

HIREN CHANDRAKANT GHELANI

501, B-wing, Divya Vinayak Building, Near Ganesh Chawk, Charkop, Kandivali West, Mumbai, Maharashtra-400067

Date: 13th February, 2019

To,
BSE Limited
Corporate Relations Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001
Email: corp.relations@bseindia.com

Prime Customer Services Limited
102, Sanskar-2, Near Ketav Petrol Pump,
Polytechnic road, Ambawadi,
Ahmedabad-380015
Email: cs@primecustomer.co.in

Dear Sir / Madam,

Sub: Disclosure in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulations 31(1) and 31(2) of SEBI (Substantial Acquisitions of Shares and Takeovers) Regulations, 2011, we are submitting the disclosure for pledge of 1, 25,000 equity shares held in Prime Customer Services limited by Mr. Hiren Chandrakant Ghelani.

Kindly take the above information on record.

Thanking You.

Yours Faithfully,



Mr. Hiren Ghelani

Disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of Target Company (TC)	Prime Customer Services Limited
Name of the Stock Exchanges where the shares of the target company are listed	BSE SME
Date of Reporting	13.02.2019
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked	Mr. Hiren Chandrakant Ghelani
Details of the creation/invocation/release of encumbrance:	Creation

Name of the promoter (s) or PACs with him(*)	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares {creation [(2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]}	
	No. of shares	% of total share capital	No. of shares	% of total share capital	Type of event (creation/release/invocation)	Date of creation/ Invocation/ Release of encumbrance	Type of encumbrance (pledge/lien/ non disposal Undertaking/ others)	Reasons for encumbrance (**)	No. of shares	% of total share capital	Name of the entity in whose favour shares encumbered (***)	No. of shares	% of total share capital
Mr. Hiren Ghelani	11,25,000	3.22	-	-	Creation	06.02.2019	Pledge	Collateral security on account of loan sanction to Prime Customer Services Limited	1,25,000	0.38	AXIS BANK LIMITED	1,25,000	0.38
Mr. Jinen Ghelani	1,87,800	0.54	-	-	-	-	-	-	-	-	-	-	-
Mr. Hardik Ghelani	2,19,600	0.63	-	-	-	-	-	-	-	-	-	-	-
Mrs. Neha													

H. Ghelani

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Name of the promoter (s) or PACs with him(*)	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares {creation [(2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]}	
	No. of shares	% of total share capital	No. of shares	% of total share capital	Type of event (creation/release/invocation)	Date of creation/ Invocation/ Release of encumbrance	Type of encumbrance (pledge/lien/ non disposal Undertaking/ others)	Reasons for encumbrance (**)	No. of shares	% of total share capital	Name of the entity in whose favour shares encumbered (***)	No. of shares	% of total share capital
Mr. Chandrakant Ghelani	35,000	0.10	-	-	-	-	-	-	-	-	-	-	-
NH Time Investments and Research Private Limited	1,86,000	0.53	-	-	-	-	-	-	-	-	-	-	-
Prosperity Securities Private Limited	1,92,000	0.55	-	-	-	-	-	-	-	-	-	-	-
Mrs. Manisha Ghelani	10,000	0.03	-	-	-	-	-	-	-	-	-	-	-
Mrs. Amessha Karia	39,720	0.11	-	-	-	-	-	-	-	-	-	-	-

Signature of the Authorized Signatory: *P. C. Ghelani*
 Place : Mumbai
 Date : 13/02/2019

* The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.
 ** For example, for the purpose of collateral for loans taken by the company, personal borrowing, third party pledge, etc.
 *** This would include name of both the lender and trustee who may hold shares directly or on behalf of the lender.