

Date: 09.11.2023

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 09<sup>th</sup> November, 2023**

With regard to above, this is to inform you that a meeting of Board of Directors was held today, Thursday, 09<sup>th</sup> November, 2023, at the registered office of the company, which commenced at 05:10 p.m. and concluded at **5:25** p.m. and the Board considered the following agenda along with other agenda:

1. The Unaudited Standalone and Consolidated Financial Results for the half year ended as on 30th September, 2023.

Kindly consider the above Disclosures as per applicable regulation of the 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

JASMIN

JAYKUMAR

DOSHI

Digitally signed by JASMIN  
JAYKUMAR DOSHI  
DN: c=IN, o=Personal,  
postalCode=380015, st=Gujarat,  
serialNumber=F08221687513D72  
E#42BADF67D11281992E669126  
8292F0CF4480259F5A5CA  
cn=JASMIN JAYKUMAR DOSHI  
Date: 2023.11.09 17:27:36 +05'30'

Jasmin Doshi  
Company Secretary & Compliance Officer





# O. P. Bhandari & Co.

Chartered Accountants

30, Omkar House, C. G. Road, Navrangpura, Ahmedabad - 380009  
Ph (o): 079-40028644, Mo.: 9825014208, , e-mail: [opbhandarica@gmail.com](mailto:opbhandarica@gmail.com)  
GST NO. 24AAAF06762HST1Z9

INDEPENDENT AUDITOR'S LIMITED REVIEW REPORT ON STANDALONE UNAUDITED HALF YEARLY 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)

We have reviewed the accompanying standalone unaudited financial statements of M/s. PRIME FRESH LIMITED (the Company) for the half year ended September 30, 2023, 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").

This Statement, which is the responsibility of the Company's Management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Accounting Standard 25, (AS 25) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 (the 'Act') and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement, prepared in accordance with the applicable Accounting Standards specified under Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), including the manner in which it is to be disclosed, or that it contains any material misstatement.

We have reviewed the financial result and other information presented in accordance with Accounting Standard 25 "Interim Financial Reporting" for the half year ended 30<sup>th</sup> September 2023 and has been presented solely on the basis of information compiled by the management.

For, M/s. O. P. BHANDARI & CO.  
Chartered Accountants  
Reg No. 112633W  
UDIN : 23034409BGRKQE8000

  
(O. P. Bhandari)  
Partner  
M. No 34409  
Place Ahmedabad  
Date 09/11/2023



**PRIME FRESH LIMITED**

CIN:L51109GJ2007PLC050404

Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 IN

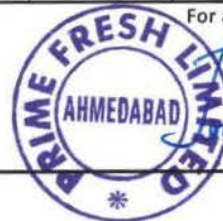
Tel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com

