

Date: 16.06.2021

To
The Manager, Listing
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001

Dear Sir,

SCRIP ID: 540404

Sub: Outcome of Board Meeting dated 16th June, 2021

With regard to above, this is to inform you that a meeting of Board of Directors was held today, Wednesday, 16th June, 2021, at the registered office of the company, which commenced at 05:10 p.m. and concluded at 05.35 p.m. and the Board considered the following agenda along with other agenda:

1. The audited Standalone and Consolidated Financial Results for the Half year ended as on 31st March, 2021
2. Took on Record the Audited Standalone and Consolidated Financial Statements of the Company for the Year Ended 31st March, 2021.
3. Took on record the Secretarial Audit Report for the Financial Year Ended 31st Mach, 2021
4. Appointed M/S SNDK & ASSOCIATES LLP as an Internal Auditor of the Company for the Financial Year 2021-22.
5. Appointed M/S Alpesh Dhandhlya & Association as Secretarial Auditor for the Financial Year 2021-22.

Kindly consider the above Disclosures as per applicable regulation of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

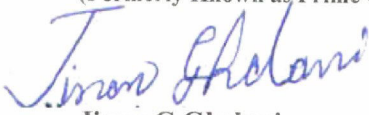
We also hereby give the declaration pursuant to the provision to Regulation 33(3)(d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to kindly intimate the members of the stock exchange and public at large accordingly.

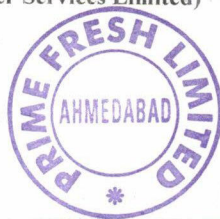
Thanking you,

Yours faithfully,

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



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



Date: 16.06.2021

To,
BSE Limited
PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai- 400001

Dear Sir / Madam,

SCRIP CODE: 540404

Sub: Declaration under Regulation 33(3)(d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

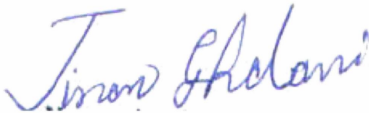
In compliance with the provisions of Regulation 33(3)(d) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, We hereby declare that M/s O.P. Bhandari & Co., Chartered Accountant, Ahmedabad (FRN: 112633W) Statutory Auditor of the Company have issued an audit report with unmodified opinion on audited financial results (Standalone & Consolidated) of the Company for the half year and year ended on March 31, 2021.

Kindly take the note of the same.

Thanking you,

Yours faithfully,

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



Jinen C Ghelani
Managing Director & CFO
DIN: 01872929





O. P. Bhandari & Co.
Chartered Accountants

30, Omkar House, C. G. Road, Navrangpura, Ahmedabad - 380009
Ph (o): 079-26462539, Mo.: 9825014208, Fax: 079-26563388, e-mail: opbhandarica@gmail.com
GST NO. 24AAAF06762HST1Z9

INDEPENDENT AUDITOR'S REPORT ON STANDALONE AUDITED ANNUAL FINANCIAL RESULTS OF THE COMPANY PURSUANT TO THE REGULATION 33 OF THE SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015. (as amended)

To the Board of Directors of
Prime Fresh Limited
(Formerly known as Prime Customer Services Limited)

REPORT ON THE AUDIT OF THE FINANCIAL RESULTS

OPINION

We have audited the accompanying standalone financial statements of PRIME FRESH LIMITED. (the Company) for the half year and year ended March 31, 2021, attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations").

In our opinion and to the best of our information and according to the explanations given to us these financial results:

- i. are presented in accordance with the requirements of Regulation 33 of the Listing Regulations in this regards; and
- ii. give a true and fair view in conformity with the recognition and measurement principles laid down in the applicable accounting standards and other accounting principles generally accepted India of the net profit and other comprehensive income and other financial information for the half year ended 31st March, 2021 as well as the year to date results for the period from 1st April, 2020 to 31st March, 2021.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013 (the Act). Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Results section of the report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial results under the provisions of the Companies Act, 2013 and the Rules there under, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of



Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

MANAGEMENT'S RESPONSIBILITIES FOR THE FINANCIAL RESULTS

This Statement has been prepared on the basis of the standalone annual financial statements. The Company's Board of Directors is responsible for the preparation and presentation of the Statement that gives a true and fair view of the net profit and other comprehensive income and other financial information of the Company in accordance with the accounting principles generally accepted in India, prescribed under Section 133 of the Act, read with relevant rules issued there under and other accounting principles generally accepted in India, and in compliance with Regulation 33 of the Listing Regulations including SEBI Circular. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Statement that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the Statement, the Board of Directors is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern, and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The Board of Directors is also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Statement

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with Standards on Auditing, specified under section 143(10) of the Act, will always detect a material misstatement when it exists, misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Statement.

As part of an audit in accordance with the Standards on Auditing, we exercise professional judgment and maintain professional skepticism throughout the audit, We also:

- Identify and assess the risks of material misstatement of the financial results, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3) (i) of the Act, we



are also responsible for expressing our opinion on whether the Company has in place an adequate internal financial controls system over financial reporting and the operating effectiveness of such controls.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- Conclude on the appropriateness of the management's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material Uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained.
- Evaluate the overall presentation structure and content of the Statement including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonable be thought to bear on our independence, and where applicable related safeguards.

Other Matter

The Statement includes the financial results for the half year ended 31st March, 2021 being the balancing figures between the audited figures in respect of then full financial year and the published unaudited year to date figures up to the half year of the current financial year, which were subject to limited review by us. As required under the Listing Regulations.

For , M/s. O. P. BHANDARI & CO.

Chartered Accountants

Reg. No. 112633W


(O. P. Bhandari)

Partner

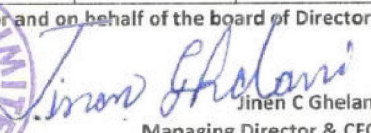
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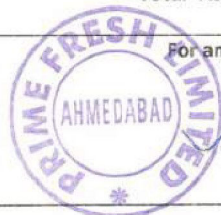
Place: Ahmedabad

Date: 16.06.2021

UDIN : 21034409AAAABX7672



PRIME FRESH LIMITED (FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED)CIN:L51109GJ2007PLC050404Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 INTel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com		
Audited Standalone Statement of Assets and Liabilities as on 31.03.2021		
(Amount in Lakhs)		
Particulars	As at 31.03.2021 (Audited)	As at 31.03.2020 (Audited)
A EQUITY AND LIABILITIES		
1 Shareholders' Funds		
(a) Share capital	394.29	349.30
(b) Reserves and surplus	1,400.60	690.96
(c) Money received against Warrants	-	162.00
Sub-total - Shareholders' funds	1,794.89	1,202.26
2 Non-current liabilities		
(a) Long-term borrowings	132.44	86.05
(b) Deferred tax liabilities (net)	-	-
Sub-total - Non-current liabilities	132.44	86.05
3 Currents Liabilities		
(a) Short-term borrowings	13.29	194.07
(b) Trade payables	-	-
1. Total Outstanding dues to micro enterprises and small enterprises	-	-
2. Total Outstanding dues of creditors other than micro enterprises and small enterprises	94.24	629.16
(c) Other current liabilities	229.86	110.11
(d) Short-term provision	118.55	43.62
Sub-total - Current liabilities	455.94	976.95
TOTAL	2,383.27	2,265.26
B ASSETS		
1 Non-current assets		
(a) Fixed assets		
(i) Tangible Assets	37.91	44.68
(ii) Intangible Assets	-	-
(b) Capital Work in Progress	-	1.25
(c) Non-current investments	6.12	22.16
(d) Long-term loans and advances	17.98	21.74
(e) Deferred Tax Assets (Net)	0.95	0.57
Sub-total - Non-current assets	62.96	90.41
2 Current assets		
(a) Inventories	150.26	359.04
(b) Trade receivables	1,680.20	1,356.69
(c) Cash and cash equivalents	63.97	34.66
(d) Short-term loans and advances	425.88	424.46
Sub-total - Current assets	2,320.31	2,174.85
Total -Assets	2,383.27	2,265.26
Date :- 16.06.2021	For and on behalf of the board of Directors	
Place :- Ahmedabad	 Jinen C Ghelani Managing Director & CFO DIN: 01872929	

