



Reg. H. Office : E-894, D.S.I.I.D.C Industrial Area, Narela, Delhi-110040
Corp. Office : 7th Floor, Office No.- 714, D-Mall, NSP, Delhi - 110034
Contact : 011-45611750, Mob.: 9711260180
Email : primecableindustries@gmail.com,
 info@primecabindia.com
Web : www.primecabindia.com

Date: 15.04.2026

**The Manager,
 Listing and Compliance Department
 NSE Emerge
 National Stock Exchange of India Limited
 Exchange Plaza, Plot No. C-1, G Block, Bandra Kurla Complex,
 Bandra East, Mumbai – 400051**

NSE Symbol-PRIMECAB, ISIN: INE0CQA01020

Sub: Intimation for Appointment of Investor and Public Relations Agency of the Company under the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015 (“Listing Regulations”)

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that the Company has appointed “**NeoAtlas Capital Advisory LLP**” (operating under the brand name Atlas Capital), having its registered office at 1322, Shivalik Shilp 2, Opposite ITC Narmada, Judges Bungalow Road, Satellite, Ahmedabad – 380015, Gujarat, as its “Investor Relations and Strategic Communications Advisor”, with effect from April 15, 2026.

This engagement is in line with the Company’s continued focus on strengthening its investor engagement framework, enhancing transparency, and aligning its capital markets communication with evolving institutional expectations.

NeoAtlas Capital Advisory LLP will support the Company in its investor outreach and communication initiatives.

Details of the Investor Relations Advisor are as follows:

Research Team
 Email: research@atlascapital.in
 Contact No.: +91 63549 47366

This is for your information and records.

**Yours Faithfully,
 For & On behalf of
 Prime Cable Industries Limited**



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Vandana
Company Secretary & Compliance Officer
Membership No:- 62136