

Date: 13.12.2022

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001

SCRIP CODE: 540404

Dear Sir/Madam,

Sub: Updated Investor Presentation – An insight to investors

With reference to the above mentioned subject, kindly find enclosed updated Investor Presentation for Prime Fresh Limited (Formerly Known as Prime Customer Services Limited.)

Investor Presentation is brief profile of Prime fresh Limited [Formerly Known as Prime Customer services Limited (PCSL)] and the sector in which company operates. It includes history of India's horticulture, About Prime Fresh, Business models and strategies of Prime fresh, Management profile of Prime fresh, Market Potential, Scalability and financial statement PFL.

Kindly take the same on your record and oblige.

Thanking you,

Yours Truly,

For Prime Fresh Limited
(Formerly Known as Prime Customer Services Limited)

RIYA
KIRITKUMA
R DOSHI

Digitally signed by
RIYA KIRITKUMAR
DOSHI
Date: 2022.12.13
12:14:05 +05'30'

Riya Doshi
Company Secretary & Compliance Officer



PRIME FRESH LIMITED

(formerly known as Prime Customer Services Limited)

December 2022

INVESTOR PRESENTATION

Disclaimer

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About Prime Fresh Ltd (formerly known as Prime Customer Services Limited)

Overview

- Prime Fresh is a **leading F&V supply chain player with expertise in sourcing, processing and distribution of F&V**, for both domestic & global markets.
- Prime offers a **single point of solution for various business segments** (GT, APMCs, Ecommerce, Retail, Modern Trade, Processors, HoReCA ,Exporters etc.); with a **focus on supply of fresh Fruits & Vegetables through multiple platforms**.
- PFL has built Service Business through 3PL model and deals with various large corporates including RIL, Agility logistics and few other Pharma & FMCG companies.



Experience of 15+ years in F&V Supply Chain, with ~220 tons of fresh produce handled daily



Core competency in supply of Mango, Pomegranate, Orange, Imported Fruits, Banana, Grapes & Onions.



Network of over 1,00,000 Farmers, 75+ Agriculture Markets & 2400+ Trade partners & Consolidators across 82 districts



Long standing relationship over 15 years supplying F&V to companies, exporters & retail giants

Operational Capabilities at a glance



End-to-End Supply of Fruits and Vegetables;
From farm to market AND Farm to Consumer



Established Cold Storage and Ripening Capability;
With 35 units providing post-harvest storage services



Collection & Distribution Centers at 16 locations
Expertise in sorting, grading & handling of produce



5 Lacs TPA of Warehousing & Packaging Capability;
With 12 established warehouses



Semi-Wholesale F&V Shops (Gujarat)



Ripening & Cold Storage Units (Gujarat)



Sorting, Grading & Handling of F&V



Warehouse and C&FA center

Prime Fresh at a glance

Introduction

- Founded in 2007 & Head Quartered in Ahmedabad
- 24*7 operations across 9-16 locations round the year
- Listed on BSE SME
- Leading F&V Post harvest management company
- 15+ core team members of Agri professionals
- Presence across 17 states in India

Business

- 220+ Tons F&V handled daily
- 14+ Locations of Procurement, Operations & Sales.
- 5Lacs+ tones p.a. of operational capacity (inward, outward, sorting, grading, cleaning, loading, unloading) of various Agri produce.
- 7+ seasonal collection centers for various FnV produce.

USP

- 100000+ Farmers Network
- Strong relations with 30+ Ecomm and retail giants
- Help farmers in minimizing Post-harvest loss
- 70+ SKUs (core portfolio of 9 products)
- Omni chanel sales Model
- 150000 TPA capacity of FnV procurement (150 Tones per day of Onion)

Market reach

- Export network in 6 countries
- 2400 suppliers & Local Area aggregators
- 75+ APMC partners
- 20+ Exporters
- 4000+ SME (GT buyers)
- Network across 35+ packhouses and cold storage facilities in Gujarat, Maharashtra & Rajasthan
- Company's own 5 DC across Gujrat, Maharashtra, Hyderabad, and Delhi
- Selling capacity is 60000 TPA

Certifications

- FSSAI
- APEDA
- Global GAP
- ISO: 9000
- ISO: 22000

Financials

- Last 5 years Growth in CAGR terms in:-
- Sales Revenue – 26.45%
 - PAT – 59.21%



Distribution strength in India

17 States
82 Districts
4200+ B2B Customers
15 Trade Channel Partners
15+ years experience in F&V
6 years experience in Imported fruit distribution
12 Sales team members

6 Sales point (DC)
25 locations for 3PL Distribution
Own e-commerce Portal
772 million INR Annual sales (FY2022)
Client base of India's largest retailers, Ecomm players & exporters
Presence in 75 Domestic APMC
19 years average experience of core team

Our Product Portfolio

- Prime Fresh has been rapidly expanding its operations across India and adding new products and geographies to boost the revenues. In the last 3 years, Onion, Grapes, Oranges, and Imported fruits segment have been scaled aggressively.
- **The Consolidated Annual Tonnage sold has increased from ~10900 MT in FY20 to 15000 MT in FY22, with a CAGR growth of 17.31%**



key products



Competitive advantage

•Direct sourcing network of 100000+ farmers & imparting Technical guidance to them

•15+ years of experience, led by expert Management team 19+ years of average experience

USP

•Certifications/Registrations
ISO: 9000, ISO: 22000,
GLOBAL GAP, SEDEX, FSSAI,
APEDA

•Huge learning curve, massive credibility across stakeholders, broad base client portfolio with multiple products & multi location capacity of F&V supply