Standalone UnAudited Financial Results half year ended 30.09.2023

Particulars	Amount in Lakhs				
	Half year ended on			Year Ended on	Year Ended on
	30.09.2023 (UnAudited)	31.03.2023 (Audited)	30.09.2022 (Un Audited)	31.03.2023 (Audited)	31.03.2022 (Audited)
<b>1 Revenue from operations</b>					
I. Revenue from operations	6,284.03	5,181.72	4,339.60	9,521.32	7,554.91
II. Other income	15.36	10.37	24.09	34.46	17.44
<b>Total Revenue (I + II)</b>	<b>6,299.39</b>	<b>5,192.09</b>	<b>4,363.69</b>	<b>9,555.78</b>	<b>7,572.35</b>
<b>2 Expenses:</b>					
(a) Cost of materials consumed	-	-	-	-	-
(b) Purchase of stock-in-trade	4,599.66	3,735.46	3,006.50	6,741.96	5,961.55
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	-104.72	-160.15	83.89	-76.26	-163.52
(d) Employee benefits expense	872.77	719.05	523.07	1,242.12	703.28
(e) Finance costs	28.21	14.59	15.82	30.41	45.47
(f) Depreciation and amortisation expense	6.82	7.12	4.56	11.68	8.35
(g) Other expenses	514.75	519.39	407.60	926.99	578.94
<b>Total expenses</b>	<b>5,917.49</b>	<b>4,835.46</b>	<b>4,041.44</b>	<b>8,876.90</b>	<b>7,134.07</b>
<b>3 Profit / (Loss) before exceptional and extraordinary items and tax (1-2)</b>	<b>381.90</b>	<b>356.63</b>	<b>322.25</b>	<b>678.88</b>	<b>438.28</b>
<b>4 Exceptional items</b>	-	-	-	-	-
<b>5 Profit / (Loss) before extraordinary items and tax (3-4)</b>	<b>381.90</b>	<b>356.63</b>	<b>322.25</b>	<b>678.88</b>	<b>438.28</b>
<b>6 Extraordinary items</b>	-	-	-	-	-
<b>7 Profit / (Loss) before Tax (5-6)</b>	<b>381.90</b>	<b>356.63</b>	<b>322.25</b>	<b>678.88</b>	<b>438.28</b>
<b>8 Tax expense:</b>					
(a) Current tax	97.00	102.00	83.00	185.00	120.00
(b) Deferred tax	0.02	-0.15	-0.15	-0.30	-0.32
<b>9 Profit / (Loss) for the period before Minority</b>	<b>284.88</b>	<b>254.78</b>	<b>239.40</b>	<b>494.18</b>	<b>318.60</b>
<b>10 Minority Interest</b>	-	-	-	-	-
<b>11 Net Profit / (Loss) for the period</b>	<b>284.88</b>	<b>254.78</b>	<b>239.40</b>	<b>494.18</b>	<b>318.60</b>
<b>11 Paid-up equity share capital</b> (Face Value Re. 10/- per Share)	1,252.29	1,252.29	1,252.29	1,252.29	1,182.87
<b>12 Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year</b>				1,747.47	930.62
<b>13 Earnings per share</b>					
(FV of Rs. 10/- each) (not annualised):					
(a) Basic (in Rs.)	2.27	2.03	1.91	3.95	2.69
(b) Diluted (in Rs.)	2.27	2.03	1.91	3.95	2.64

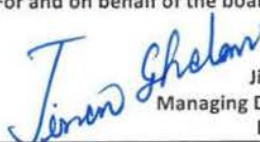

Date :- 09.11.2023



Place :- Ahmedabad



For and on behalf of the board of Directors

Jinen C Ghelani  
Managing Director & CFO  
DIN: 01872929

PRIME FRESH LIMITED			
CIN:L51109GJ2007PLC050404			
Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 IN			
Tel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com			
UnAudited Standalone Statement of Assets and Liabilities as on 30.09.2023			
(Amount in Lakhs)			
Particulars		As at 30.09.2023 (Un Audited)	As at 31.03.2023 (Audited)
<b>A</b>	<b>EQUITY AND LIABILITIES</b>		
1	Shareholders' Funds		
	(a) Share capital	1252.29	1252.29
	(b) Reserves and surplus	2032.36	1747.47
	(c) Money received agaisnt Warrants	0	-
	<b>Sub-total - Shareholders' funds</b>	<b>3284.65</b>	<b>2999.76</b>
2	<b>Non-current liabilities</b>		
	(a) Long-term borrowings	9.61	10.09
	(b) Deferred tax liabilities (net)	-	-
	<b>Sub-total - Non-current liabilities</b>	<b>9.61</b>	<b>10.09</b>
3	<b>Currents Liabilities</b>		
	(a) Short-term borrowings	544.39	429.59
	(b) Trade payables		
	1. Total Outstanding dues to micro enterprises and small enterprises		
	2. Total Outstanding dues of creditors other than micro enterprised and	300.17	187.87
	(c) Other current liabilities	43.77	34.76
	(d) Short-term provision	80.94	120.73
	<b>Sub-total - Current liabilities</b>	<b>969.27</b>	<b>772.95</b>
	<b>TOTAL</b>	<b>4263.53</b>	<b>3782.80</b>
<b>B</b>	<b>ASSETS</b>		
1	<b>Non-current assets</b>		
	(a) Fixed assets		
	(i) Tangible Assets	73.63	77.06
	(ii) Intangible Assets	5.2	0.42
	(b) Capital Work in Progress	0	-
	( c ) Intangible Assets under Development	0	4.86
	(d) Non-current investments	54.55	54.55
	(e) Other Non- current Assets	41.66	41.27
	(f) Deferred Tax Assets (Net)	1.55	1.57
	<b>Sub-total - Non-current assets</b>	<b>176.59</b>	<b>179.73</b>
2	<b>Current assets</b>		
	(a) Inventories	494.76	390.04
	(b) Trade receivables	3015.77	2406.8
	(c) Cash and cash equivalents	56.71	269.89
	(d) Short-term loans and advances	519.7	536.36
	<b>Sub-total - Current assets</b>	<b>4086.94</b>	<b>3603.07</b>
		<b>4263.53</b>	<b>3782.80</b>
Date :- 09.11.2023		For and on behalf of the board of Directors	
Place :- Ahmedabad		 Jinen C Ghelani Managing Director & CFO DIN: 01872929	
			