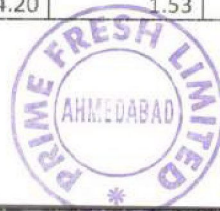


PRIME FRESH LIMITED (FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED)CIN:L51109GJ2007PLC050404Regd Office: 102
SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 INTel: 079 40320244 Email:
cs@primefreshlimited.com Website: www.primefreshlimited.com

Standalone Audited Financial Results half year and year ended 31.03.2021

Particulars	Amount in Lakhs				
	Half year ended on			Year Ended on	
	(31.03.2021)	(30.09.2020)	(31.03.2020)	(31.03.2021)	(31.03.2020)
	(Audited)	(Un Audited)	(Audited)	(Audited)	(Audited)
1 Revenue from operations					
I. Revenue from operations	4,090.80	1,764.34	2,820.12	5,855.14	4,724.31
II. Other income	7.73	1.08	0.05	8.81	1.05
Total Revenue (I + II)	4,098.53	1,765.42	2,820.17	5,863.95	4,725.36
2 Expenses:					
(a) Cost of materials consumed	-	-	-	-	-
(b) Purchase of stock-in-trade	2,976.82	1,199.95	2,445.19	4,176.77	3,786.24
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	103.42	105.36	-220.99	208.78	-176.96
(d) Employee benefits expense	317.91	218.19	249.94	536.10	485.05
(e) Finance costs	44.61	34.38	35.26	78.99	57.88
(f) Depreciation and amortisation expense	4.70	4.35	5.38	9.05	10.69
(g) Other expenses	414.59	120.16	229.53	534.75	344.60
Total expenses	3,862.05	1,682.39	2,744.31	5,544.44	4,507.51
3 Profit / (Loss) before exceptional and extraordinary items and tax (1-2)	236.48	83.03	75.87	319.51	217.85
4 Exceptional items	-	-	-	-	-
5 Profit / (Loss) before extraordinary items and tax (3-4)	236.48	83.03	75.87	319.51	217.85
6 Extraordinary items	-	-	-	-	-
7 Profit / (Loss) before Tax (5-6)	236.48	83.03	75.87	319.51	217.85
8 Tax expense:					
(a) Current tax	70.69	21.07	20.89	91.76	55.95
(b) Deferred tax	0.10	-0.48	0.12	-0.38	-0.61
9 Profit / (Loss) for the period before Minority Interest (7-8)	165.69	62.44	54.86	228.13	162.51
10 Minority Interest	-	-	-	-	-
11 Net Profit / (Loss) for the period	165.69	62.44	54.86	228.13	162.51
11 Paid-up equity share capital (Face Value Re. 10/- per Share)	394.29	349.30	349.30	394.29	349.30
12 Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year					690.96
13 Earnings per share (FV of Rs. 10/- each) (not annualised):					
(a) Basic (in Rs.)	4.20	1.79	1.57	5.79	4.65
(b) Diluted (in Rs.)	4.20	1.53	1.37	5.79	4.07

Date :- 16.06.2021
Place :- Ahmedabad



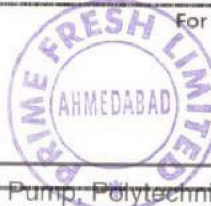
For and on behalf of the board of Directors

