

Date; 21.10.2020

To,  
The Manager Listing,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400001

Dear Sir/ Ma'am,

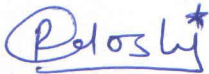
**Sub: Disclosure under Regulation 29 (1) and 29 (2) of SEBI (Substantial Acquisition of shares and takeovers) Regulations, 2011**

In reference to the Captioned subject, Please find the enclosed herewith the disclosure under Regulation 29 (1) and 29 (2) of SEBI (Substantial Acquisition of shares and takeovers) Regulations, 2011, Pursuant to the conversion of warrants into Equity shares of Prime Fresh Limited (Formerly Known as Prime Customer Services Limited).

We request you to kindly take the above on record.

Thanking You

For Prime Fresh Limited  
(Formerly Known as Prime Customer Services Limited)



Riya Doshi  
Company Secretary  
Membership NO: A45571



Date: 21.10.2020

From:

**Hiren Chandrakant Ghelani**

Flat No. 501, B Wing, Divya Vinayak Bldg,  
Nr Ganesh Chowk,  
Charkop, Kandivali (W),  
Mumbai- 400067

To,  
BSE Limited  
Phiroze JeeJeebhoy Tower,  
Dalal Street,  
Mumbai -400001

Dear Sir,

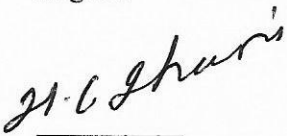
**Sub.: Disclosure as per Regulation 29 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

With reference to the above mentioned subject, I would like to inform that Board of Directors of Prime Fresh Limited (Formerly Known as Prime Customer Services Limited) at their meeting held on October 21, 2020 has allotted 33000 shares pursuant to the Conversion of warrants into Equity shares.

The Disclosure as per regulations 29 (1) of SEBI (ICDR) Regulations, 2018 is enclosed herewith.

I request you to take note of the same.

Thanking You  
Regards



**Hiren Chandrakant Ghelani**

Encl.: 1. As stated.

CC.: 1. The Compliance Officer  
Prime Fresh Limited  
(Formerly Known as Prime Customer Services Limited)  
102 SANSKAR- 2, NEAR KETAV PETROL PUMP  
POLYTECHNIC ROAD, AMBAWADI  
AHMEDABAD-380015  
GJ IN

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	Prime Fresh Limited (Formerly Known as Prime customer Services Limited)		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Hiren Chandrakant Ghelani		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE SME		
Details of the acquisition / disposal as follows	Number	% w.r.t.total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of :</b>			
a) Shares carrying voting rights	11,42,000	32.69%	27.90%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	199963	5.72%	4.89%
e) Total (a+b+c+d)	11,42,000	32.69%	27.90%
<b>Details of acquisition/sale</b>			
a) Shares carrying voting rights acquired/sold	33000	0.94%	0.08%
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)			

<b>After the acquisition/sale, holding of:</b>			
a) Shares carrying voting rights	11,75,000	33.01%	28.71%
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares	1,66,963	4.69%	4.08%
d) Warrants/ <del>convertible securities/any other instrument</del> that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	13,41,963	37.7%	32.79%
e) Total (a+b+c+d)			
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Preferential Allotment		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	The BOD has allotted 33000 shares on 21.10.2020		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 3,49,30,000 divided into 34,93,000 Equity Shares of Rs. 10 Each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 3,55,90,000 divided into 35,59,000 Equity Shares of Rs. 10 Each		
Total diluted share/voting capital of the TC after the said acquisition	Rs.4,09,28,880 divided into 40,92,888 Equity Shares of Rs. 10 Each		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**Signature of the acquirer / seller / Authorized Signatory**

**Hiren Chandrakant Ghelani**

Place: Mumbai

Date: 21.10.2020

*21.10.2020*  
*Hiren Ghelani*

\*\*\*\*\*

Date: 21.10.2020

From

**Jinen Chandrakant Ghelani**

D/31 Amalatas Appartment,

Near Ashawri Tower

B/H Fan Would,

Settelite

Ahmedabad 380015

To,

BSE Limited

Phiroze JeeJeebhoy Tower,

Dalal Street,

Mumbai -400001

Dear Sir,

**Sub.: Disclosure as per Regulation 29 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

With reference to the above mentioned subject, I would like to inform that Board of Directors of Prime Fresh Limited (Formerly Known as Prime Customer Services Limited) at their meeting held on October 21,2020 has allotted 33000 shares pursuant to the Conversion of warrants into Equity shares.

The Disclosure as per regulations 29 (1) of SEBI (ICDR) Regulations, 2018 is enclosed herewith.

I request you to take note of the same.

Thanking You

Regards



**Jinen Chandrakant Ghelani**

Encl.: 1. As stated.

CC.: 1. The Compliance Officer  
Prime Fresh Limited  
(Formerly Known as Prime Customer Services Limited)  
102 SANSKAR- 2, NEAR KETAV PETROL PUMP  
POLYTECHNIC ROAD, AMBAWADI  
AHMEDABAD-380015  
GJ IN

**Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	Prime Fresh Limited (Formerly Known as Prime customer Services Limited)		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Jinen Chandrakant Ghelani		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE SME		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of :</b>			
a) Shares carrying voting rights	1,89,800	5.43%	4.64%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	1,99,963	5.72%	4.89%
e) Total (a+b+c+d)	3,89,763	11.15%	9.53%
<b>Details of acquisition/sale</b>			
a) Shares carrying voting rights acquired/sold	33000	0.94%	0.80%
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	33000	0.94%	0.80%

<b>After the acquisition/sale, holding of:</b>			
a) Shares carrying voting rights	2,22,800	6.26%	5.44%
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/ <del>convertible securities/any other instrument</del> that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	1,66,963	4.69%	4.08%
e) Total (a+b+c+d)	3,89,763	10.95	9.52%
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Preferential Allotment		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	The BOD has allotted 33000 shares on 21.10.2020		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 3,49,30,000 divided into 34,93,000 Equity Shares of Rs. 10 Each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 3,55,90,000 divided into 35,59,000 Equity Shares of Rs. 10 Each		
Total diluted share/voting capital of the TC after the said acquisition	Rs.4,09,28,880 divided into 40,92,888 Equity Shares of Rs. 10 Each		

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(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

*Jinen Ghelani*

**Signature of the acquirer / seller / Authorized Signatory**

**Jinen Ghelani**

Place: Ahmedabad

Date: 21.10.2020

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