PRIME FRESH LIMITED				
CIN:L51109GJ2007PLC050404				
Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015				
Tel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com				
Standalone Un Audited Cash Flow Statement for the Half Year Ended 30.09.2023				
				Amount in Lakhs
Sr No	Particulars	For the half year ended 30.09.2023 Un-Audited	For the Half Year ended 30.09.2022 Un Audited	For the Year ended 31.03.2023 Audited
<b>A</b>	<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
	Net profit before tax from continuing operations	381.9	322.25	678.88
	Add/Less : Adjustments			
	Loss/(Profit) on disposal of investment	-	-	0.01
	Depreciation and amortization expense	6.82	4.56	11.68
	Finance cost	28.21	15.82	30.41
	Interest income	-13.47	-10.51	-29.44
<b>II</b>	<b>Operating Profit before Working Capital Changes</b>	<b>403.46</b>	<b>332.12</b>	<b>691.54</b>
	Movements in working capital :			
	Increase/ (decrease) in trade payables	112.3	-50.29	-20.65
	Increase/ (decrease) in other current liabilities	9.02	55.2	11.03
	Decrease / (increase) in trade receivables	-608.97	-152.5	-595.53
	Decrease / (increase) in inventories	-104.72	83.88	-76.26
	Decrease / (increase) in loans & advances	16.64	-77.08	35.44
	Decrease / (increase) in provisions	0	11.96	-10.02
	Decrease / (increase) in other current and non-current assets	-0.4	-8.54	-
	Cash generated from /(used in) operations	-172.67	194.75	35.56
	Direct taxes paid (net of refunds)	-136.8	-78.65	-144.86
<b>V</b>	<b>Net Cash from Operating Activities (A)</b>	<b>-309.47</b>	<b>116.10</b>	<b>-109.30</b>
<b>B</b>	<b>CASH FLOW FROM INVESTING ACTIVITIES</b>			
	Purchase of fixed assets, including CWIP and capital advances	-3.3	-20.51	-25.69
	Proceeds from sale of fixed assets	-	0.75	0.56
	Purchase of investments	0.00	0	-28.43
	Interest received	13.47	10.51	29.43
	<b>Net Cash from/(Used In) Investing Activities (B)</b>	<b>10.17</b>	<b>-9.25</b>	<b>-24.13</b>
<b>C</b>	<b>CASH FLOW FROM FINANCING ACTIVITIES</b>			
	Repayment of long-term borrowings	-	-	-
	Proceeds from long-term borrowings	-0.47	1.91	-32.66
	Proceeds from short-term borrowings	-	-263.18	0
	Repayment of short-term borrowings	114.8	0	75.99
	Proceeds from share warrants	-	-98.02	-
	Process from Share Capital	-	392.08	294.06
	Financial expenses	-28.21	-15.82	-30.41
	<b>Net Cash from/(Used In) Financing Activities (C)</b>	<b>86.12</b>	<b>16.97</b>	<b>306.98</b>
	<b>Net Increase/(Decrease) in Cash and Cash Equivalents</b>	<b>-213.18</b>	<b>123.82</b>	<b>173.55</b>
	<b>Cash and Cash Equivalents at the Beginning of the Period</b>	<b>269.89</b>	<b>96.34</b>	<b>96.34</b>
	<b>Cash and Cash Equivalents at the End of the Period</b>	<b>56.71</b>	<b>220.16</b>	<b>269.89</b>
Date :- 09.11.2023		For and on behalf of the board of Directors		
Place : Ahmedabad		 <b>Jinen C Ghelani</b> Managing Director & CFO DIN: 01872929		
				