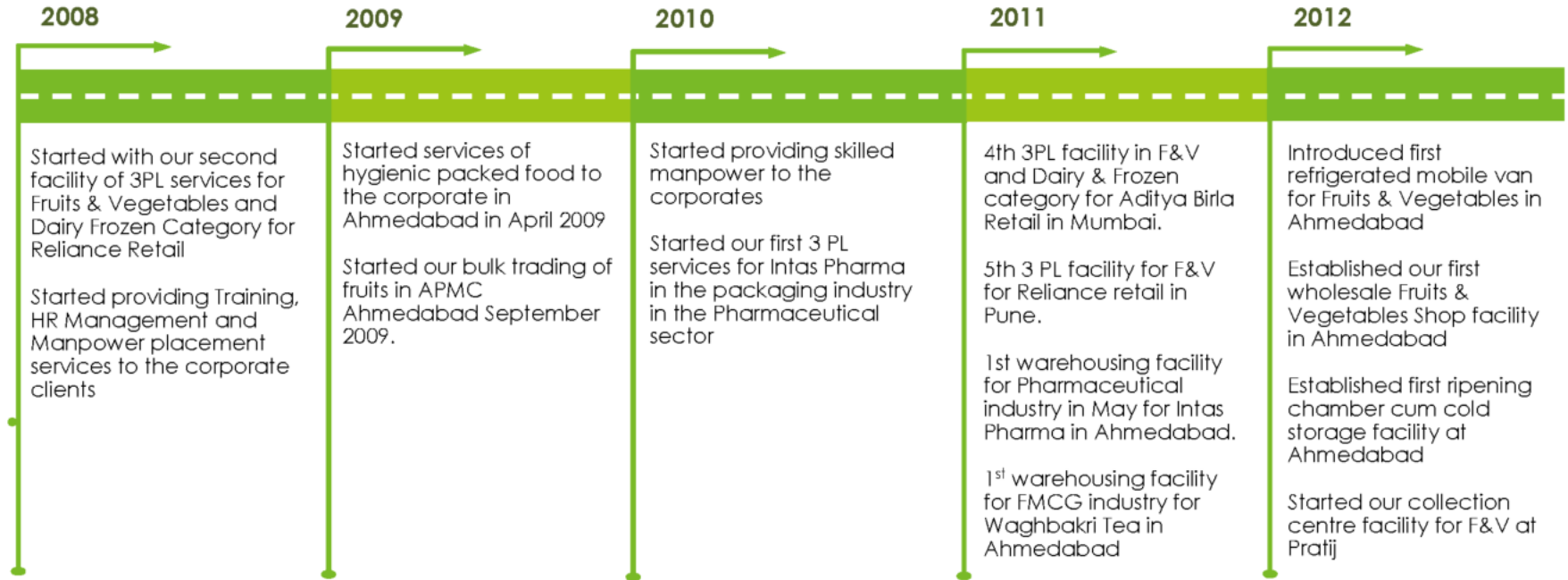
Key Highlights

National presence
Extensive Geographical Reach
Constantly Adding new states/
regions in India and export
markets

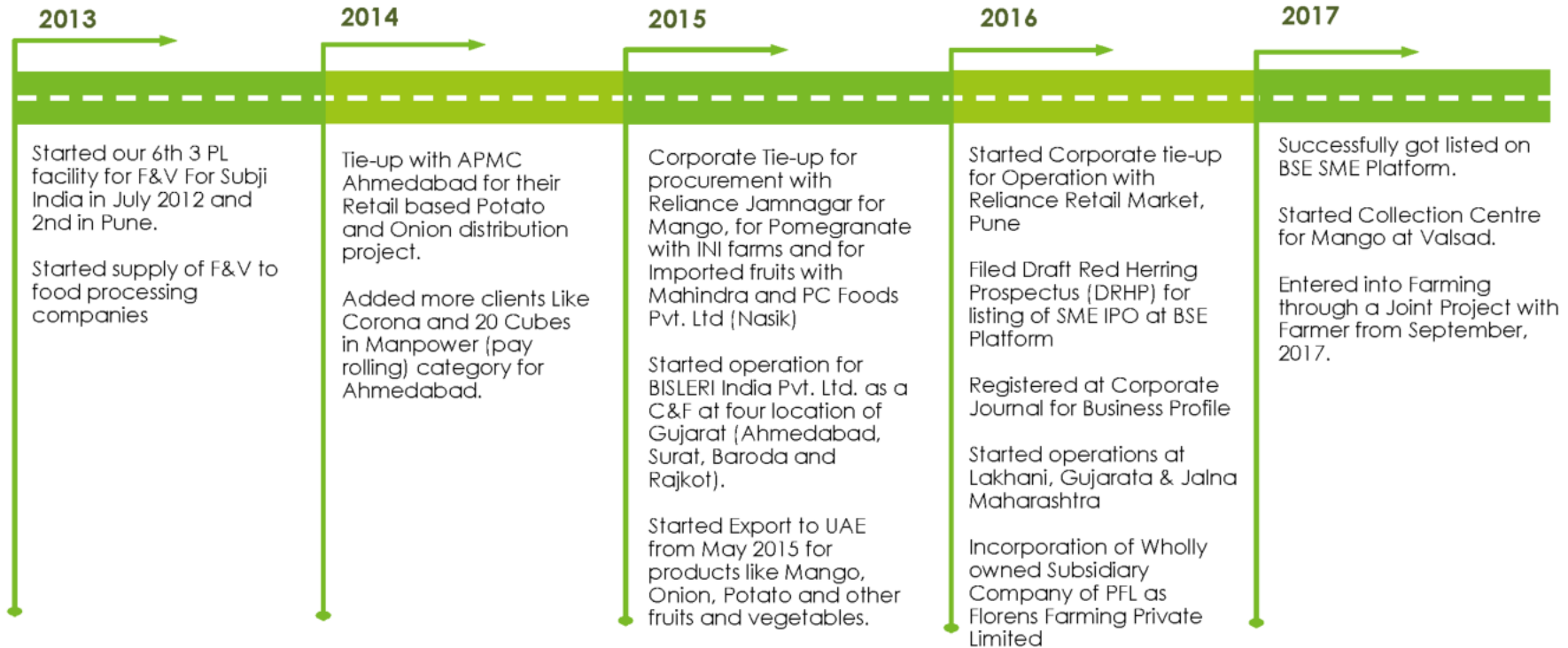
Industry Growth
Organised FnV industry size 25
billion USD. Hardly 10% to 12 %
is organized.
20% + CAGR potential for
organized FnV sector