Jinen C Ghelani

Jinen C Ghelani
Managing Director & CFO
DIN: 01872929

PRIME FRESH LIMITED (FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED)			
CIN:L51109GJ2007PLC050404			
Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015			
IN			
Standalone Audited Cash Flow Statement for the Year Ended 31.03.2021			
Sr No	Particulars	Amount in Lakhs	
		For the Year ended 31.03.2021 Audited	For the Year ended 31.03.2020 Audited
A	CASH FLOW FROM OPERATING ACTIVITIES		
	Net profit before tax from continuing operations	319.51	217.85
	Add/Less : Adjustments	-	-
	Loss/(Profit) on disposal of investment	16.05	-
	Depreciation and amortization expense	9.05	10.69
	Finance cost	78.99	47.45
	Interest income	-6.95	-
	II Operating Profit before Working Capital Changes	416.65	275.99
	Movements in working capital :		
	Increase/ (decrease) in trade payables	-534.91	291.14
	Increase/ (decrease) in other current liabilities	119.75	38.93
	Decrease / (increase) in trade receivables	-323.51	-393.84
	Decrease / (increase) in inventories	208.78	-176.96
	Decrease / (increase) in loans & advances	2.33	-205.73
	Decrease / (increase) in provisions	26.61	-0.22
	Cash generated from / (used in) operations	-84.30	-170.68
	Direct taxes paid (net of refunds)	-43.43	-63.86
	V Net Cash from Operating Activities (A)	-127.73	-234.54
B	CASH FLOW FROM INVESTING ACTIVITIES		
	Purchase of fixed assets, including CWIP and capital advances	-1.03	-1.15
	Proceeds from sale of fixed assets	-	-
	Purchase of investments	-	-
	Interest received	6.95	-
	Net Cash from/(Used In) Investing Activities (B)	5.92	-1.15
C	CASH FLOW FROM FINANCING ACTIVITIES		
	Repayment of long-term borrowings	-	-
	Proceeds from long-term borrowings	46.39	-67.46
	Proceeds from short-term borrowings	-	-
	Repayment of short-term borrowings	-180.78	167.72
	Proceeds from share warrants	-	162.00
	Process from Share Capital	364.50	
	Financial expenses	-78.99	-47.46
	Net Cash from/(Used In) Financing Activities (C)	151.12	214.80
	Net Increase/(Decrease) in Cash and Cash Equivalents	29.31	-20.89
	Cash and Cash Equivalents at the Beginning of the Period	34.66	55.55
	Cash and Cash Equivalents at the End of the Period	63.97	34.66

Date :- 16.06.2021
Place :- Ahmedabad



For and on behalf of the board of Directors

Jinen C Ghelani

Jinen C Ghelani
Managing Director & CFO

DIIN: 01872929

Notes to the Standalone Financial Results for the year ended 31st March, 2021

1. Figures for the six months ended March 31, 2021 and March 31, 2020 are balancing figures between audited figures in respect of full financial year and the published year to date figures up to the first half of the relevant year. The figures up to the end of the first half were subject to limited review.
2. The Company has decided to change of its Name from Prime Customer Services Limited to Prime Fresh Limited and alter its Object clause via Postal Ballot in its Board Meeting held on 7th February, 2020. Company has received Shareholders approval via Postal Ballot for said changes on 16th March 2020. Company has also received all necessary approval as required from the authorities. Change of name Certificate from Prime Customer Services Limited to Prime Fresh Limited was received 04th April, 2020.
3. The Financial Results have been prepared in accordance with generally accepted Accounting Standards as notified under Section 133 of the Companies Act 2013 ("Act"), read there under and other accounting principles generally accepted in India as amended from time to time.
4. The above financial Results and statement of Assets and Liabilities were reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on June 16, 2021
5. Figures of Previous year/ period have been regrouped / recast wherever necessary, in order to make them comparable.
6. During the year under Review, Mr. JinenGhelani, Mr. HirenGhelani, Mrs. NehaGhelani and Mrs. AmeeshaKaria, Warrant holders has exercised their Conversion option by paying the balance 75% of the total consideration money. Details of the Same are as mentioned below:

Name of the Warrants holder	No. of warrants	Date of allotment
JinenGhelani	33000	21.10.2020
HirenGhelani	33000	21.10.2020
JinenGhelani	20250	02.12.2020
HirenGhelani	21500	02.12.2020
JinenGhelani	28340	02.01.2021
HirenGhelani	145463	02.01.2021
Ameeshakaria	24995	02.01.2021
NehaGhelani	2000	02.01.2021
JinenGhelani	118373	25.01.2021
NehaGhelani	22995	25.01.2021



Further Kiara Trading & Investments LLP, warrants holders have shown their inability to exercise their right to convert the balance 1, 49,972 warrants which are required to be converted into equity shares on or before January 25, 2021. Accordingly, 1,49,972 lacs warrants stand cancelled and the upfront subscription money aggregating to Rs. 40,49,993.86/- received on said warrants at the time of their subscription was forfeited. Consequent upon the above allotments and forfeiture of warrants, there were no pending warrants due for conversion as on March 31, 2021.