**Notes to the Standalone Financial Results for the year ended 30<sup>th</sup> September, 2023**

1. 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 7<sup>th</sup> February, 2020. Company has received Shareholders approval via Postal Ballot for said changes on 16<sup>th</sup> 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 04<sup>th</sup> April, 2020.
2. The Company has issued and allotted the Bonus shares to the shareholders whose name appears in the Register of Members of the company as on the record date i.e. 8<sup>th</sup> May, 2021 in the ration 2:1 i.e. 2 (Two) equity shares of face value of Rs. 10/- each for every 1 (One) Existing shares of the Face value of Rs. 10/- each on fully paid up on 10<sup>th</sup> May, 2021. Company has received all necessary approval as required from the authorities.
3. Company had intimated to incorporate the Wholly Owned subsidiary company named FLORENS FRESH SUPPLY SOLUTIONS PRIVATE LIMITED on 16<sup>th</sup> February, 2018. Florens Fresh Supply Solutions Private Limited has currently issued the shares on Private Placement basis in accordance with the Companies Act, 2013 and rules made thereunder. On Account of It, Post Holding of Prime Fresh Limited is 43.81% and therefore it seized to be Wholly Owned Subsidiary Company of Prime Fresh Limited w.e.f 29.07.2021
4. Company had intimated to incorporate the Wholly Owned subsidiary company named FLORENS FARMING PRIVATE LIMITED on 27<sup>th</sup> December, 2016. Florens Farming Private Limited has currently issued the shares on Private Placement basis in accordance with the Companies Act, 2013 and rules made thereunder. On Account of It, Post Holding of Prime Fresh Limited is 62.86% and therefore it seized to be Wholly Owned Subsidiary Company of Prime Fresh Limited w.e.f 23.08.2021.
5. 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.
6. The above financial Results have been reviewed by the Audit Committee and have been approved and taken on record by the Board of Directors at their respective meetings held on November 09, 2023
7. Figures of Previous year/ period have been regrouped / recast wherever necessary, in order to make them comparable.

For and on behalf of the board of Directors



*Jinoo Ghelani*

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

Date: - 09.11.2023

Place: - Ahmedabad

Regd. & Admin Office: 102, Sanskar - II, Nr Ketav Petrol Pump, Polytechnic Road, Ambawadi, Ahmedabad-380015

Ph no.: +91 - 79 - 40320244; Email ID : info@primefreshlimited.com web : www.primefreshlimited.com

CIN: L51109GJ2007PLC050404



# O. P. Bhandari & Co.

Chartered Accountants

30, Omkar House, C. G. Road, Naurangpura, Ahmedabad - 380009  
Ph (o): 079-40028644, Mo.: 9825014208, , e-mail: [opbhandarica@gmail.com](mailto:opbhandarica@gmail.com)  
GST NO. 24AAAF06762HST1Z9

INDEPENDENT AUDITOR'S LIMITED REVIEW REPORT ON CONSOLIDATED UNAUDITED HALF YEARLY 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)

We have reviewed the accompanying consolidated unaudited financial statements of PRIME FRESH LIMITED (the Holding Company) and its subsidiary and associate (the Holding and its subsidiaries together referred to as "the Group") for the half year ended September 30, 2023, 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").


This Statement, which is the responsibility of the Holding Company's Management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Accounting Standard 25, (AS 25) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 (the 'Act') and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement, prepared in accordance with the applicable Accounting Standards specified under Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), including the manner in which it is to be disclosed, or that it contains any material misstatement.

We have reviewed the consolidated financial result and other information presented in accordance with Accounting Standard 25 "Interim Financial Reporting" for the half year ended 30<sup>th</sup> September 2023 and has been presented solely on the basis of information compiled by the management.

