

NOTICE

Notice is hereby given that 10th Annual General Meeting of the company will be held on Friday, 29th day of September, 2017 at 2.00 P.M., at the AHMEDABAD MANAGEMENT ASSOCIATION (AMA), Dr V S Marg, IIM-A Road, Vastrapur, Ahmedabad 380015 to transact the following business:

ORDINARY BUSINESS:

1. To receive, consider and adopt the audited financial statements of the Company [including Consolidated Balance Sheet and Statement of Profit and Loss] for the financial year ended on 31st March, 2017 together with the Reports of the Board of Directors and Auditors thereon.
2. To declare final dividend of ₹ 0.20 per share (2%) on equity shares of the Company for the financial year ended 31st March, 2017.
3. To appoint a Director in place of Mr. Sameer Rajguru (DIN: 07198139) who retires by rotation and being eligible, offers himself for re-appointment.
4. Ratification of appointment of Auditors:

To consider and, if thought fit, to pass with or without modification(s), the following Resolution as an Ordinary Resolution:

"RESOLVED THAT pursuant to the provisions of Section 139 and all other applicable provisions, if any, of the Companies Act, 2013 ("Act") and the Companies (Audit and Auditors) Rules, 2014 as amended from time to time, the Company hereby ratifies the appointment of M/s O. P. Bhandari & Co., Chartered Accountants (Firm Registration No. 112633W), as Statutory Auditors of the Company to hold office from the conclusion of this Annual General Meeting (AGM) till the conclusion of the next AGM to be held in 2018 to examine and audit the accounts of the Company for the financial year 2017-18 at such remuneration as may be mutually agreed between the Board of Directors of the Company and the Auditors."

**By Order of the Board of Directors
For, Prime Customer Services Limited**

Date : 24th August, 2017
Place : Ahmedabad

**Jinen Ghelani
Managing Director
(DIN: 01872929)**

Registered Office:

41/6, 8/A Haji Pir Kirvani Dargah,
Jamalpur Char Rasta, Nr. Marvadi Chal
Ahmedabad 380001

NOTES:

1. A Member Entitled to attend and vote is entitled to appoint a proxy to attend and vote instead of himself. The proxy need not be a member of the company. A blank form of proxy is enclosed herewith and, if intended to be used, it should be returned duly completed at the registered office of the company not less than forty eight hours before the scheduled time of the commencement of the annual general meeting.
2. The Register of Members and the Share Transfer books of the Company will remain closed from Saturday, 23rd September, 2017 to Friday, 29th September, 2017 (both days inclusive) for Annual General Meeting.
3. Mr. Sameer Rajguru (DIN: 07198139) retires by rotation and being eligible offer himself for re-appointment. The Details pertaining to aforesaid directors as required under Companies Act, 2013, Secretarial Standards on General Meeting and Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 is furnished in Annexure 1 to the notice.
4. The route map and prominent landmark of the venue of the Annual General Meeting as required under Clause 1.2.4 of the Secretarial Standards on the General Meeting is annexed herewith as Annexure 2 to the Notice.
5. To prevent fraudulent transactions, members are advised to exercise due diligence and notify the Company of any change in address or demise of any member as soon as possible. Members are also advised not to leave their demat account(s) dormant for long. Periodic statement of holdings should be obtained from the concerned Depository Participant and holdings should be verified.
6. The Securities and Exchange Board of India (SEBI) has mandated the submission of Permanent Account Number (PAN) by every participant in securities market. Members holding shares in electronic form are, therefore, requested to submit the PAN to their Depository Participants with whom they are maintaining their demat accounts. Members holding shares in physical form can submit their PAN details to the Company.
7. Members holding shares in physical form are requested to consider converting their holdings to dematerialized form to eliminate all risks associated with physical shares and for ease of portfolio management. Members can contact BIGSHARE SERVICES PRIVATE LIMITED for assistance in this regard.
8. Electronic copy of the Annual Report being sent to all the members whose email IDs are registered with the Company/ Depository Participants(s) for communication purposes unless any member has requested for a hard copy of the same. For members who have not registered their email address, physical copies of the Annual Report being sent in the permitted mode.