The Company had fully utilized the funds received from the said warrants issuance and conversion as per the objects stated in the Explanatory Statement to the Notice dated March 19, 2019 sent to shareholders of the Company

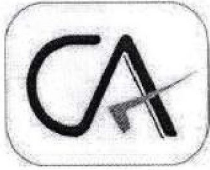
For and on behalf of the board of Directors



Jinen C Ghelani

Jinen C Ghelani
Managing Director & CFO
DIN: 01872929

Date: - 16.06.2021
Place: -Ahmedabad



O. P. Bhandari & Co.

Chartered Accountants

30, Omkar House, C. G. Road, Navrangpura, Ahmedabad - 380009
Ph (o): 079-26462539, Mo.: 9825014208, Fax: 079-26563388, e-mail: opbhandarica@gmail.com
GST NO. 24AAAF06762HST129

INDEPENDENT AUDITOR'S REPORT ON CONSOLIDATED AUDITED ANNUAL FINANCIAL RESULTS OF THE COMPANY PURSUANT TO THE REGULATION 33 OF THE SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015. (as amended)

To the Board of Directors of
Prime Fresh Limited
(Formerly known as Prime Customer Services Limited)

REPORT ON THE AUDIT OF THE FINANCIAL RESULTS

OPINION

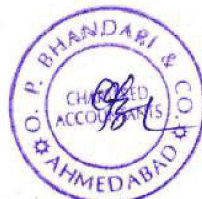
We have audited the accompanying consolidated financial statements of PRIME FRESH LIMITED (the Holding Company) and its subsidiaries (the Holding Company and its subsidiaries together referred to as "the Group") for the half year and year ended March 31, 2021, attached herewith, being submitted by the Holding Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("Listing Regulations").

In our opinion and to the best of our information and according to the explanations given to us these financial results:

- i. are presented in accordance with the requirements of Regulation 33 of the Listing Regulations in this regards; and
- ii. give a true and fair view in conformity with the recognition and measurement principles laid down in the applicable accounting standards and other accounting principles generally accepted India of the consolidated net profit and other comprehensive income and other financial information for the half year ended 31st March, 2021 as well as the year to date results for the period from 1st April, 2020 to 31st March, 2021.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013 (the Act). Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Results section of the report. We are independent of the Group in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial results under the provisions of the Companies Act, 2013 and the Rules there under, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.



MANAGEMENT'S RESPONSIBILITIES FOR THE FINANCIAL RESULTS

The Statement, which is the responsibility of the Holding Company's management and has been approved by the Holding Company's Board of Directors, has been prepared on the basis of the consolidated annual financial statements. The Holding Company's Board of Directors is responsible for the preparation and presentation of the Statement that gives a true and fair view of the consolidated net profit and other comprehensive income and other financial information of the Group in accordance with the accounting principles generally accepted in India, prescribed under Section 133 of the Act, read with relevant rules issued there under and other accounting principles generally accepted in India, and in compliance with Regulation 33 of the Listing Regulations including SEBI Circular. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Group and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the Statement that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the Consolidated Statement, the respective Board of Directors of the Companies included in the Group are responsible for assessing the ability of Group to continue as a going concern, disclosing, as applicable, matters related to going concern, and using the going concern basis of accounting unless the respective Board of Directors either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The respective Board of Directors/management of the companies included in the Group is responsible for overseeing the financial reporting process of the companies included in the Group.

Auditor's Responsibilities for the Audit of the Statement

Our objectives are to obtain reasonable assurance about whether the Statement as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not guarantee that an audit conducted in accordance with Standards on Auditing, specified under section 143(10) of the Act, will always detect a material misstatement when it exists, misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this Statement.

