

PRIME FRESH LIMITED (FORMERLY KNOWN AS PRIME CUSTOMER SERVICES LIMITED)

Date: 02.03.2024

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

Dear Sir/Madam,

Sub: Intimation for Incorporation of Wholly Owned Subsidiary

Ref: 1) Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "SEBI Listing Regulations").
2) Outcome of Board Meeting submitted on 15th December, 2023

With reference to above mentioned subject, our communication dated 15th December, 2023 and pursuant to Regulation 30 of SEBI Listing Regulations, 2015, we wish to inform you that the wholly owned subsidiary of the Company in the name of "Prime Fresh Retail (I) Private Limited" has been incorporated on 2nd March, 2024.

The details as required under SEBI Listing Regulations, 2015 read with SEBI Circular No. CIR / CFD / CMD / 4/2015 dated 9th September 2015 are given in Annexure A.

This is for the information of the exchange and the members

Thanking You,

Yours Faithfully,

For Prime Fresh Limited

JASMIN JAYKUMAR DOSHI Digitally signed by JASMIN JAYKUMAR DOSHI Date: 2024.03.02 22:44:57 +05'30'

Jasmin Doshi

Company Secretary & Compliance Officer



PRIME FRESH LIMITED

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ANNEXURE A		
Sr NO	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.	Prime Fresh Retail (I) Private Limited Turnover: Not applicable since this is newly incorporated Company
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/promoter group/group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	Prime Fresh Retail (I) Private limited is a direct wholly owned subsidiary of the Company. Initial subscription by the Company does not fall within related party transactions
3	Industry to which the entity being acquired belongs	Retails business of Fruits, Vegetables
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	Not Applicable
5	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6	Indicative time period for completion of the acquisition.	Not Applicable
7	Nature of consideration - whether cash consideration or share swap and details of the same.	Cash
8	Cost of acquisition or the price at which the shares are acquired.	Rs. 5,00,000/- as share capital Contribution
9	Percentage of shareholding/ control acquired and/ or number of shares acquired.	The Company owns 100% of the shareholding in the new entity i.e. Prime Fresh Retail (I) Private Limited
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	Not Applicable, since it's a newly incorporated company.