For, M/s. O. P. BHANDARI & CO.  
Chartered Accountants  
Reg. No. 112633W  
UDIN : 23034409BGRKQFI680

  
(O. P. Bhandari)  
Partner  
M. No. 34409  
Place: Ahmedabad  
Date: 09.11.2023



PRIME FRESH LIMITED

CIN:L51109GJ2007PLC050404

Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015

Tel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com

Statement of Consolidated UnAudited Financial Results for the half year Ended on 30.09.2023 (In lakhs)

Particulars	Half Year Ended		Year Ended on		
	(30.09.2023)	(31.03.2023)	(30.09.2022)	(31.03.2023)	(31.03.2022)
	(Un Audited)	(Audited)	(Un Audited)	(Audited)	(Audited)
<b>1 Revenue from operations</b>					
I. Revenue from Operations	6,514.84	5,567.80	4,366.75	9,934.55	7,720.21
II. Other income	15.87	7.82	26.78	34.60	22.47
<b>Total Revenue (I + II)</b>	<b>6,530.71</b>	<b>5,575.62</b>	<b>4,393.53</b>	<b>9,969.15</b>	<b>7,742.68</b>
<b>2 Expenses:</b>					
(a) Cost of materials consumed	-	-	-	-	-
(b) Purchase of stock-in-trade	4,794.99	4,106.01	3,021.49	7,127.50	6,081.65
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	-86.79	-178.86	83.89	-94.97	-163.32
(d) Employee benefits expense	876.57	722.52	526.33	1,248.85	713.75
(e) Finance costs	28.31	14.84	15.83	30.67	45.60
(f) Depreciation and amortisation expense	6.89	7.12	4.63	11.75	8.41
(g) Other expenses	520.99	532.08	410.38	942.46	600.03
<b>Total expenses</b>	<b>6,140.96</b>	<b>5,203.71</b>	<b>4,062.55</b>	<b>9,266.26</b>	<b>7,286.12</b>
<b>3 Profit / (Loss) before exceptional and extraordinary items and tax (1-2)</b>	<b>389.75</b>	<b>371.91</b>	<b>330.98</b>	<b>702.89</b>	<b>456.56</b>
<b>4 Exceptional items</b>	-	-	-	-	-
<b>5 Profit / (Loss) before extraordinary items and tax (3-4)</b>	<b>389.75</b>	<b>371.91</b>	<b>330.98</b>	<b>702.89</b>	<b>456.56</b>
<b>6 Extraordinary items</b>	-	-	-	-	-
<b>7 Profit / (Loss) before Tax (5-6)</b>	<b>389.75</b>	<b>371.91</b>	<b>330.98</b>	<b>702.89</b>	<b>456.56</b>
<b>8 Tax expense:</b>					
(a) Current tax	98.40	106.40	84.10	190.50	122.56
(b) Deferred tax	0.02	-0.15	-0.15	-0.30	-0.32
<b>9 Profit / (Loss) for the period before Minority</b>	<b>291.33</b>	<b>265.66</b>	<b>247.03</b>	<b>512.69</b>	<b>334.32</b>
<b>10 Minority Interest</b>	<b>1.50</b>	<b>4.56</b>	<b>1.00</b>	<b>5.56</b>	<b>2.82</b>
<b>11 Net Profit / (Loss) for the period</b>	<b>289.83</b>	<b>261.10</b>	<b>246.03</b>	<b>507.13</b>	<b>331.50</b>
<b>10 Paid-up equity share capital</b> (Face Value Re. 10/- per Share)	<b>1,252.29</b>	<b>1,252.29</b>	<b>1,252.29</b>	<b>1,252.29</b>	<b>1,182.87</b>
<b>11 Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year</b>				<b>1,786.10</b>	<b>956.30</b>
<b>12 Earnings per share</b> (FV of Rs. 10/- each) (not annualised):					
(a) Basic	2.31	2.08	1.96	4.05	2.80
(b) Diluted	2.31	2.08	1.96	4.05	2.74