As part of an audit in accordance with the Standards on Auditing, we exercise professional judgment and maintain professional skepticism throughout the audit, We also:

- Identify and assess the risks of material misstatement of the financial results, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3) (i) of the Act, we



are also responsible for expressing our opinion on whether the Group has in place an adequate internal financial controls system over financial reporting and the operating effectiveness of such controls.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the management.
- Conclude on the appropriateness of the management's use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of Group to continue as a going concern. If we conclude that a material Uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Statement or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained.
- Evaluate the overall presentation structure and content of the Statement including the disclosures, and whether the Statement represents the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial statements of the entities within the Group to express an opinion on the Statement. We are responsible for the direction, supervision and performance of the audit of financial information of such entities included in Statement, of which we are the independent auditors.

We communicate with those charged with governance of the Holding Company regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonable be thought to bear on our independence, and where applicable related safeguards.

Other Matter

The Statement includes the consolidated financial results for the half year ended 31st March, 2021 being the balancing figures between the audited consolidated figures in respect of then full financial year and the published unaudited year to date consolidated figures up to the half year of the current financial year, which were subject to limited review by us.

For , M/s. O. P. BHANDARI & CO.

Chartered Accountants

Reg. No. 112633W


(O. P. Bhandari)

Partner


M. No.: 34409

Place: Ahmedabad

Date: 16.06.2021

UDIN : 21034409AAAABY5106



PRIME FRESH LIMITED (FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED)CIN:L51109GJ2007PLC050404Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 INTel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com			
Audited Consolidated Statement of Assets and Liabilities as on 31.03.2021			
(Amount in Lakhs)			
Particulars	As at 31.03.2021 (Audited)	As at 31.03.2020 (Audited)	
A EQUITY AND LIABILITIES			
1 Shareholders' Funds			
(a) Share capital	394.29	349.30	
(b) Reserves and surplus	1413.38	693.59	
(c) Minority Interest	0.96	0.89	
(d) Money received against Warrants	-	162.00	
Sub-total - Shareholders' funds	1808.63	1205.78	
2 Non-current liabilities			
(a) Long-term borrowings	132.44	86.05	
(b) Deferred tax liabilities (net)	-	-	
Sub-total - Non-current liabilities	132.44	86.05	
3 Currents Liabilities			
(a) Short-term borrowings	159.86	253.13	
(b) Trade payables	-	-	
1. Total Outstanding dues to micro enterprises and small enterprises	-	-	
2. Total Outstanding dues of creditors other than micro enterprised and small enterprises	154.76	870.76	
(c) Other current liabilities	259.43	117.96	
(d) Short-term provision	122.4	44.60	
Sub-total - Current liabilities	696.45	1,286.45	
TOTAL- Liabilities	2,637.52	2,578.28	
B ASSETS			
1 Non-current assets			
(a) Fixed assets			
(i) Tangible Assets	37.91	44.69	
(ii) Intangible Assets	-	-	
(b) Capital Work in Progress	-	1.25	
(c) Non-current investments	0.14	16.18	
(d) Long-term loans and advances	18.48	21.74	
(e) Deffered Tax Assests (Net)	0.95	0.57	
Sub-total - Non-current assets	57.48	84.43	
2 Current assets			
(a) Inventories	150.45	481.14	
(b) Trade receivables	2034.93	1593.33	
(c) Cash and cash equivalents	80.40	36.45	
(d) Short-term loans and advances	314.26	382.93	
Sub-total - Current assets	2,580.04	2,493.85	
Total -Assets	2,637.52	2,578.28	
Date :- 16.06.2021	For and on behalf of the board of Directors		
Place :- Ahmedabad	 Jinesh C Ghelani Managing Director & CFO DIN: 01872929		

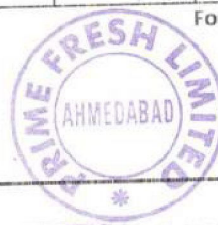


PRIME FRESH LIMITED (FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED) CIN: L51109GJ2007PLC050404 Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 INTel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com

Statement of Consolidated Audited Financial Results for the half year and year Ended on 31.03.2021 (In lakhs)

