

Date: 15.07.2026

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

Ref: COMPANY: PRIME FRESH LIMITED; SCRIP ID: 540404

Sub: Intimation pursuant to Regulations 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir,

We hereby inform pursuant to Regulation 30 of the SEBI (listing Obligation and Disclosure Requirement) Regulations, 2015, on the recommendation of the Nomination and Remuneration Committee, the Board of Directors of the Company at their meeting held today i.e. Wednesday, 15 July, 2026 has inter alia, considered and approved the appointment of

- Mr. Sanjiv Swarup (DIN: 00132716) an additional Non-Executive Independent Director of the Company w.e.f 15.07.2026, subject to the approval of the members in the ensuing Annual General Meeting.

The Disclosure as required under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 read along with SEBI Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 concerning the appointment/re-appointment is enclosed as Annexure I to this intimation.

You are requested to take the above information on records.

Thanking you,

Yours faithfully,

FOR PRIME FRESH LIMITED

JASMIN DOSHI
COMPANY SECRETARY
M.No: A36029



ANNEXURE: 1

Details pertaining to the Appointment of Mr. Sanjiv Swarup (DIN:00132716) as an Additional Non-Executive Independent Director of Prime Fresh Limited, as required under the SEBI Listing Regulations and SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, are as under:

S.N.	Particulars	Descriptions
1	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment of Mr. Sanjiv Swarup as an Additional Non-Executive Independent Director of the Company.
2	Date of appointment, re-appointment/cessation (as applicable) & term of appointment/ re-appointment;	Mr. Sanjiv Swarup has been appointed as an Additional Non-Executive Independent Director of the Company with effect from July 15, 2026, for a term of Five (5) consecutive years commencing from July 15, 2026 to July 14, 2031, subject to the approval of the members in the ensuing Annual General Meeting.
3	Brief profile	Mr. Sanjiv Swarup is a professional with over four decades of experience in financial services, governance, and strategic advisory. He also served on the boards of several listed and unlisted entities and has extensive exposure to regulated financial institutions, including NBFCs and technology enabled finance platforms. He has also held senior executive roles including Managing Director, Whole-time Director and Chief Executive Officer, giving him strong operational understanding of financial discipline, business sustainability, and stakeholder value creation. He brings a combination of regulatory insight, governance rigor, and commercial judgment to the Board.
4	Disclosure of Relationships between directors (in case of appointment of a director).	There are no <i>inter-se</i> relations between Mr. Sanjiv Swarup and the other Members of the Board of the Company.
5	Information as required pursuant to BSE Circular with ref. no. LIST/COMP/14/2018-19 and the National Stock Exchange of India Limited Circular with ref. no. NSE/CML/2018/ 24, both dated 20 June 2018	Mr. Sanjiv Swarup is not debarred from holding the office of Director by any SEBI order or any other such authority.