9. Electronic copy of the Notice of the 10th Annual General Meeting of the Company along with Attendance Slip and Proxy Form is being sent to all the members whose email IDs are registered with the Company/Depository Participants(s) for communication purposes unless any member has requested for a hard copy of the same. For members who have not registered their email address, physical copies of the Notice of the 10th Annual General Meeting of the Company along with Attendance Slip and Proxy Form is being sent in the permitted mode.
10. Members may also note that the Notice of the 10th Annual General Meeting, Attendance Slip, Proxy Form and Annual Report will also available on the Company's website www.primecustomer.co.in for their download.
11. Corporate members intending to send their authorized representatives to attend the meeting are requested to send to the Company a Certified Copy of the Board Resolution authorizing their representative to attend and vote on their behalf at the meeting.
12. Members are requested to bring attendance slip along with their copy of Annual Report to the meeting.
13. In case of joint holders attending the meeting, only such holder who is higher in the order of names will be entitled to vote.
14. The facility for voting through ballot paper shall be made available at the AGM. The members attending the meeting shall be able to exercise their right of demanding poll.
15. The record date for the purpose of Dividend and determining the eligibility of the Members to attend the 10th Annual General Meeting of the Company is Friday, 22nd September, 2017.
16. A person who is not a member as on the record date should treat this Notice for information purpose only.
17. The voting rights of members, in case poll is demanded, shall be in proportion to their shares of the paid up equity share capital of the Company as on the record date of Friday, 22nd September, 2017.
18. Any person, who acquires shares of the Company and become member of the Company after dispatch of the Notice of AGM and holding shares as of the record date i.e. Friday, 22nd September, 2017, can also attend the meeting.
19. All documents referred to in the accompanying Notice shall be open for inspection at the Registered Office of the Company during normal business hours (9:00 am to 5:00pm) on all working days except Saturdays, up to and including the date of the Annual General Meeting of the Company.
20. The Transfer of Unclaimed Dividend to Investor Education & Protection Fund of the Central Government as required in terms of Section 125 of the Companies Act, 2013, during the current Financial Year is not applicable.
21. In pursuance of the provisions of Section 108 of the Act and the Rules framed there under, as amended from time to time, the Company is exempted from giving the Members the facility to cast their vote electronically, through the remote e-voting services on the resolutions set forth in this Notice. However, voting through permitted mode under the Companies Act, 2013 will be allowed at the venue of Annual General Meeting.
22. Mr. Umesh Ved, Company Secretary of M/s. Umesh Ved & Associates, (Membership No 4411, CP 2924), Ahmedabad has been appointed as the Scrutinizer to scrutinize the Ballot voting at the ensuing Annual General Meeting of the company process in a fair and transparent manner.
23. The scrutinizer shall within a period of not exceeding two working days from the conclusion of the voting period unblock the votes in the presence of at least two witnesses not in employment of the Company and make a scrutinizer's report of the votes cast in favour or against, if any, forthwith to the Chairman of the Company.
24. The results of the voting along with the scrutinizer's report shall be placed in company's website within two days of passing of the resolution at the AGM of the Company. The results will also be communicated to the stock exchanges where the shares of the Company are listed.

**By Order of the Board of Directors
For, Prime Customer Services Limited**

Date : 24th August, 2017
Place : Ahmedabad

**Jinen C Ghelani
Managing Director
(DIN: 01872929)**

Registered Office:
41/6, 8/A Haji Pir Kirvani Dargah,
Jamalpur Char Rasta, Nr. Marvadi Chal
Ahmedabad 380001

ANNEXURE TO THE NOTICE

Annexure- '1'

**Details of the Directors seeking appointment/re-appointment at the 10th Annual General Meeting
Annexure to Item No. 3**

Name of Director	Sameer Ramesh Rajguru
DIN	07198139
Date of Birth	01/06/1977
Date of first Appointment	17/05/2016
Educational Qualification	B.com, Inter CA
Expertise in Specific Functional Area and experience	Having 19 years experience in Branch Handling, Branch Networking, business development, operations and recruitment of staff and generation of revenue
Directorship held in other Companies	NIL
Chairmanship/Membership of the committee of the Board of Directors of the Company	NIL
Committee positions held in other Companies	NIL
No. Of Equity Shares held in the Company as on 31/03/2017	16000
Inter se Relationship	NIL

Annexure- '2'

Route Map of the Annual General Meeting:

