

Date: 14.02.2020

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

Dear Sir / Madam,

Sub: Postal Ballot Notice
Ref: Company Code: BSE: 540404

In furtherance of our intimation dated 8th February, 2020 and in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Please find enclosed herewith copy of Notice of Postal Ballot along with the Postal Ballot Form.

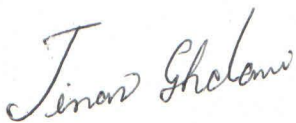
The Postal Ballot notice is being sent to members whose names appear on the Register of Members or in the list of beneficial owners, received from National Securities Depository Limited and Central Depository Services (India) Ltd as on Friday 7th February, 2020.

You are requested to please take a note of the same and arrange to inform the members of exchange and public at large accordingly.

Thanking you,

Yours faithfully,

For Prime Customer Services Limited



Jinen C Ghelani
Managing Director & CFO
(DIN: 01872929)
Place: Ahmedabad



PRIME CUSTOMER SERVICES LIMITED

CIN: L51109GJ2007PLC050404

Regd. Office: 102, Sanskar-2, Near Ketav Petrol Pump, Polytechnic Road, Ambawadi, Ahmedabad-380015,
Ph: +91 79 40320244 Email: info@primecustomer.co.in Website: www.primecustomer.co.in

POSTAL BALLOT NOTICE

Dear Member(s),

Notice is hereby given pursuant to the provisions of Section 110 and other applicable provisions, if any, of the Companies Act, 2013 ('the Act'), read together with the Companies (Management and Administration) Rules, 2014 (including any statutory modification or re-enactment(s) thereof for the time being in force), and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015(SEBI LODR) and other applicable laws and Regulations, if any, that the resolution appended below are proposed to be passed by the Members through Postal Ballot. The Explanatory statement pertaining to the aforesaid resolution setting out the material facts concerning the item and the reason thereof is annexed hereto along with a Postal Ballot form ("Form") for your consideration.

The Board of Directors of the Company (the "Board") has appointed Mr. Alpesh Dhandhlya, Practising Company Secretary (COP: 12119), Ahmedabad as the Scrutinizer for conducting the postal ballot process in a fair and transparent manner.

Members are requested to carefully read the instructions printed in the Postal Ballot form, record your assent (for) or dissent (against) therein by filling necessary details and affixing your signature at the designated place in the form and return the same in original duly completed in the enclosed self-addressed, postage pre-paid Envelope so as to reach the Scrutinizer not later than 05.00 p.m. on 16th March, 2020.

Upon completion of the scrutiny of the Forms, the Scrutinizer will submit his report on or before 22nd March, 2020 to the chairman or any other authorized director of the company. The Chairman of the Company would announce the result of the Postal Ballot on or before 22nd March, 2020 at the Registered Office of the Company.

The aforesaid result would be displayed at the Registered Office of the Company, intimated to the Stock Exchange where the shares of the Company are listed, along with the Scrutinizer's report on the Company's Website i.e. www.primecustomer.co.in

ITEM NO. 1

To alter the Main Object Clause of the Memorandum of Association of the Company.

To consider and, if thought fit, to give assent or dissent to the following resolution proposed to be passed as a **Special Resolution**:

"RESOLVED THAT, pursuant to Section 13 and 110 of the Companies Act, 2013, and all other applicable provisions, if any, (including notification, circulars, re-enactment and modifications thereof) and subject to the confirmation of the Registrar of the Companies the main Object Clause of the Memorandum of Association of the Company be and is hereby altered by removing the below mentioned line from the existing object clause (A)(2)

"Multilevel marketing or Chain system"

'RESOLVED FURTHER THAT the Board or the Committee or any one of the Directors of the Company shall be entitled to exercise all such powers and authorities to do all such acts, deeds, matters and things, as may be necessary, relevant, usual, customary and/ or expedient for implementing and giving effect to the aforesaid resolution."

