



PRIME FRESH LIMITED

Date: 10.10.2025

To,
Listing Department,
The BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street
Fort, Mumbai-400001

Company Code: 540404

Subject: Disclosure under Reg. 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 regarding receipt of administrative warning letter from SEBI.

Ref: SEBI/HO/CFD/SEC-5/OW/P/2025/26318/1 dated October 09, 2025

Dear Sir/Ma'am,

With regards to the above-mentioned subject matter, SEBI vide its e-mail dated 10.10.2025 issued an administrative warning letter dated 09.10.2025 to the Company regarding non-compliance with provisions of Regulation 30(7) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 which related to the positive material development of anticipatory bail granted to Mr. Sameer Rajguru and Mr. Hiren Ghelani on May 28, 2018 and same disseminated to the recognized stock exchange on 08.10.2025 as advised by SEBI.

The details of the above letter, as required under Schedule III to the SEBI Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 and Industry Standards on Regulation 30 dated February 25, 2025, issued by SEBI along with a copy of the letter received by the Company is annexed as Annexure 1 and 2 respectively.

You are requested to kindly take the above information on record and treat this as a disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking You.

For,
Prime Fresh Limited



Jasmin Doshi
Company Secretary

Annexure 1 Disclosure under Regulation 30 and Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing RegulationsTM) read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 and Industry Standards on Regulation 30 dated February 25, 2025, issued by SEBI regarding receipt of communication from regulatory, statutory, enforcement or judicial authority

Sr. No.	Particular	Details
1	Name of Listed Company	Prime Fresh Limited
2	Type of communication received	Administrative warning letter dated 9 th October 2025 received from SEBI via mail dated 10 th October 2025.
3	Date of receipt of communication	October 10,2025
4	Authority from whom communication received	Securities and Exchange Board of India (“SEBI”)
5	Brief summary of the material contents of the communication received, including reasons for receipt of the communication	The said warning letter relate to non-compliance of Regulation 30(7) of the SEBI Listing Regulations on the grounds of disseminate to the recognized stock exchange(s) the positive material development of bail granted to Mr. Sameer Rajguru and Mr. Hiren Ghelani on May 28, 2018
6	Period for which communication would be applicable, if stated	NA
7	Expected financial implications on the listed company, if any	No financial implications
8	Details of any aberrations/non-compliances identified by the authority in the communication	As stated in point 5 above
9	Details of any penalty or restriction or sanction imposed pursuant to the communication	NA
10	Action(s) taken by listed company with respect to the communication	The Company had disseminated to the recognized stock exchange(s) the positive material development of bail granted to Mr. Sameer Rajguru and Mr. Hiren Ghelani on May 28, 2018 on 08.10.2025 as advised by SEBI vide Mail dated 07.10.2025.
11	Any other relevant information	NA



Annexure 2 **General Manager**
Supervision Enforcement and Complaints (SEC-5)
Corporation Finance Department (CFD)

SEBI/HO/CFD/SEC-5/OW/P/2025/26318/1
October 09, 2025

M/s Prime Fresh Limited
102, Sanskar – 2, Near Ketav Petrol Pump
Polytechnic Road, Ambawadi
Ahmedabad, Gujarat - 380015

Madam,

Kind Attention: Ms. Jasmin Doshi, Company Secretary & Compliance Officer

Sub: Administrative Warning - Violation of provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, ("LODR Regulations") :

1. It is noted from the disclosure made on BSE website dated May 24, 2018 that Shri Hiren Ghelani, Promoter of M/s Prime Fresh Limited (formerly known as Prime Customer Services Limited) (PFL) had been arrested by Amboli Police, Mumbai on May 14, 2018.
2. As per Regulation 30(7) of the SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015, PFL was required to continue disclosing updated material developments on a regular basis, till such event is resolved/closed. In this regard, the promoter was subsequently released on May 28, 2018 on filing of anticipatory bail application, which was a significant material development. PFL has failed to disclose the same and the said development was disclosed on October 08, 2025, only after SEBI's advise.
3. The above delayed compliance has been viewed seriously. Accordingly, the Company is hereby warned and advised to be careful in future to avoid recurrences of such lapses. Any repetition of such violation in future will be viewed seriously and appropriate enforcement action would be initiated in accordance with the provisions of the SEBI Act, 1992, the Rules, the Regulations or Circulars issued thereunder.
4. You are advised to disclose this letter to the recognized stock exchange(s) in terms of LODR Regulations, 2015 and also place it before your Board in its next meeting.

Yours faithfully,


Nirmal Mehrotra 9.10.2025