**Fungibility / Omni channel
strategy**
Scale of Business offers
operational synergies
**Round the year supply from
multiple Agri belts**
Owing to presence in multiple
Agri-belts, ability to supply
products regularly

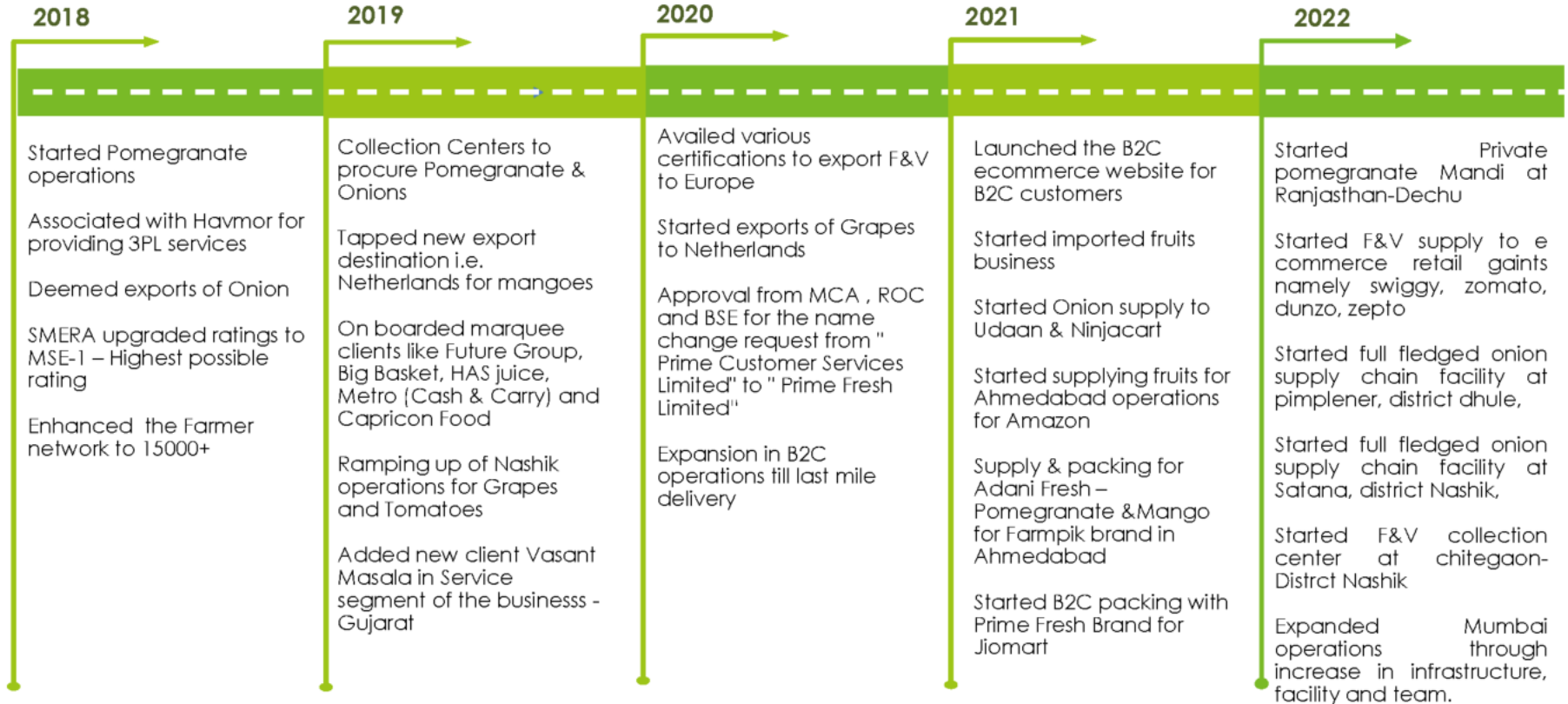
Journey(1/3) – Prime Fresh Key Milestones