ITEM NO.2

Change in name of the Company from "Prime Customer Services Limited" to "Prime Fresh Limited"

To consider and, if thought fit, to pass the following resolution as **Special Resolution**:

"RESOLVED THAT pursuant to the provisions of Sections 4, 13, 14 and all other applicable provisions, if any, of the Companies Act, 2013 read with the relevant rules there under (including any statutory modifications or re-enactment thereof, for the time being in force) and Memorandum of Association and Articles of Associations of the Company and subject to approval of the Central Government (power delegated to Registrar of Companies) or other necessary approval(s) required, if any, from appropriate authorities, including in-principle approval under regulation 45 of Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, consent of the members be and is hereby accorded to change the name of the Company from "Prime Customer Services Limited" to the new name "Prime Fresh Limited", as made available by the Central Registration Centre, Ministry of Corporate Affairs."

"RESOLVED FURTHER THAT consequent to aforesaid change of name of the Company, the Name Clause of the Memorandum of Association be and is hereby altered by substituting existing clause with the following new clause: "

I. The name of the Company is **"PRIME FRESH LIMITED"**.

"RESOLVED FURTHER THAT in Article 2A of the Articles of Association of the Company the name **"Prime Customer Services Limited"** be and is hereby substituted by **"Prime Fresh Limited"**."

"RESOLVED FURTHER THAT wherever the name "Prime Customer Services Limited" is appearing in the Memorandum of Association and the Articles of Association of the Company, the same be and is hereby substituted by "Prime Fresh Limited".

“RESOLVED FURTHER THAT any one of the Director or Company Secretary of the Company, be and are hereby severally authorised to make, sign and execute and file necessary applications, forms, papers, documents and furnish information as may be considered necessary or expedient including appointing attorney/s or authorised representatives under appropriate Letter/s of Authority/ies, to appear before the office of the Ministry of Corporate Affairs / Registrar of Companies, Stock Exchanges where securities of the Company are listed and other Regulatory or Statutory Authority/ies, as may be required from time to time and to do all such acts, deeds, matters and things as may be considered necessary to give effect to the above mentioned resolutions.”

Date : 07.02.2020
Place : Ahmedabad

By Order of the Board of Directors
For Prime Customer Services Limited

Jinen Ghelani
Managing Director & CFO
DIN: 01872929

NOTES:

1. The Board of Directors of the Company at its meeting held on, February 07, 2020 has approved issuance of this Postal Ballot Notice. An explanatory statement pursuant to Section 102 of the Act, setting out the material facts and reasons for the proposed special business, are appended here and below along with Form for your consideration.
2. The Postal Ballot Notice is being sent to the all the Members, whose names appear in the Register of Members/list of beneficial owners as received from the National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL) as on Friday, 7th February, 2020. The Postal Ballot Notice is being sent to Members in electronic form to the email addresses registered with their Depository Participants (in case of electronic shareholding) / the Company's registrar and share transfer agents (in case of physical shareholding). For Members whose email IDs are not registered, physical copies of the Postal Ballot Notice are being sent by permitted mode. The Postal Ballot Notice will be available on the Company's website www.primecustomer.co.in. A person who is not a Member as on cut-off date shall treat this Notice for information purpose only.
3. Members whose names appear in the Register of Members/List of Beneficial Owners as on Friday, February 07, 2020 will be considered for the purpose of reckoning voting rights.
4. Members who have received the Postal Ballot Notice by e-mail and who wish to vote through physical ballot form can request for a Ballot Form at Bigshare Online Services Private Limited, Unit: Prime Customer Services Limited, 1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri East Mumbai 400059 Maharashtra, India or they may also address their request through e-mail to: joyv@bigshareonline.com. The Postal Ballot Form can also be downloaded from the Company's website www.primecustomer.co.in
5. The Company has appointed Mr. Alpesh Dhandhlya, Proprietor of M/s. Alpesh Dhandhlya & Associates, Practicing Company Secretary (COP: :12119), as Scrutinizer for conducting the Postal Ballot process in a fair and transparent manner.
6. Resolutions passed by the Members through postal ballot are deemed to have been passed as if they have been passed at a General Meeting of the Members.
7. A Member cannot exercise his vote by proxy on postal ballot.
8. Members desiring to exercise their vote by postal ballot are requested to carefully read the instructions printed on the Postal Ballot Form and return the same duly completed in the enclosed self-addressed Business Reply Envelope to the Scrutinizer, so that it reaches the Scrutinizer not later than close of working hours (i.e. 5:00 PM) on Monday March 16, 2020. Envelopes containing Postal Ballots, if sent by courier or registered post or speed post at the expense of the Members, will also be accepted. Any postal ballot received after 5:00 PM on Monday March 16, 2020 will be considered invalid.
9. Incomplete, unsigned on incorrect, defaced or mutilated Postal Ballot Forms will be considered as invalid. The Scrutinizer's decision on the validity of a postal ballot will be final and binding.
10. The last date for the receipt of duly completed Postal Ballot Forms shall be the date on which the resolution would be deemed to have been passed, if approved by the requisite majority.
11. The company being listed on SME Platform the provisions for e-voting are not applicable to the company.
12. The Scrutinizer will submit his report to the Chairman or any Director of the Company duly authorised by the Chairman after the completion of scrutiny, and the result of the voting by postal ballot will be announced by the Chairman or authorised Director, on or before, March 22, 2020 at the registered office and will be displayed on the website of the Company www.primecustomer.co.in. Also the same will be communicated to the Stock Exchanges, Depositories and Registrar and Share Transfer Agents.

PRIME CUSTOMER SERVICES LIMITED

CIN: L51109GJ2007PLC050404

Regd. Office: 102, Sanskar-2, Near Ketav Petrol Pump, Polytechnic Road, Ambawadi, Ahmedabad-380015,
Ph: +91 79 40320244 Email: info@primecustomer.co.in Website: www.primecustomer.co.in

EXPLANATORY STATEMENT PURSUANT TO SECTION 102 OF THE COMPANIES ACT, 2013

ITEM NO.: 1

As you are aware, the Company was originally incorporated on 30th March, 2007 with the Main Object as mentioned in the Memorandum of Association of the Company. The Company believes that there is a synergy & related opportunity to grow in these areas for a Diversified, Sustainable and Scalable Expansion. The Company has various plans for expansion of its business operations from the present level. The Board of Director gets to know that there are some lines which are not related to main object of the company and therefore decided to remove such line from the existing Object clause and forwarded to the shareholder for their approval.

Objects Clause of the Memorandum of Association can be altered by passing a Special Resolution through Postal Ballot, pursuant to Sections 13 and 110 of the Companies Act, 2013 read with Rule 22 of the Companies (Management and Administration) Rules, 2014.

A copy of the Memorandum of Association of the Company will be available for inspection by the Members at the Registered Office of the Company during Business Hours on any working day.

None of the Directors and Key Managerial Personnel of the Company, or their relatives, is interested in this Special Resolution.

The Board recommends this Special Resolution for your approval.

ITEM NO: 2

Your Company (PCSL) has grown its business over a period of more than 13 years since its incorporation and has earned all-round goodwill of its customers, suppliers and other stakeholders in Fresh Fruits and Vegetables Sector. Your Company has now started to expand its business overseas and planning to do more and more export business with its brand (Prime Fresh) or concept to serve Fresh Fruits and Vegetable Sector. Hence to serve its business with concept of Fresh Fruits and Vegetable, Management has decided to change its Name from "Prime Customer Services Limited" to "Prime Fresh Limited" subject to necessary approvals.

To change the name of the Company and accordingly the Company had applied to the ROC for reserving the names proposed by the Board. The Company has received the name availability letter dated January 24, 2020 from the Office of Central Registration Centre, Ministry of Corporate Affairs, New Delhi wherein the name

"Prime Fresh Limited" has been reserved and made available to the Company for changing its' existing name "Prime Customer Services Limited".

Consequently, the Board of Directors of the Company has approved to change the name of the Company from "Prime Customer Services Limited" to the new name "Prime Fresh Limited", and recommended the same for members' approval as a Special Resolution through postal ballot.

The said change in name of the Company shall be subject to the approval, consent, sanction and permission if any, from appropriate authorities, including in-principle approval of the Stock Exchanges under regulation 45 of Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The change in name of the Company as proposed would not result in change of the legal status or constitution or operations or activities of the Company, nor would it affect any rights or obligations of the Company or the Members /Stakeholders. The Change of Name of the Company shall be effective from the date of Fresh Certificate of Incorporation.

As required under the provisions of Sections 4, 13 and 14 of the Companies Act, 2013 and Rules made there under, the change in Company name and consequential alteration of Memorandum of Association and Articles of Association of the Company requires approval of the Members by way of Special Resolution.