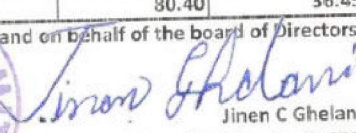
Particulars	Half Year Ended			Year Ended on	
	(31.03.2021 (Audited))	(30.09.2020 (Unaudited))	(31.03.2020 (Audited))	(31.03.2021 (Audited))	(31.03.2020 (Audited))
1 Revenue from operations					
I. Revenue from operations	4,622.47	1,935.82	3,091.69	6,558.29	4,996.61
II. Other income	0.79	1.08	0.05	1.87	1.05
Total Revenue (I + II)	4,623.26	1,936.90	3,091.74	6,560.16	4,997.66
2 Expenses:					
(a) Cost of materials consumed			-	-	-
(b) Purchase of stock-in-trade	3,384.86	1,280.74	2,814.70	4,665.60	4,149.99
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	167.22	163.47	-329.90	330.69	-287.88
(d) Employee benefits expense	339.75	228.76	260.50	568.51	495.62
(e) Finance costs	44.36	35.46	35.26	79.82	57.88
(f) Depreciation and amortisation expense	4.70	4.35	5.37	9.05	10.68
(g) Other expenses	436.68	136.23	231.75	572.91	348.63
Total expenses	4,377.57	1,849.01	3,017.68	6,226.58	4,774.92
3 Profit / (Loss) before exceptional and extraordinary items and tax (1-2)	245.69	87.89	74.06	333.58	222.74
4 Exceptional items	-	-	-	-	-
5 Profit / (Loss) before extraordinary items and tax (3-4)	245.69	87.89	74.06	333.58	222.74
6 Extraordinary items	-	-	-	-	-
7 Profit / (Loss) before Tax (5-6)	245.69	87.89	74.06	333.58	222.74
8 Tax expense:					
(a) Current tax	73.80	21.81	20.36	95.61	56.95
(b) Deferred tax	0.10	-0.48	0.11	-0.38	-0.62
9 Profit / (Loss) for the period before Minority Interest (7-8)	171.79	66.56	53.59	238.35	166.41
10 Minority Interest	0.06	0.02	0.81	0.08	0.85
11 Net Profit / (Loss) for the period	171.73	66.54	52.78	238.27	165.56
10 Paid-up equity share capital (Face Value Re. 10/- per Share)	394.29	349.30	349.30	394.29	349.30
11 Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year					693.59
12 Earnings per share (FV of Rs. 10/- each) (not annualised):					
(a) Basic	4.36	1.90	1.51	6.04	4.74
(b) Diluted	4.36	1.63	1.32	6.04	4.15

Date :- 16.06.2021
Place :- Ahmedabad



For and on behalf of the board of Directors

Jinen C Ghelani
Jinen C Ghelani
Managing Director & CFO
DIN: 01872929

PRIME FRESH LIMITED (FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED)			
CIN:L51109GJ2007PLC050404			
Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 IN			
Tel: 079 40320244 Email: cs@primecustomer.co.in Website: www.primecustomer.co.in			
Audited Consolidated Cash Flow Statement for the Half Year and Year Ended 31.03.2021			
		Amount in Lakhs	
Sr No	Particulars	For the Year ended 31.03.2021 Audited	For the Year ended 31.03.2020 Audited
A	CASH FLOW FROM OPERATING ACTIVITIES		
I	Net profit before tax from continuing operations	333.58	222.73
	Add/Less : Adjustments		
	Loss/(Profit) on disposal of investments	16.05	-
	Depreciation and amortization Expense	9.05	10.69
	Finance cost	79.82	47.45
	Interest income		-
II	Operating Profit before Working Capital Changes	438.50	280.87
	Movements in working capital :		
	Increase/ (decrease) in trade payables	-716.00	487.18
	Increase/ (decrease) in other current liabilities	141.47	41.16
	Decrease / (increase) in trade receivables	-441.59	-602.56
	Decrease / (increase) in inventories	330.69	-287.88
	Decrease / (increase) in loans & advances	71.92	-164.20
	Decrease / (increase) in provisions	26.61	-0.22
	Cash generated from / (used in) operations	-148.40	-245.64
	Direct taxes paid (net of refunds)	-44.43	-64.39
	Net Cash from Operating Activities (A)	-192.83	-310.03
B	CASH FLOW FROM INVESTING ACTIVITIES		
	Purchase of fixed assets, including CWIP and capital advances	-1.03	-1.15
	Proceeds of Sale of Fixed Assets	-	-
	Purchase of Non-Current Investment	-	-
	Interest Income	-	-
	Net Cash from/(Used In) Investing Activities (B)	-1.03	-1.15
C	CASH FLOW FROM FINANCING ACTIVITIES		
	Repayment of long-term borrowings	-	-
	Proceeds from long-term borrowings	46.39	-67.46
	Proceeds from short-term borrowings	-	-
	Repayment of short-term borrowings	-93.26	226.77
	Proceeds from share warrants	-	162.00
	Proceeds from Share Capital	364.50	-
	Financial expenses	-79.82	-47.45
	Net Cash from/(Used In) Financing Activities (C)	237.81	273.86
	Net Increase/(Decrease) in Cash and Cash Equivalents	43.95	-37.32
	Cash and Cash Equivalents at the Beginning of the Period	36.45	73.77
	Cash and Cash Equivalents at the End of the Period	80.40	36.45
Date :-	16.06.2021	For and on behalf of the board of Directors	
Place :-	Ahmedabad	 Jinen C Ghelani Managing Director & CFO DIN: 01872929	