Date :- 09.11.2023  
Place :- Ahmedabad

For and on behalf of the board of Directors



*Jinen Ghelani*  
Jinen Ghelani  
Managing Director & CFO  
DIN:001872929



PRIME FRESH LIMITED CIN:L51109GJ2007PLC050404 Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 Tel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com Un Audited Consolidated Statement of Assets and Liabilities as on 30.09.2023 (Amount in Lakhs)		
Particulars	As at 30.09.2023 (UnAudited)	As at 31.03.2023 (Audited)
<b>A</b>	<b>EQUITY AND LIABILITIES</b>	
1	<b>Shareholders' Funds</b>	
	(a) Share capital	1252.29
	(b) Reserves and surplus	2075.92
	(c) Minority Interest	29.98
	(d) Money received against Warrants	0.00
	<b>Sub-total - Shareholders' funds</b>	<b>3358.19</b>
2	<b>Non-current liabilities</b>	
	(a) Long-term borrowings	9.62
	(b) Deferred tax liabilities (net)	-
	<b>Sub-total - Non-current liabilities</b>	<b>9.62</b>
3	<b>Currents Liabilities</b>	
	(a) Short-term borrowings	576.89
	(b) Trade payables	-
	1. Total Outstanding dues to micro enterprises and small enterprises	-
	2. Total Outstanding dues of creditors other than micro enterprised and	335.22
	(c) Other current liabilities	44.89
	(d) Short-term provision	82.34
	<b>Sub-total - Current liabilities</b>	<b>1,039.34</b>
	<b>TOTAL- Liabilities</b>	<b>4,407.15</b>
<b>B</b>	<b>ASSETS</b>	
1	<b>Non-current assets</b>	
	(a) Fixed assets	
	(i) Tangible Assets	74.18
	(ii) Intangible Assets	5.20
	(b) Capital Work in Progress	-
	(c) Intangible Assets under development	-
	(c) Non-current investments	54.17
	(d) Other Non Current Assets	41.66
	(e) Deffered Tax Assests (Net)	1.55
	<b>Sub-total - Non-current assets</b>	<b>176.76</b>
2	<b>Current assets</b>	
	(a) Inventories	495.53
	(b) Trade receivables	3175.12
	(c) Cash and cash equivalents	63.87
	(d) Short-term loans and advances	494.65
	(e) Other Current Assets	1.22
	<b>Sub-total - Current assets</b>	<b>4,230.39</b>
	<b>TOTAL- Assets</b>	<b>4,022.85</b>
For and on behalf of the board of Directors		
Date :- 09.11.2023		<i>Jinen C Ghelani</i> Jinen C Ghelani Managing Director & CFO DIN: 01872929
Place :- Ahmedabad		