Journey(2/3) – Prime Fresh Key Milestones



Journey(3/3) – Prime Fresh Key Milestones





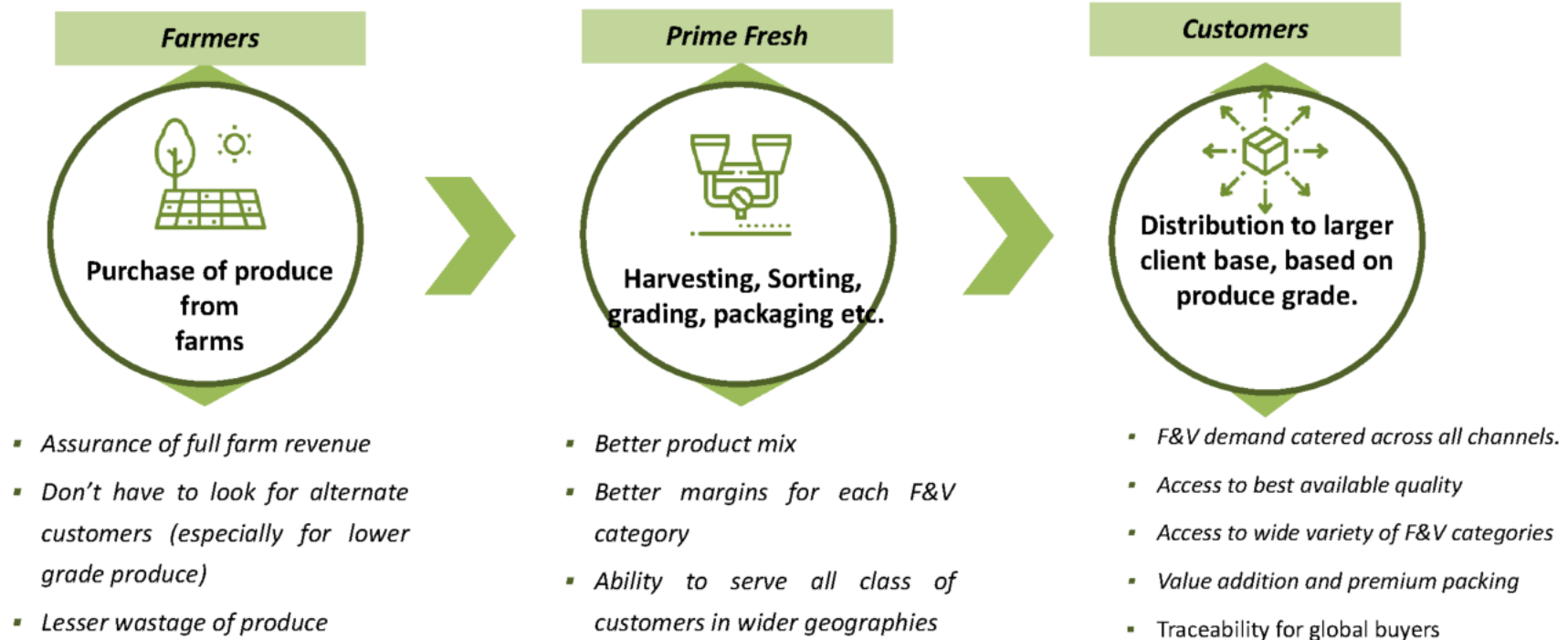
(formerly known as Prime Customer Services Limited)

Business Overview

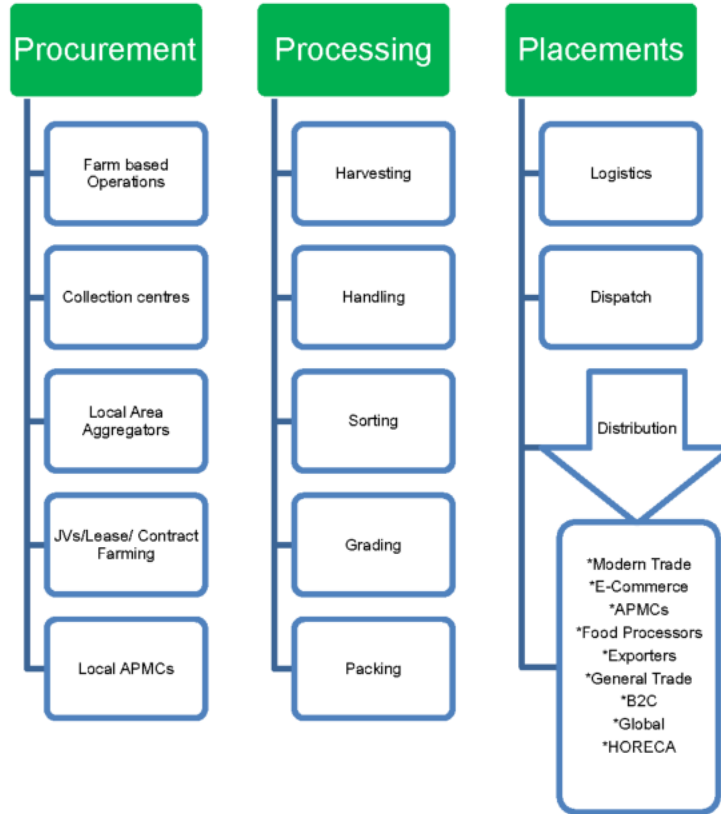


Prime Fresh – A fully integrated FnV supply chain enterprise

Prime's procurement capability is unique since they acquire the entire produce from a farm, based on pre-determined price structure and quality standards. The in-house Sorting and grading processes carried out by Prime allows them to accordingly distribute and cater demand for every grade of produce, based on quality across multiple sales channels.



F & V Supply Chain Operational Overview



About Prime Fresh Limited & Service business

Our Core Values

Attention : Individual Focus on work & we care for it.
(Personalized & customized)

Collaboration : We support our customers & our Suppliers together to get Job done.

Know-How : Our Operational and Marketing Expertise for desired solutions.

Simplicity : Keeping things simple for our customer.

Trust : Through out Communication & Synergy with clients for their immense satisfaction.

Transparency : Openness for Ethical and Moral conduct



(1)

Prime Fresh Limited established in 2007 is listed on Bombay Stock Exchange (BSE)

(2)

Leading organization offering value added services to a wide range of clients spread across various business segments.

(3)

Services offered-Warehousing and C&F operation and Service Provider, Man power & Payrolling Management, Sorting, Grading & Packing services, Ripening & Cold storage services.

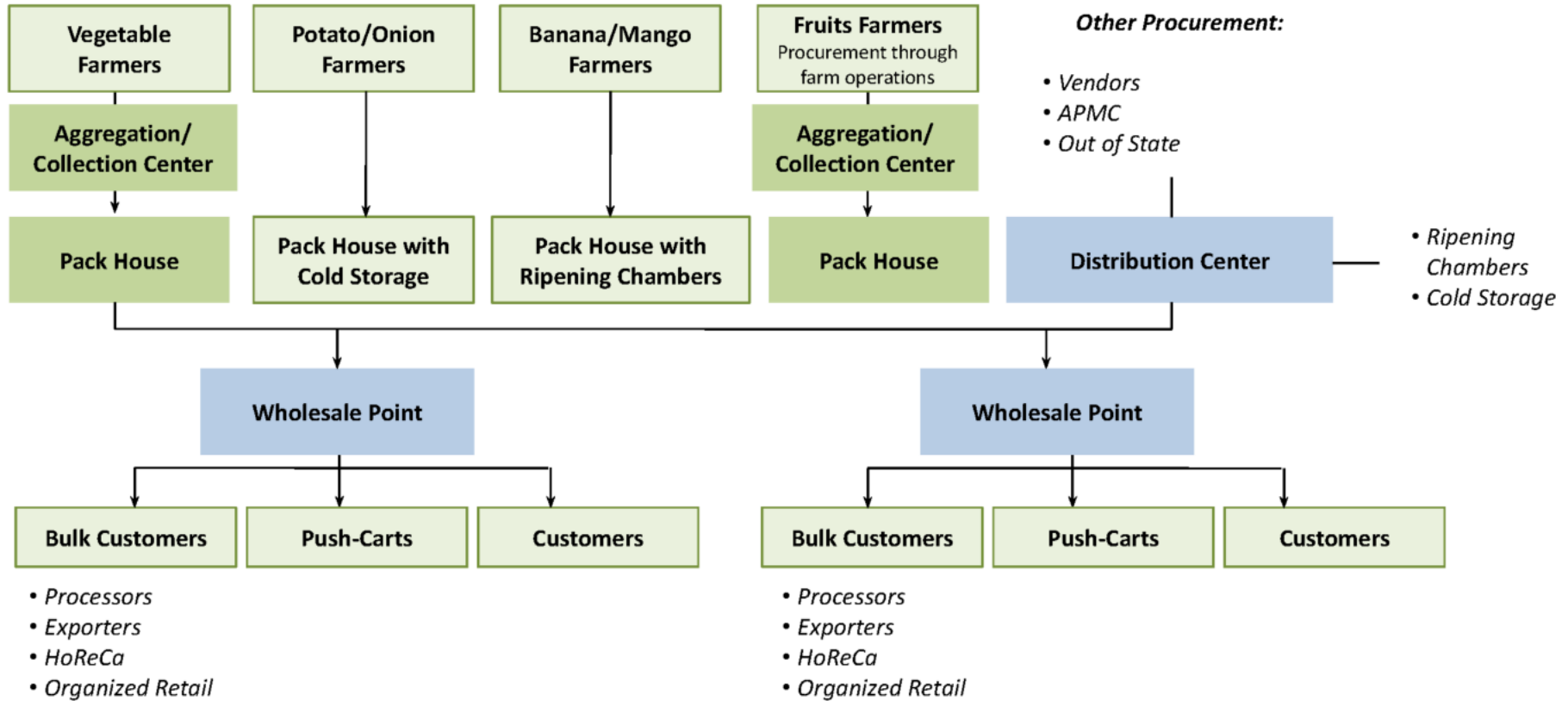
(4)

We assist our clients to identify and develop their system management by providing unique tailor made solutions.

(5)

We handle- All type of Fruits and Vegetables, Bakery Products, Dairy and Frozen Products, FMCG and Pharma Products.

Business Model Overview: Supply Chain Model: Process



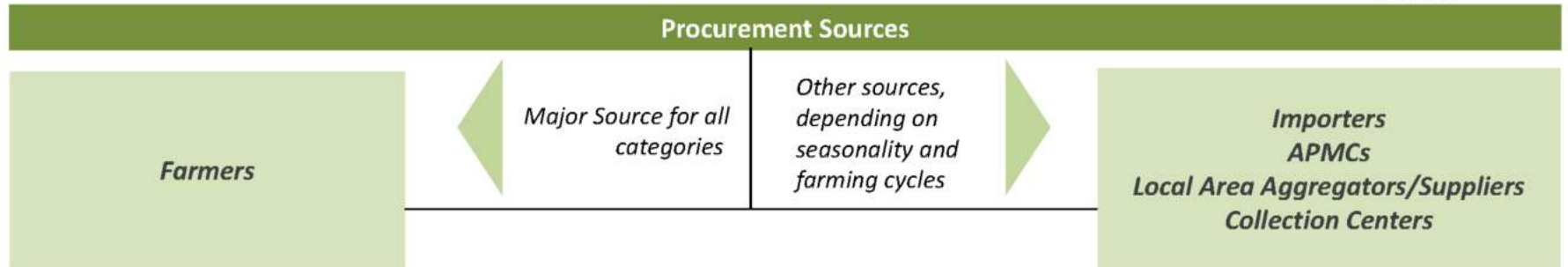
Procurement Overview

Prime has progressively built a massive sourcing network that gives it a long-lasting competitive advantage over its peers.

- Prime's expertise in procurement and supply of F&V enables them to meet the requirements of its customers as well as the farmers – both in terms of quantity and quality (grade of produce).
- The network is spread out in **65 districts across Gujarat, Rajasthan, Maharashtra and Uttar Pradesh**.
- The wide procurement built over many years has enabled Prime to supply **15000+ MT in FY22**.
- Prime ensures the supply of more than 9 core products and other 60+ SKUs in a timely manner and in packaging as per requirements, **minimizing F&V wastage** along the way.



Farmer Awareness event and launch of Private Pomegranate Mandi by Prime Fresh Limited (Detchu)



Procurement Network

Rajasthan

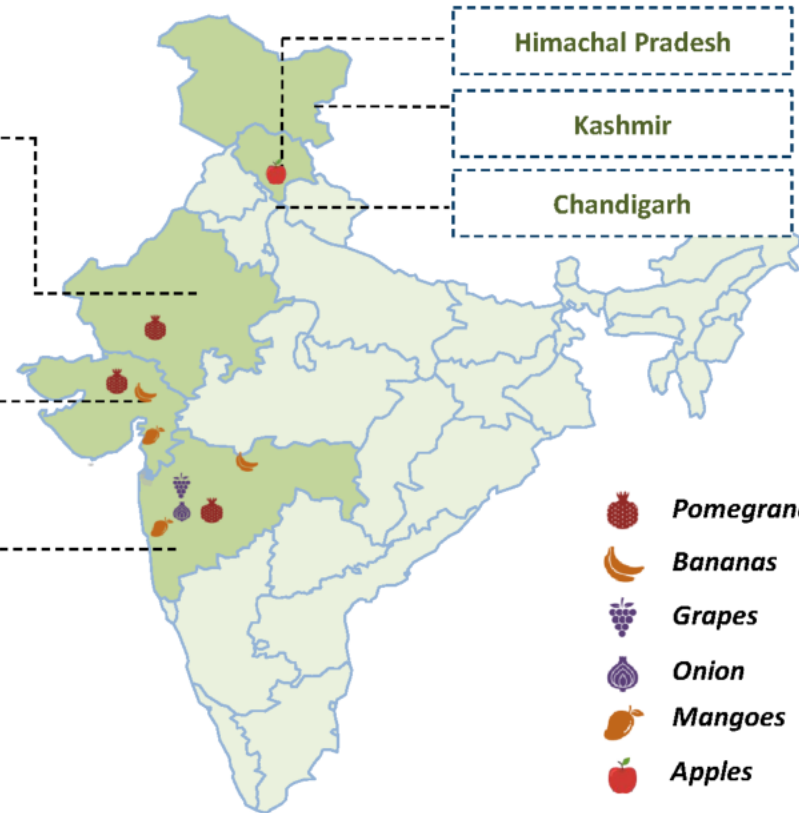
• Balotra • Barmer • Jaisalmer • Jodhpur • Mt. Abu • Padru •
Phalodi • Sancho • Sirohi

Gujarat

• Ahmedabad • Amalsad • Aslali • Banaskantha • Bhilad •
Changodhar • Dharampur • Gandevi • Halvad • Himmatnagar •
Jamalpur • Junagadh • Kutch • Lakhni • Mehsana • Naroda •
Navsari • Surat • Tharad • Valsad • Vapi • Vyara • Anand • Pratij

Maharashtra

• Aatpadi • Ahmednagar • Amravati • Baramati • Devgad •
Dhule • Indapur • Kolhapur • Lasolgoan • Malegaon (Nasik) •
Malegaon (Washim) • Mangrupir • Morshi • Nadurbar • Nagpur •
Nashik • Navi Mumbai • Niphad • Phaltan • Pimpalgaon • Pune •
Rahate • Ratnagiri • Sangamner • Sanghola • Satana • Sinnar •
Tasgaon • pimplner • Umrana



PFL has recently penetrated Karnataka for Mango procurement

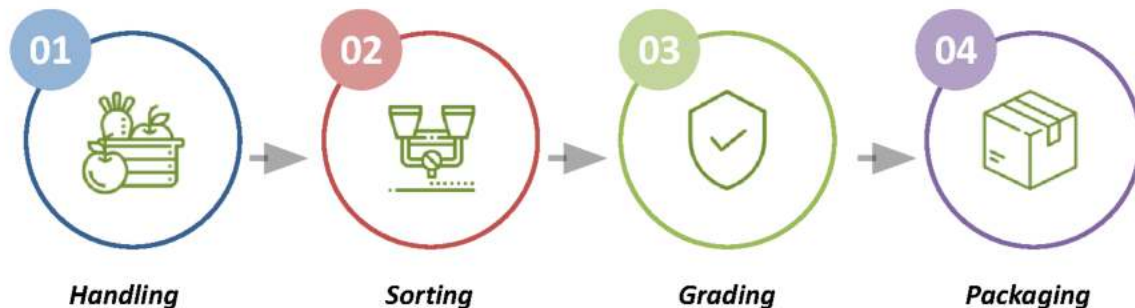
Post-Harvest Supply Chain Processes

Supply Chain activities such as Grading, Sorting and Packaging brings further improvement to the produce, resulting in customer satisfaction, retention and repeat business from clientele.

- Prime's unit at Ahmedabad can store various F&V & processed material. It is a Complete Integrated Pack House having facilities such as pre-cooling & ripening chamber, storing & grading, processing, packing and dispatch – each area is separately maintained by skilled labor. Their owned logistics van supply F&V to various stores in Ahmedabad and its vicinity.
- Prime handles the end to end supply of F&V while supplying F&V as per its customer requirements. Basis the size, colour, texture among other parameters, company sorts and grades the F&V for its customers.
- These post-harvest activities are crucial for entities operating at large scale which may not have the manpower, time, and wherewithal to handle such activities.



Sorting, grading & packaging by Prime Fresh team for export



Prime intends to venture into supply of Pomegranate arils which shall be another value addition activity.

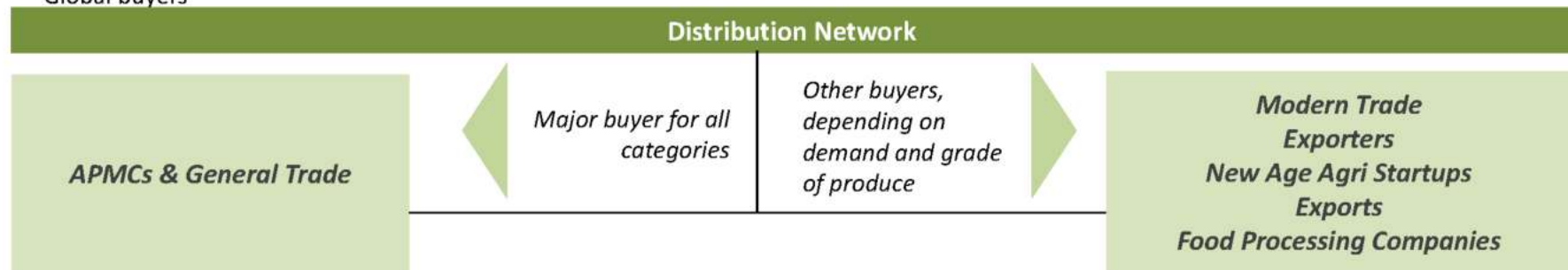
Distribution: Pan-India Reach

Prime ensures the supply of F&V products in a timely manner and in packaging as per client requirements, managing all the issues related to the supply chain and logistics. Prime's expertise in supply chain management is reflected in below 3% F&V wastage in supply chain.