Notes to the Consolidated Financial Results for the year ended 31st March, 2021

1. Figures for the six months ended March 31, 2021 and March 31, 2020 are balancing figures between audited figures in respect of full financial year and the published year to date figures up to the first half of the relevant year. The figures up to the end of the first half were subject to limited review.
2. The Company has decided to change of its Name from Prime Customer Services Limited to Prime Fresh Limited and alter its Object clause via Postal Ballot in its Board Meeting held on 7th February, 2020. Company has received Shareholders approval via Postal Ballot for said changes on 16th March 2020. Company has also received all necessary approval as required from the authorities. Change of name Certificate from Prime Customer Services Limited to Prime Fresh Limited was received 04th April, 2020.
3. The Financial Results have been prepared in accordance with generally accepted Accounting Standards as notified under Section 133 of the Companies Act 2013 ("Act"), read there under and other accounting principles generally accepted in India as amended from time to time.
4. The above financial Results and statement of Assets and Liabilities were reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on June 16, 2021
5. Figures of Previous year/ period have been regrouped / recast wherever necessary, in order to make them comparable.
6. During the year under Review, Mr. JinenGhelani, Mr. HirenGhelani, Mrs. NehaGhelani and Mrs. AmeeshaKaria, Warrant holders has exercised their Conversion option by paying the balance 75% of the total consideration money. Details of the Same are as mentioned below:

Name of the Warrants holder	No. of warrants	Date of allotment
JinenGhelani	33000	21.10.2020
HirenGhelani	33000	21.10.2020
JinenGhelani	20250	02.12.2020
HirenGhelani	21500	02.12.2020
JinenGhelani	28340	02.01.2021
HirenGhelani	145463	02.01.2021
Ameeshakaria	24995	02.01.2021
NehaGhelani	2000	02.01.2021
JinenGhelani	118373	25.01.2021
NehaGhelani	22995	25.01.2021



Further Kiara Trading & Investments LLP, warrants holders have shown their inability to exercise their right to convert the balance 1, 49,972 warrants which are required to be converted into equity shares on or before January 25, 2021. Accordingly, 1,49,972 lacs warrants stand cancelled and the upfront subscription money aggregating to Rs. 40,49,993.86/- received on said warrants at the time of their subscription was forfeited. Consequent upon the above allotments and forfeiture of warrants, there were no pending warrants due for conversion as on March 31, 2021.

The Company had fully utilized the funds received from the said warrants issuance and conversion as per the objects stated in the Explanatory Statement to the Notice dated March 19, 2019 sent to shareholders of the Company

For and on behalf of the board of Directors



Jinen C Ghelani

Jinen C Ghelani
Managing Director & CFO
DIN: 01872929

Date: - 16.06.2021

Place: - Ahmedabad