None of the Directors and Key Managerial Personnel of the Company including their relatives are interested or concerned in the Resolution No. 2, except to the extent of their shareholding entitlements, if any.

Your Directors recommend the Resolution No. 2 of the Postal Ballot Notice for the approval of the Members as a Special Resolution.

Date : 07.02.2020
Place : Ahmedabad

By Order of the Board of Directors
For Prime Customer Services Limited

Jinen Ghelani
Managing Director & CFO
DIN: 01872929

PRIME CUSTOMER SERVICES LIMITED

CIN: L51109GJ2007PLC050404

Regd. Office: 102, Sanskar-2, Near Ketav Petrol Pump, Polytechnic Road, Ambawadi, Ahmedabad-380015,
Ph: +91 79 40320244 Email: info@primecustomer.co.in Website: www.primecustomer.co.in

POSTAL BALLOT FORM

(To be returned to Scrutinizer appointed by the Company)

Postal Ballot Serial No.: _____

1. Name (s) of the member(s) (in block letters) :
(Including joint holders, if any)
2. Registered Address of the Sole/First named Member/beneficial owner :
3. Registered Folio No/ DP ID*/ Client ID No.* :
(*Applicable to investors holding shares in Dematerialized form)
4. No. of equity shares held :
5. I / We hereby exercise my / our vote in respect of the following Special Resolution to be passed through Postal Ballot for the special business stated in the notice dated 7th February, 2020, Friday of the Company by sending my / our assent (FOR) or dissent (AGAINST) to the said resolution by placing the tick (v) mark in the appropriate column below:

Sr. No.	Description	No. of Share(s)	I/We assent to the Resolution (For)	I/We dissent to the Resolution (Against)
1.	Special Resolution - To alter the Main Object Clause of Memorandum of Association of the Company.			
2.	Special Resolution – To change name of the Company from "Prime Customer Services Limited" to "Prime Fresh Limited"			

Place :

Date :

Signature of Shareholder(s)

Notes :

1. Please read the instructions printed overleaf and in the notice of the postal ballot carefully before exercising your vote.
2. Last date for receipt of Postal Ballot Form by the Scrutinizer: 16th March, 2020 before 05.00 pm.

INSTRUCTIONS

1. A member to exercise the vote, need to send duly completed and signed postal ballot form to the Scrutinizer, **Mr. Alpesh Dhandhlya, Practicing Company Secretary (, CP No. 12119) at 401, Haash Complex, Nagri Hospital- Law Garden Road, Nr. Ellise Bridge Police Line, Ahmedabad-380006** in the attached self-addressed prepaid postage Business Reply Envelope. Envelopes containing postal ballots, if sent by courier at the expenses of the registered shareholders will also be accepted.
2. In case of joint holding, this form should be completed and signed by the first named shareholder and in his absence, by the next named shareholder.
3. Incomplete or Unsigned Postal Ballot Form will be rejected. The scrutinizer's decision on the validity of the Postal Ballot Form will be final.
4. Duly completed Postal Ballot Form should reach the company not later than the close of Working Hours on 16th March, 2020, 5.00 p.m. Postal Ballot Form received after this date will be strictly treated as if the reply from the member has not been received.
5. In case of shares held by Companies, Trusts, Societies etc., a duly completed Postal Ballot Form should be signed by its authorized signatory. In such cases the duly completed Postal Ballot Form should also be accompanied by a certified copy of the Board Resolution/Authority together with the specimen signature(s) of the duly authorized signatory (ies). Where the form has been signed by a representative of the President of India or of the Governor of a State, a certified copy of the nomination should accompany the Postal Ballot Form. A member may sign the Form through an attorney appointed specially for this purpose, in which case, an attested true copy of the Power of Attorney should be attached to the Postal Ballot Form.
6. The Scrutinizer shall forward his report on the Postal Ballot to the Chairman on or Before 22nd March, 2020 and the result will be declared by the Chairman on/ or before 22nd March, 2020 at the registered office of the Company.
7. Members are requested not to send any other paper along with the Postal Ballot Form (except those authorized by the Company) in the enclosed self-addressed postage prepaid envelope as all Postal Ballot(s) will be sent to the Scrutinizer and any extraneous paper found in such envelope would be destroyed by the Scrutinizer.