyers are 1,06,41,566 equity shares.

For Prime Focus Limited


Authorised Signatory

