

Date: November 14, 2018

To  
The Manager, Listing  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001

Dear Sir,

SCRIP ID: 540404

**Sub: Outcome of Board Meeting dated 14<sup>th</sup> November, 2018**

With regard to above, this is to inform you that a meeting of Board of Directors was held today, Wednesday, 14th November, 2018, at the registered office of the company, which commenced at 04:00 p.m. and concluded at 05:00 p.m. and the Board considered the following agenda along with other agenda:

1. The Unaudited Standalone Financial Results for the Half year ended as on 30th September, 2018.

Kindly consider the above Disclosures as per applicable regulation of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to kindly intimate the members of the stock exchange and public at large accordingly.

Thanking you,

Yours faithfully,

For Prime Customer Services Limited

  
Jinen C Ghelani  
Managing Director  
(DIN: 01872929)



**PRIME CUSTOMER SERVICES LIMITED**

CIN:L51109GJ2007PLC050404

Regd Office: 102 Sanskar- 2, Near Ketav Petrol Pump, Polytechnic Road, Ambawadi, Ahmedabad

Tel: 079-40320244 Email: cs@primecustomer.co.in Website: www.primecustomer.co.in

**Statement of Standalone Unaudited Financial Results for the half year ended on 30th September, 2018 (In ₹)**

Particulars	Standalone			
	Half year ended on			Year Ended on
	(30/09/2018)	(30/09/2017)	(31/03/2018)	(31/03/2018)
(Refer Notes Below)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
<b>1 Revenue from operations</b>				
I. Revenue from operations	18,84,10,996	16,02,67,409	20,08,93,396	36,11,60,805
II. Other income	-	75,802	5,010	80,812
<b>Total Revenue (I + II)</b>	<b>18,84,10,996</b>	<b>16,03,43,211</b>	<b>20,08,98,406</b>	<b>36,12,41,617</b>
<b>2 Expenses:</b>				
(a) Cost of materials consumed	-	-	-	-
(b) Purchase of stock-in-trade	12,47,50,689	11,64,13,149	16,21,02,634	27,85,15,783
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	1,44,33,840	19,80,474	(1,08,36,840)	(88,56,366)
(d) Employee benefits expense	2,87,09,504	2,48,68,392	2,84,59,382	5,33,27,774
(e) Finance costs	14,10,740	7,94,916	11,14,535	19,09,451
(f) Depreciation and amortisation expense	5,40,181	8,13,223	8,28,165	16,41,388
(g) Other expenses	97,84,730	90,51,784	1,16,86,475	2,07,38,259
<b>Total expenses</b>	<b>17,96,29,684</b>	<b>15,39,21,938</b>	<b>19,33,54,351</b>	<b>34,72,76,289</b>
<b>3 Profit / (Loss) before exceptional and extraordinary items and tax (1-2)</b>	<b>87,81,312</b>	<b>64,21,273</b>	<b>75,44,055</b>	<b>1,39,65,328</b>
<b>4 Exceptional items</b>				
<b>5 Profit / (Loss) before Tax (3-4)</b>	<b>87,81,312</b>	<b>64,21,273</b>	<b>75,44,055</b>	<b>1,39,65,328</b>
<b>6 Tax expense:</b>				
(a) Current tax	21,97,289	17,27,082	24,03,558	41,30,640
(b) Deferred tax	(58,202)	(51,253)	(1,19,031)	(1,70,284)
<b>7 Profit / (Loss) for the period before Minority Interest (7-8)</b>	<b>66,42,225</b>	<b>47,45,445</b>	<b>52,59,528</b>	<b>1,00,04,972</b>
<b>8 Minority Interest</b>				
<b>9 Net Profit / (Loss) for the period</b>	<b>66,42,225</b>	<b>47,45,445</b>	<b>52,59,528</b>	<b>1,00,04,972</b>
<b>10 Paid-up equity share capital (Face Value ₹ 10/- per Share)</b>	<b>3,49,30,000</b>	<b>3,49,30,000</b>	<b>3,49,30,000</b>	<b>3,49,30,000</b>
<b>11 Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year</b>				
<b>12 Earnings per share</b>				
(FV of Rs. ₹/- each) (not annualised):				
(a) Basic	1.90	1.36	1.51	2.86
(b) Diluted	1.90	1.36	1.51	2.86

1. The above unaudited financial statements were reviewed and recommended by the Audit Committee and thereafter approved by the Board of Directors at its meeting held on 14th November, 2018.

