



PRIME FRESH LIMITED
(FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED)

Date: 07.04.2021

To,
Listing Department,
The Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Fort, Mumbai-400001

SCRIP CODE: 540404

Dear Sir/Madam

Sub.: General Announcement under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015

We are pleased to inform that we are going to organize a Press Meet on Tuesday, 13th April, 2021 at AMA, Ahmedabad from 9.30 am onwards with the following purpose along with other ancillary matter:

1. To launch our B2C Online Fruits and Vegetables platform.

Company is going to launch its e-commerce platform i.e. www.primefresh.in wherein consumers in Ahmedabad and Mumbai can buy and get home delivery of Fruits.

2. Create awareness and general understanding about the role of Prime Fresh Limited in Rural Development, enhancing farmers Income and Employment generation over the last few years and activities going forward.
3. Transformation initiatives by Prime Fresh Limited in coming years for development of fruits and Vegetables sector.

We request you to take it in your record.

Thanking You,
For Prime Fresh Limited
(Formerly Known as Prime Customer Services Limited)

Hiren Ghelani
Whole Time Director
DIN: 02212587