- Prime has expanded its reach in the domestic market, to a base of **over 5000+ customers B2B**, **82 districts**, **9 channel partners**, **15 Product categories**. PFL has **6 DCs spread across India**.
- The company's **tie up with cold storages, pack houses and its relationship with large farmer base** is integral for distribution operations.
- Prime also **intends to venture into more integrated pack houses which shall enable it to increase its exports as also domestic sales**. Prime Fresh is aggressively expanding its network of Global buyers



Mango Stall (Mumbai) and Packed Fruits for Export



Strong Client Base

Key Clients : Supply of F&V



Key Clients : Others

Warehousing Solutions & Services, Re-pack & Packaging Facility



C & FA Services



3rd Party Logistics (Manpower Management)



Strong Connect with Farmers

One of Prime's main strengths is the 1,00,000+ farmer procurement network that PFL has built over 15+ years. As Prime continues to build this network, it has positioned itself as the preferred buyer at the grass root level – due to several reasons. Few of them are mentioned below:



*Prime provides **quick and hassle-free payment to farmers**, such as same-day payments. **This provides an incentive to the farmers to prefer selling through Prime.***



*Prime has the **unique advantage of committing to purchase 'Total Farm Produce' from the farmers**, thus **saving the farmers the efforts of selling different grades of produce to different buyers at various places.***



*Large farmers, which contribute a large part of the produce tonnage for trade, are reluctant in dealing with unorganized players. **Thus Prime proves to be the dependable choice of supply for such large farmer families/ groups.***



*Prime educates the farmers in terms of sowing, pre-harvest and post-harvest practices, pricing, crop protection etc. which helps them **develop relationships and understand the market in a better way.***



Prime has been connecting and building relationships with the farmers for nearly 15 years, establishing trust, credibility and strong relationship.

Extensive Development Initiatives

Prime hosts periodic camps to impart best in class information to farmers, including field cultivation practices, disease & pest management, harvesting techniques & hygiene procedures. This also includes imparting information on fair pricing for produce, providing sorting & grading facilities and sales channel access, and generating employment. PFL takes multiple initiatives for betterment of farmers as well as society on whole.



A Great Exhibition Initiated by Prime Fresh to boost up the Start Up companies in Agri. sector)



From Now, Travel Time is Yoga Time- Healthiest Initiative supported by Prime Fresh Limited on Yoga day



Education to Pomegranate farmers in Gujarat (Lakhni, Banaskatha)



MD & CFO discussing with Jaisalmer MLA regarding support, inspiration to be provided to Farmer



Private Pomegranate Mandi set up by PFL & Promoters addressing the farmers in Dechu (Rajasthan)



Organised a nutrition and health wellness programme in association with an NGO working towards rehabilitation of women and children affected due to trafficking

- Expansion in Sales, Marketing & Distribution network across Delhi, Ahmedabad, Pune, Hyderabad & Chennai.
- Established 4 new D.C.'s (Distribution Centres) , warehouses & basic infrastructure for storage, sorting, grading, packing and sales. **The Cumulative inwards & outwards capacity of these units is in excess of 15 TPD each and extendable and can be increased to even 20TPD.) These DCs provides the company an incremental capacity to increase its sales by 100 TPD of Fruits & Vegetables.**
- Enhanced Vegetables & Tomatoes Procurement capacity through setting up of 3 new C.C.'s (Collection centres).
- Addition to core team and middle management team for managing the future growth.
- Increase in Field team and penetrated new Agri belts for strengthening procurement bandwidth.
- Added large number of clients across all format of sales leading to more robust & diversified Sales mix .
- PFL's onion procurement capacity has reached to 150 Tpd (300 days * 150 TPD = 45000 TPA) across Pimplener, Satana, Unrana, Kalwan and other areas of Nashik and near by Districts of Maharashtra.
- As of 30th September 2022, Prime Fresh Limited has built its own total capabilities of 150000 TPA of fruits and vegetables procurement and operations across more than 60 Articles(SKUs)
- Rising contribution of packet business (F&V packs) leading to improved margins & reduction in dependency on wholesales Business.

Packing and branding by Prime Fresh



PRIME FRESH LIMITED
Phone : + 91 - 79 - 40320244
Email : info@primefreshlimited.com
Web : www.primefreshlimited.com



Prime Fresh Premium Orange



Packing for Middle East



Our New Collection center at Pimpalner



Pomegranate picking, sorting & packing processes in Shrigonda (MH)



Delicious Devgad Alphonso



(formerly known as Prime Customer Services Limited)

Management Overview





Mr. Jinen Ghelani – Chairman

- Mr. Jinen Ghelani is a commerce graduate and has 26 years of experience in retail, FMCG and horticulture industries. He has a pivotal role in identifying, negotiating and implementing new business opportunities.
- His rich experience includes procurement, operations & sales aiding the company's operations in tough business conditions.
- He is focused on increasing the scale of operations and building a stronger network of farmers.



Mr. Umesh Patel – Independent Director

- Mr. Patel is a BSc, LLB graduate and has 35+ years of experience in food processing and APMCs trade in Food and Vegetable segments.
- Expertise in food processing and procurement of mangoes, tomatoes to aid Prime make further inroads in Gujarat and Maharashtra.
- Key driven in improving the efficiency and increasing productivity.



Mr. Hiren Ghelani – Whole Time Director

- Mr. Hiren Ghelani is a commerce post grad and has 24 years of experience in financial markets, networking, resource allocation, team building and identifying new business opportunities.
- Being a key member, he is involved in formulating and implementing strategies that add value to the business, sales, Business analytics, networking, resource allocation and enhance the overall stakeholders value.