2. The figures of previous period are regrouped/reclassified wherever necessary to correspond to the figures of the current reporting period.

Date :-14.11.2018  
Place :- Ahmedabad

For and on behalf of the board of Directors

*Jinen C Ghelani*  
Jinen C Ghelani  
Managing Director  
DIN: 01872929



**PRIME CUSTOMER SERVICES LIMITED**  
Standalone/Consolidated Statement of Assets and Liabilities

(in ₹)

Particulars	Standalone	
	As on 30.09.2018 Unaudited	As on 31.03.2018 Audited
<b>A EQUITY AND LIABILITIES</b>		
1 Shareholders' Funds		
(a) Share capital	3,49,30,000	3,49,30,000
(b) Reserves and surplus	4,68,63,374	4,02,21,149
<b>Sub-total - Shareholders' funds</b>	<b>8,17,93,374</b>	<b>7,51,51,149</b>
2 Share application money pending allotment	-	-
3 Minority interest*	-	-
4 Non-current liabilities		
(a) Long-term borrowings	1,23,550	57,583
(b) Deferred tax liabilities (net)	1,25,955	1,84,157
<b>Sub-total - Non-current liabilities</b>	<b>2,49,505</b>	<b>2,41,740</b>
5 Currents Liabilities		
(a) Short-term borrowings	2,20,58,666	2,81,51,081
(b) Trade payables	93,36,163	2,93,67,791
(c) Other current liabilities	9,09,075	17,91,877
(d) Short-term provision	26,82,658	43,76,890
<b>Sub-total - Current liabilities</b>	<b>3,49,86,562</b>	<b>6,36,87,639</b>
<b>TOTAL</b>	<b>11,70,29,441</b>	<b>13,90,80,528</b>
<b>B ASSETS</b>		
1 Non-current assets		
(a) Fixed assets		
(i) Tangible Assets	64,31,028	68,01,724
(ii) Intangible Assets	20,026	24,972
(b) Non-current investments	22,16,480	21,17,480
(e) Long-term loans and advances	23,68,320	22,68,320
<b>Sub-total - Non-current assets</b>	<b>1,10,35,854</b>	<b>1,12,12,496</b>
2 Current assets		
(a) Inventories	1,14,00,000	2,58,33,840
(b) Trade receivables	6,70,96,049	6,49,79,187
(c) Cash and cash equivalents	49,35,743	46,41,941
(d) Short-term loans and advances	2,25,61,795	3,24,13,064
<b>Sub-total - Current assets</b>	<b>10,59,93,587</b>	<b>12,78,68,032</b>
<b>Total -Assets</b>	<b>11,70,29,441</b>	<b>13,90,80,528</b>

Date :- 14.11.2018  
Place :- Ahmedabad

For and on behalf of the board of Directors

*Jinon Ghelani*  
Jinon C Ghelani  
Managing Director  
DIN: 01872929





**O. P. Bhandari & Co.**  
**Chartered Accountants**

30, Omkar House, C. G. Road, Navrangpura, Ahmedabad – 380009  
Ph (o): 079-26462539, Mo.: 9825014208, Fax: 079-26563388, e-mail: [opbhandrica@gmail.com](mailto:opbhandrica@gmail.com)

**LIMITED REVIEW REPORT**

**Review Report to the Board of Directors of  
PRIME CUSTOMER SERVICES LIMITED**

1. We have reviewed the accompanying statement of Standalone unaudited financial results of PRIME CUSTOMER SERVICES LIMITED ("the Company") for the quarter ended on September 30, 2018 ("the Statement") being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as modified by Circular No. CIR/CFD/FAC/62/2016 dated July 5, 2016.

This Statement, which is the responsibility of the Company's Management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34") prescribed under Section 133 of the Companies Act, 2013 ("the Act") read with relevant rules issued there under and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.

2. We conducted our review in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and an analytical procedure applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.
3. Based on our review conducted as above nothing has come to our attention that causes us to believe that the accompanying statement, prepared in accordance with the aforesaid Indian Accounting Standards and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in the terms of Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as modified by SEBI Circular No. CIR/CFD/FAC/62/2016 dated 05th July, 2016, including manner in which it is to be disclosed, or that it contains any material misstatement.

Place : Ahmedabad  
Date : 14.11.2018



**For, O. P. Bhandari & Co.**  
Chartered Accountants  
(FRN.: 112633W)

  
(O. P. Bhandari)  
Partner  
M. No.: 034409