

## PRIME DATABASE GROUP

**PRIME Database Group** is an 'information management' specialist. While its flagship product is PRIME Database, the Group has also developed several other unique websites. It now also provides a variety of services including database creation and management, content generation, website development and management, information consulting and data cleaning and standardization. By leveraging our deep understanding of information management, our clients are able to take better business decisions, improve their internal information processes and systems, and also significantly enhance their public information platforms.

Innovation has always been a key mantra at PRIME. Almost all databases/websites conceptualized and developed by PRIME are path-breaking and are the worlds' first and unreplicated. PRIME also understands creating value in information that people would be prepared to pay for, and in developing modular formats on websites to achieve a wider client base.

**PRIME has over 20 years of extensive experience in dynamic sourcing, aggregation, standardization and distribution of information, with focus on** database creation and maintenance. Across all databases, it presently manages over 1 million records.

To summarise, PRIME's expertise lies in:

- Identifying information gaps in the marketplace
- Creating value out of information
- Database creation and maintenance
- Website creation and maintenance
- Data sourcing, mining, structuring, cleaning and standardization
- Creating systems for data capturing and validation
- Developing control systems for ensuring timely data sourcing and timely updation on the websites

Our clients include developmental institutions, banks, corporates, stock exchanges, FIs, asset management companies, stock brokers, academic institutions and the like.

A large number of services of the Group are also focused towards investor education and protection.

### Databases/Websites created by PRIME



India's first (since 1989) and still the only database dedicated to the primary capital market covering fund raising by the Indian corporate sector and the Government through equity, debt or securitisation, in India or abroad. PRIME continues to be the single source of comprehensive information on all capital market offerings including:

- Public Issues (IPOs/FPOs)
- Rights Issues
- Overseas Capital Market Offerings
- Qualified Institutional Placements
- Preferential Equity Issues
- Indian Depository Receipts
- Debt Private Placements
- Commercial Paper
- Takeover Open Offers
- Delisting Offers
- Buyback Offers

PRIME has, until 31 March 2010, tracked and analyzed over 33,000 offerings including 6,006 public issues. All above databases are made available on a subscription basis on [www.primedatabase.com](http://www.primedatabase.com).

PRIME is extensively quoted in the media.



This website, a unique public service, has been conceived and is being maintained by PRIME, as a joint initiative with SIDBI and NSE. It is a free online platform for helping Micro, Small and Medium Enterprises (MSMEs) in finding Professionals who can add value to their enterprises in diverse areas and through diverse means. Professionals who are competent and willing to help MSMEs with their expertise enroll on this website and MSMEs search, identify and reach the Professionals of their interest.

**watchoutinvestors.com**

Before you invest ...

This website, a first-in-the-world free public service, has been conceived and is being maintained by PRIME, and has been sponsored by the Investor Education & Protection Fund, Ministry of Corporate Affairs, Government of India. This website, aimed at alerting and protecting the investors, is now a national registry of information on companies/persons who have been indicted for an economic malpractice/non-compliance of laws/regulations/ default by over 20 regulatory bodies. The website has a powerful search mechanism and provides results in simple language in simple formats. The website, updated on a daily basis, lists over 1,11,000 indicted/defaulted entities and has over 3 million users. This website was inaugurated by Shri Prem Chand Gupta, Minister for Corporate Affairs in November 2004.

**primedirectors.com**

A platform for Independent Directors

This website, a unique public service, has been conceived and is being maintained by PRIME, with co-sponsorship of NSE, BSE and CII. It is a free online platform to enroll professionals who are competent and willing to become independent directors on listed companies and for the listed companies to search for them. The website lists over 20,000 highly accomplished professionals. This website was inaugurated by Shri M.Damodaran, Chairman, SEBI in September 2005.

**DIRECTORS DATABASE**

A Database of Directors of Indian Listed Companies

This website, a unique public service, has been conceived and is being maintained by PRIME, with co-sponsorship of BSE. It is a free online website providing at one place updated information on the boards of directors of all actively traded Indian listed companies along with the detailed profile of each director, with a focus on independent directors. The website provides board details of over 2600 companies and profiles of over 15,600 individuals who are collectively holding over 21,000 directorship positions. The website is updated on a daily basis. This website was inaugurated by Shri M.Damodaran, Chairman, SEBI in June 2006.

**Investor Education and Protection Fund**

Ministry of Corporate Affairs  
Government of India

This website, a unique public service, has been conceived and is being maintained by PRIME, and has been sponsored by the Investor Education & Protection Fund, Ministry of Corporate Affairs, Government of India. It is a free portal aimed at investor education with a focus on the capital market. This website was inaugurated by Shri Prem Chand Gupta, Minister for Corporate Affairs in September 2007. The website was translated into Hindi which was launched by Shri Salman Khurshid, Minister for Corporate Affairs in March 2010. The website has now been translated into 11 major regional languages.

## The Promoter

Mr. Prithvi Haldea, an M.B.A. (1971) from BITS, Pilani, is the Founder Chairman-Managing Director of PRIME. Between 1971 and 1988, he worked at senior positions in the corporate sector in the areas of exports, software, consulting, publishing, and advertising. He was also associated with the information industry and worked as a Consultant with The World Bank and with the U.S. Department of Commerce. Since 1989, when he created PRIME Database, he has innovated several databases on one hand and worked on investor education and protection on the other. Mr. Haldea is on several committees of SEBI, NSE, BSE, DSE, CII and ASSOCHAM, among others. He is the Central Government Nominee on the Board of ICAI. He is also on the Board of Indian Institute of Corporate Affairs and Postal Life Insurance.

## Contact Us

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