

Date: 13.01.2021
To,
The Manager Listing,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

Dear Sir/Ma'am,

Sub.: Outcome of Board Meeting (07-2020/21) dated 13th January, 2021
Ref.: Company Code: BSE: 540404

This is with reference to the Company's Board Meeting outcome dated 02nd January, 2021 where Warrants which were forfeited by the Company due to Respective warrants holder did not exercise their option to convert into shares within a period of 18 months plus 1 month (as per extension provided by SEBI). Therefore in accordance with the Reg. 169 (3) of SEBI (ICDR) Regulations, 2018, company had forfeited their warrants.

As per latest developments, company has received Extension letter dated 12th January, 2021 (for further extension to convert the warrants issued earlier, Enclosed herewith) which is considered and approved in today's Board Meeting. Board of Director has decided and approved the same in the overall interest of all the stakeholders to provide one more chance to its warrants holder to convert its warrants into equity shares within time limit mentioned in SEBI letter dated 12th January, 2021.

Accordingly, Matter related to Forfeited mentioned in its outcome dated 2nd January, 2021 nullify its effect and this letter supersede and overwrite in respect to the Forfeited warrants. (Hence, the earlier decision has been cancelled to forfeit the outstanding non converted warrants as per required procedures)

Board of Director hereby informing to the exchange that Warrants holder be and hereby given one more chance to exercise their Option to convert the warrants into shares within 2 weeks from the date of SEBI letter i.e. 12th January, 2021.

Kindly consider the above disclosure in accordance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Meeting was commenced at 11.00 AM and Concluded at 11.30 AM

We request you to take note of the same.

Thanking You
Yours Faithfully

For Prime fresh limited
(Formerly Known as Prime Customer Services Limited)


Riya Doshi

Company Secretary and Compliance officer

Encl.: Copy of SEBI Extension letter dated 12.01.2021





भारतीय प्रतिभूति
और विनियम बोर्ड
**Securities and Exchange
Board of India**

Assistant General Manager
Corporation Finance Department
Division of Issues and Listing-II
Phone: +91 22 26449335
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CFD/DIL II/OW/2021/977
Jan 12, 2021

Shri Hiren Ghelani
Whole Time Director
Prime Fresh Limited
102, Sanskar – II, Nr Ketav Petrol Pump
Polytechnic Road
Ambawadi
Ahmedabad – 380015

Dear Sir,

Sub: Extension of time to convert warrants into shares – Prime Fresh Limited – application dated Dec 28, 2020, and email dated Jan 08, 2021

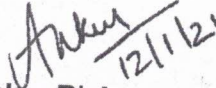
This is in reference to your letter dated Dec 28, 2020, and email dated Jan 08, 2021, requesting additional time to extend the tenure of the warrants.

In this regard, the Competent Authority has acceded to extend the tenure of the warrants allotted on June 03, 2019 by a further two weeks from the date of this letter.

It may be noted that no further extension shall be granted. In case the warrant holders do not exercise the option for equity shares against any of the warrants held by them by the end date, the consideration already paid in respect of such warrants shall be forfeited by the Company in terms of Regulation 169(3) of SEBI (ICDR) Regulations, 2018.

This exemption is specific to this instance, and should not be treated as a precedent.

Yours faithfully,


12/1/21
Ankur Bishnoi

सेबी भवन, प्लॉट सं. सी 4-ए, "जी" ब्लॉक, बान्द्रा कुर्ला कॉम्प्लेक्स, बान्द्रा (पूर्व), मुंबई - 400 051.
दूरभाष : 2644 9950 / 4045 9950 (आई.वी.आर. एस.), 2644 9000 / 4045 9000 फैक्स : 2644 9019 से 2644 9022 वेब : www.sebi.gov.in

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