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Dated: 30.03.2019

To,  
BSE Limited  
Listing Department  
P.J. Towers, 1<sup>st</sup> Floor,  
Dalal Street, Fort,  
Mumbai - 400 001

Script Name: PRIMEURB

Script Code: 521149

Dear Sir/Madam

**Sub: Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information (UPSI)**

Pursuant to Regulation 8(2) of the SEBI (Prohibition of Insider Trading) Regulations, 2015, as amended, please find enclosed the revised Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information (UPSI) effective from April 1, 2019.

Thanking you,

Yours Sincerely,

For Prime Urban Development India Ltd

**Krunal Shah**  
**Senior Manager- Legal and Company Secretary**

Encl: as above



**Prime Urban Development India Ltd.**  
**Door No. 83, 3rd Floor,**  
**Plot No. 4, Avinashi Main Road,**  
**Near Petrol Bunk, Asher Nagar,**  
**Tirupur - 641 603**

**PRIME URBAN®**  
**DEVELOPMENT INDIA LTD.**  
(A PATODIA GROUP COMPANY)

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GST No : 33AABCP9571D1ZH PAN NO : AABCP9571D CIN No : L70200 TZ1936 PLC 000001.  
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**Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information (UPSI)**

Pursuant to Regulation 8(1) of the SEBI (Prohibition of Insider Trading) Regulations, 2015 (the "Regulations") the Company has a Code of Practices and Procedure for fair disclosure of Unpublished Price Sensitive Information, as adopted by the Board of Directors of the Company at its meeting held on May 29, 2015.

SEBI has vide notification dated December 31, 2018, amended SEBI (Prohibition of Insider Trading) Regulations, 2015 effective from April 1, 2019. As required under the said Regulations, a revised Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information (UPSI), (hereinafter referred to as the "Code") has been framed and adopted by the Board of Directors of the Company at its Meeting held on February 14, 2019. The said Code shall supersede the earlier Code and shall be effective from April 1, 2019.

**I. Definitions:**

- a. The term "legitimate purposes" shall include sharing of UPSI in the ordinary course of business by an insider with partners, collaborators, lenders, customers, suppliers, merchant bankers, legal advisors, auditors, insolvency professionals or other advisors or consultants, provided that such sharing has not been carried out to evade or circumvent the prohibitions of the said Regulations.
- b. 'Unpublished Price Sensitive Information (UPSI)' means any information, relating to the company or its securities, directly or indirectly, that is not generally available which upon becoming generally available, is likely to materially affect the price of the securities and shall, ordinarily include but not restricted to, information relating to the following:-
  - (i) financial results;
  - (ii) dividends;
  - (iii) change in capital structure;
  - (iv) **Mergers, de-mergers, acquisitions**, de listings, disposals and expansion of business and such other transactions.
  - (v) changes in key managerial personnel;
- c. Other terms not specifically defined here shall have the same meaning as assigned under the said Regulations.

**II. Code:**

1. The Company shall ensure prompt public disclosure of UPSI that would impact price discovery, as soon as it has credible and concrete information, in order to make such information 'generally available', i.e. to make the information accessible to the public on a non-discriminatory basis.
2. The Company shall ensure a uniform and universal dissemination of UPSI to avoid selective disclosure.



3. The Compliance Officer of the Company shall act as the Chief Investor Relations Officer (CIRO) for the purpose of dealing with dissemination of information and disclosure of UPSI as contained herein.
4. The Company shall ensure prompt dissemination of UPSI that gets disclosed selectively, inadvertently or otherwise to make such information 'generally available'.
5. The Company shall ensure an appropriate and fair response to queries on news reports and requests for verification of market rumours by regulatory authorities.
6. The Company shall ensure that information shared with analysts and research personnel is not UPSI.
7. The Company shall develop best practices to make transcripts or records of proceedings of meetings with analysts and other investor relations conferences on the official website to ensure official confirmation and documentation of disclosures made.
8. The Company shall ensure the handling of all UPSI on a need-to-know basis.
9. Sharing of information with lenders, customers, suppliers, merchant bankers, legal advisors, auditors, insolvency professionals or other advisors or consultants shall be considered as "legitimate purposes" for the purposes of sharing UPSI in the ordinary course of business by an insider, provided that such sharing has not been carried out to evade or circumvent the prohibitions under the Regulations.
10. Any person in receipt of UPSI pursuant to a "legitimate purpose" shall be considered an "insider" for the purposes of the Regulations and due notice shall be given to such person(s) to maintain confidentiality of such UPSI in compliance with the said Regulations. The Compliance Officer shall ensure that such third party is also bound by non-disclosure or confidentiality agreements which shall also mention the duties and responsibilities of such person with respect to such UPSI and the liabilities involved if such person misuses or uses such UPSI in breach of these Regulations.
11. A structured digital database containing the names of such persons or entities as the case may be with whom UPSI is shared along with the Permanent Account Number or any other identifier authorised by law where Permanent Account Number is not available shall be maintained. Such databases shall be maintained with adequate internal controls and checks, such as time stamping and audit trails to ensure non-tampering of the database.
12. This Code is subject to review from time to time.

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