PRIME FRESH LIMITED CIN:L51109GJ2007PLC050404 Regd Office: 102 SANSKAR- 2, NEAR KETAV PETROL PUMP POLYTECHNIC ROAD, AMBAWADI AHMEDABAD GJ 380015 IN Tel: 079 40320244 Email: cs@primefreshlimited.com Website: www.primefreshlimited.com				
Un Audited Consolidated Cash Flow Statement for the Half Year 30.09.2023				
		Amount in Lakhs		
Sr No	Particulars	For the Half Year Ended 30.09.2023 Un Audited	For the Half Year ended 30.09.2022 Un Audited	For the Year ended 31.03.2023 Audited
<b>A</b>	<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
I	Net profit before tax from continuing operations	389.75	330.98	702.89
	Add/Less : Adjustments			
	Unearned Profit in Associate	-2.39	-4.37	-3.55
	Loss/(Profit) on disposal of investments	-	-	0.01
	Depreciation and amortization Expense	6.89	4.63	11.75
	Finance cost	28.31	15.84	30.67
	Interest income	-11.58	-8.84	-26.04
II	<b>Operating Profit before Working Capital Changes</b>	<b>410.98</b>	<b>338.24</b>	<b>715.73</b>
	Movements in working capital :			
	Increase/(decrease) in trade payables	11.61	-87.89	60.67
	Increase/(decrease) in other current liabilities	9.62	65.12	3.98
	Decrease / (increase) in trade receivables	-551.41	-101.95	-670.69
	Decrease / (increase) in inventories	-86.79	83.88	-94.97
	Decrease / (increase) in loans & advances	32.59	-113.25	20.31
	Decrease / (increase) in provisions	0	11.97	0.00
	Decrease / (increase) in other current and non current assets	-0.4	-8.54	-10.02
	Cash generated from /(used in) operations	-173.79	187.59	25.01
	Direct taxes paid (net of refunds)	-141.1	-79.98	-148.18
	<b>Net Cash from Operating Activities (A)</b>	<b>-314.89</b>	<b>107.61</b>	<b>-123.17</b>
<b>B</b>	<b>CASH FLOW FROM INVESTING ACTIVITIES</b>			
	Purchase of fixed assets, including CWIP and capital advances	-3.3	-20.51	-25.69
	Proceeds of Sale of Fixed Assets	-	0.75	0.56
	Purchase of Non-Current Investment	0	0	-28.43
	Interest Income	11.58	8.84	26.03
	<b>Net Cash from/(Used In) Investing Activities (B)</b>	<b>8.28</b>	<b>-10.92</b>	<b>-27.53</b>
<b>C</b>	<b>CASH FLOW FROM FINANCING ACTIVITIES</b>			
	Repayment of long-term borrowings	-	-	-
	Proceeds from long-term borrowings	-0.47	1.91	-32.66
	Proceeds from short-term borrowings	-	-	-
	Repayment of short-term borrowings	114.9	-263.18	85.89
	Proceeds from share warrants	-	-98.02	0
	Proceeds from Share Capital & Minor Interest	0	392.08	294.06
	Financial expenses	-28.31	-15.84	-30.66
	<b>Net Cash from/(Used In) Financing Activities (C)</b>	<b>86.12</b>	<b>16.95</b>	<b>316.63</b>
	<b>Net Increase/(Decrease) in Cash and Cash Equivalents</b>	<b>-220.49</b>	<b>113.64</b>	<b>165.93</b>
	Cash and Cash Equivalents at the Beginning of the Period	284.36	118.44	118.43
	Cash and Cash Equivalents at the End of the Period	63.88	232.09	284.36
Date :- 09.11.2023 Place :- Ahmedabad		For and on behalf of the board of Directors  <i>Jinon Ghelani</i> Jinon C Ghelani Managing Director & CFO DIN: 01872929		



**Notes to the Consolidated Financial Results for the half year and year ended 30<sup>th</sup> September, 2023**

1. 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 04<sup>th</sup> April, 2020.
2. The Company has issued and allotted the Bonus shares to the shareholders whose name appears in the Register of Members of the company as on the record date i.e. 8<sup>th</sup> May, 2021 in the ration 2:1 i.e. 2 (Two) equity shares of face value of Rs. 10/- each for every 1 (One) Existing shares of the Face value of Rs. 10/- each on fully paid up on 10<sup>th</sup> May, 2021. Company has received all necessary approval as required from the authorities.
3. Company had intimated to incorporate the Wholly Owned subsidiary company named FLORENS FRESH SUPPLY SOLUTIONS PRIVATE LIMITED on 16th February, 2018. Florens Fresh Supply Solutions Private Limited has currently issued the shares on Private Placement basis in accordance with the Companies Act, 2013 and rules made thereunder. On Account of It, Post Holding of Prime Fresh Limited is 43.81% and therefore it seized to be Wholly Owned Subsidiary Company of Prime Fresh Limited w.e.f 29.07.2021
4. Company had intimated to incorporate the Wholly Owned subsidiary company named FLORENS FARMING PRIVATE LIMITED on 27th December, 2016. Florens Farming Private Limited has currently issued the shares on Private Placement basis in accordance with the Companies Act, 2013 and rules made thereunder. On Account of It, Post Holding of Prime Fresh Limited is 62.86% and therefore it seized to be Wholly Owned Subsidiary Company of Prime Fresh Limited w.e.f 23.08.2021.
5. 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.
6. The above financial Results have been reviewed by the Audit Committee and have been approved and taken on record by the Board of Directors at their respective meetings held on November 09, 2023.
7. Figures of Previous year/ period have been regrouped / recast wherever necessary, in order to make them comparable.



For and on behalf of the board of Directors

*Jinen C Ghelani*

Jinen C Ghelani  
Managing Director & CFO  
DIN: 01872929

Date: - 09.11.2023  
Place: - Ahmedabad