



**PRIME FRESH LIMITED**

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

**BOARD OF DIRECTORS**

**Mr. Jinen Ghelani**

Mr. Jinen Ghelani, aged 41 years, is the Chairman, Managing Director and CFO of our Company. He is a promoter of our Company. He has completed Bachelor of Commerce from Saurashtra University. Mr. Jinen Ghelani has nearly two decades of experience in retail and FMCG industries in India, where he involved and understands complete functions of supply chain management in the retail industry. He has been a real backbone of the company for identifying, negotiating and implementing new business opportunities. He has played an extremely crucial role in team building, infrastructure setup and clients addition.

**Mrs. Neha Ghelani**

Mrs. Neha Ghelani, aged 40 years, is the Whole Time Director of our Company. She is the wife of our Promoter and Managing Director – Mr. Jinen Ghelani. She has completed her Bachelor of Commerce and Master of Commerce from Saurashtra University.

**Mr. Hiren Ghelani**

Mr. Hiren Ghelani, aged 37 years, is the Whole Time Director of our Company. He is a promoter of our company. He has completed Bachelors Degree in Business Administrator from Saurashtra University and Masters of Commerce from Mumbai University. Prior to joining this company, Mr. Hiren Ghelani has a vast experience in financial and capital markets. He has had major stints in some of the renowned financial services firm and research houses namely, Kotak Securities, and JM Financials (Erstwhile ASK RAYMOND JAMES). At present, he looks after strategy, finance and planning. His role so far has been in ensuring sustained fund infusion, and negotiation with bankers, investors and internal team.

**Mr. Ravi Menon**

Mr. Ravi Menon, aged 50 years, is the Non-Executive Independent Director of our Company. He has completed Bachelor of Arts and Master of Art from University of Calicut. He possess significant experience working with senior management in diverse business activities in manufacturing units, mutual funds and other banking/ financial industry. During his career he has received Performance award from PCS Industries limited and two Appreciations from Escon Elevators Pvt. Ltd. and CAMS Pvt. Ltd.

**Mr. Brijesh Kumar Misra**

Mr. Brijesh Kumar Misra, aged 52 years, is the Non-Executive Independent Director of our Company. He has completed Bachelor of Science (Agri.) and Master of Science (Agri.) in Horticulture from Chandra Shekhar Azad Krishi Evam Prodyogic Vishwavidyalaya, Kanpur and has a proficient agro product marketing professional with three decades of industry experience in generating, monitoring and managing sales of the products, conducting awareness, licensing of central & state agriculture and quality control department, conducted product trials & demonstrations and farmers meetings.



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### **Mr. Umesh Patel**

Mr. Umesh Patel, aged 64 years, is the Non-Executive Independent Director of the Company. He is having 30 years of deep & solid experience of Food processing sector and APMCs trade in Fruits and Vegetables sector. Expertise in food processing & procurement bandwidth for Mangoes and Tomatoes aids in making further in-roads deeper in to Gujarat and Maharashtra. As a part of the Prime Fresh family, his assistance towards improving efficiency and increasing productivity are of prime importance

### **Mr. Mayur Thakkar**

Mr. Mayur Thakkar, aged 43 years, is the Non-Executive Director of the company. After completing his education with B.Tech in Chemical Engineering & Post Graduate Diploma in Business and Entrepreneurship Management, 2000 from Entrepreneurship Development Institute of India, Ahmadabad.( Recipient of prestigious IDBI Ltd. fellowship ), Mayur worked with many Corporate in India like Asian Paints group, Bajaj Allianz group, Aditya Birla Group, Future Generali Group. He has 20 years of experience in Domestic Markets.