

HIREN CHANDRAKANT GHELANI

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

Date: 10/04/2019

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

Ref.: Disclosure made under regulation as specified in Subject dated 13.02.2019

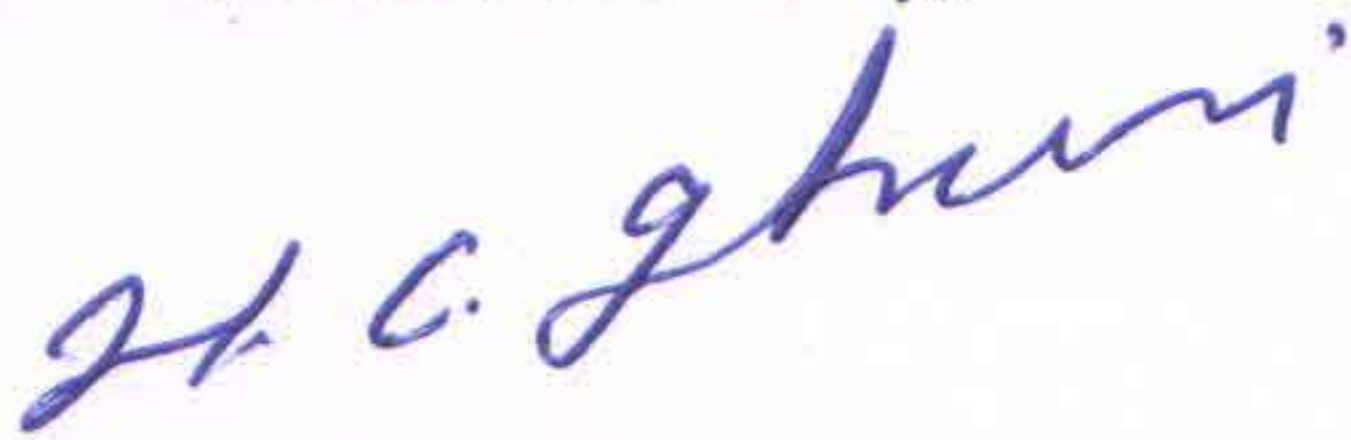
In continuation of the Disclosure made on 13.02.2019, we hereby inform that Pledging of 1,25,000 equity shares held in Prime Customer Services Limited by Mr. Hiren Chandrakant Ghelani has not taken place. Further we attach herewith the Confirmation letter received from the Bank for your reference.

Further it may be noted that disclosure made in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 has been withdrawn.

Kindly take the above information on record.

Thanking You.

Yours Faithfully,



Hiren Ghelani

To,
M/s Prime Customer Services Limited
 102, Sanskar Complex 2,
 Near Ketav Petrol Pump,
 Polytechnic Road,
 Ambawadi, Ahmedabad – 380 015

Dear Sir,

YOUR VARIOUS CREDIT LIMIT WITH US – CANCELLATION OF ENHANCED LIMIT

We refer to your letter dated 18.03.2019, requesting us for cancellation of enhanced limit sanctioned vide our letter no. **AXISB/SME/Paldi Ahmedabad /RB/2018-19/238 dated 01.11.2018** and **Addendum Sanction Letter Ref No: - AxisB/SME Paldi Centre /Ahmedabad / RB /2018 -19/331 Dated 28.01.2019 "**.

Please note that with approval of competent authority, the enhanced limit of Rs.40 lacs communicated vide our above letters, stands cancelled. Consequently, the condition of pledging 1,25,000 shares to secure the exposure with our Bank also stands cancelled. Post cancellation of the enhancement, the details of revised limit & security structure are as under:

Limit

	(Rs. in lakhs)	
Facility	Earlier sanctioned	Now revised
Cash Credit	305.00	265.00
Export Credit limit as a sublimit of CC	(150.00)	(150.00)
Total Limits (A+B)	305.00	265.00

Security Template

Earlier stipulated vide our earlier letters dated 01.11.2018 & 28.01.2019 for the overall limit of Rs.305 lacs	Now revised for the overall limit of Rs.265 lacs
<p>Primary: Extension of charge by way of hypothecation of entire current assets (both present & future) of the company</p> <p>Collateral:</p> <ul style="list-style-type: none"> • Extension of equitable mortgage over self-occupied residential property situated at D/31, Amaltas Apartment, Behind Fun Republic, Satellite, Ahmedabad – 380015 owned by Jinen Ghelani & Neha Ghelani • Extension of equitable mortgage over the commercial property situated at 102, Sanskar-2, Near Ketav Petrol Pump, Polytechnic Road, Ambawadi, Ahmedabad – 380015 owned by Hiren Ghelani • 125000 Shares of Prime Customer Services Limited in the name of Mr. Hiren Ghelani to be pledged (Note: The customer has Demat A/c with SVV SHARES & STOCK BROKERS PVT. LTD.) 	<p>Primary: Extension of charge by way of hypothecation of entire current assets (both present & future) of the company</p> <p>Collateral:</p> <ul style="list-style-type: none"> • Extension of equitable mortgage over self-occupied residential property situated at D/31, Amaltas Apartment, Behind Fun Republic, Satellite, Ahmedabad – 380015 owned by Jinen Ghelani & Neha Ghelani • Extension of equitable mortgage over the commercial property situated at 102, Sanskar-2, Near Ketav Petrol Pump, Polytechnic



100% security coverage (collateral) to be maintained including pledge of shares. Market value of the shares being pledged to be observed on quarterly basis and share price should not go below Rs. 84/share (125000 shares*Rs. 84/share= Rs. 1,05,00,000). Margin call should be initiated immediately if overall coverage goes below 100% (including market value of shares) of our exposure.

Guarantee: Personal Guarantee of

- Mr. Jinen Ghelani (MD & security Provider)
- Mr. Hiren Ghelani (Director & security provider)
- Mrs. Neha Ghelani (Security Provider, Director and wife of MD)

Road, Ambawadi, Ahmedabad – 380015 owned by Hiren Ghelani

Guarantee: Personal Guarantee of

- Mr. Jinen Ghelani (MD & security Provider)
- Mr. Hiren Ghelani (Director & security provider)
- Mrs. Neha Ghelani (Security Provider, Director and wife of MD)

Kindly acknowledge and return a copy of this letter duly signed by the authorised signatory/ies of the Company and all guarantors to our CBB Panchwati Branch for our record.

Yours faithfully,


Rranjeet Kumar Barnwal
Head-SME Centre Paldi




Bhavin Patel
Relationship Manager (SEG)