Mr. Brijesh Misra – Independent Director

- 35+ years of experience with a degree in B.Sc. (Agri.) and M.S. (Agri.) in Horticulture
- Proficient in agro-product marketing in generating, monitoring and managing sales of the products, licensing of central & state agriculture and quality control department, product trials & demonstrations and farmers meetings. His vast experience and wide network relationships are source for expansion in various F&V producing regions.



Mr. Ravi Menon– Independent Director

- 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. Bharat Patel– COO

- He has completed Master of Science, Manufacturing Engineering from Wayne State University, Michigan USA
- He Offers high-caliber management and technical qualifications combined with expertise in business development, marketing and sales, and strong orientation in operations and technology. Proficient in leveraging strengths and resources – people, technology, methods and competitive market position – to achieve success in business within a highly competitive industry.
- Dynamic executive with a result charged career in the growth and leadership. Consistently delivers superior quality solutions for Solar/Wind Power, Industrial Plants, Warehousing, Material Handling Systems, Construction Services to Industrial, Commercial, Institutional Facilities on time and within budget.

Strong Risk Management Capabilities

- Prime has strong capability in risk management. With several factors affecting the produce and supply of F&V in India, **Prime is able to effectively manage and minimize the risk between products, clients and procurement regions.**
- This is done by **analyzing and predicting the produce, anticipating risk levels and accordingly adjusting procurement & distribution plans to accommodate and mitigate risk.**
- Such a thorough system is made possible due to a **well-built procurement foothold across the country with high level of experience in all core F&V competencies. Prime's experienced team has been able to successfully achieve this, as reflected in the growth over the last few years.**



Product Level Risk Management

*With core competencies and strong product understanding in existing F&V categories, and further plans to expand the number of categories, **Prime is able to cover up periodic volatilities in one category by ramping up in other categories through a geographical diversification.***



Region Level Risk Management

*Prime's presence in key F&V producing regions in the country enables Prime to mitigate procurement risk. **Volatility in one region can be covered by increasing procurement from other regions through fungible product procurement bandwidth.***



Client Level Risk Management

*Prime has a diverse customer base across various F&V segments and across the F&V supply value chain. **This enables Prime to cover anticipated revenue fluctuations by increasing sales to other clients in new geographies in other F&V categories/ supply chain verticals.***



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Market Potential

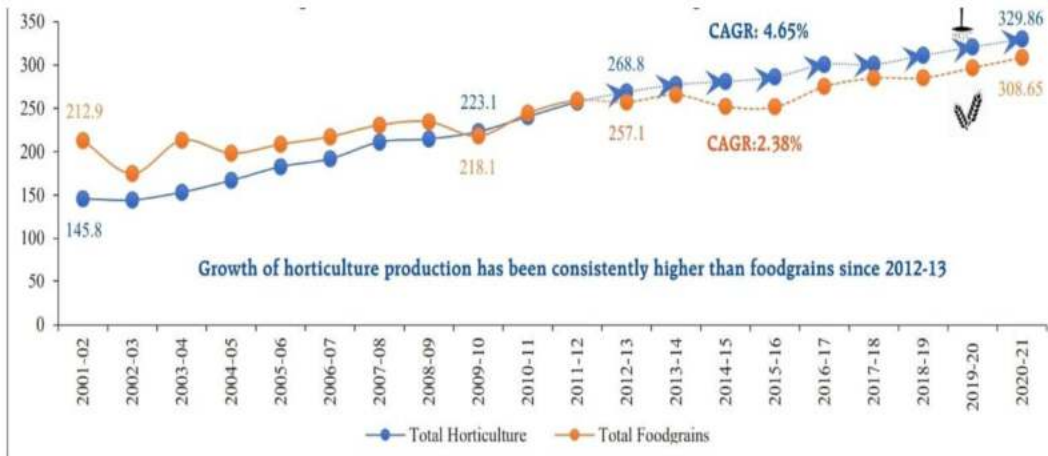


Growing Horticulture Market Potential

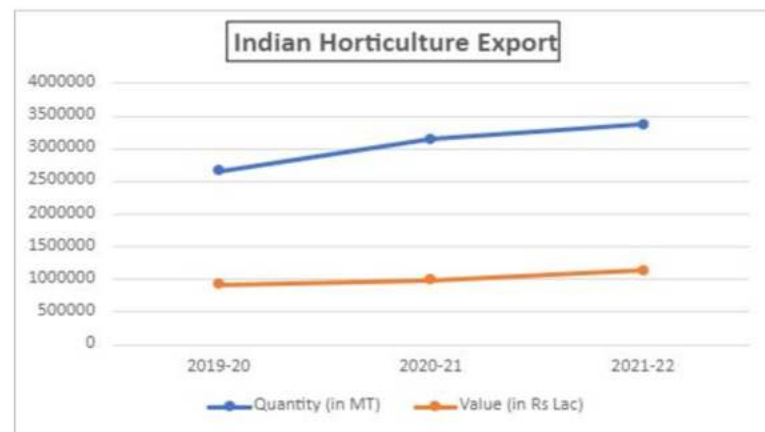
Market Potential	2012	2016	2020	2030 Est.
Total Indian F&V Output +Import Size (INR lakh crores)	2.7	4.5	8	40
Estimated Organized Market %			10%	30%
Organized F&V Trade (INR Crores)			80,000	12,00,000

- Horticulture production in India has more than doubled from 146 MT in 2001-2002 to 329.86 MT in 2020-21 whereas, the production of foodgrains increased from 213 MT to 308.65 MT during the same period. The horticulture sector in India contributes about 33% of the Gross Value Addition (GDA).

Growing Horticulture vis-à-vis Food Grains



Growing Horticulture exports



Increasing F&V Trade Penetration

Total Retailing Industry Market Size (INR Trillion)



Organized Retail Market Size (INR Billion)

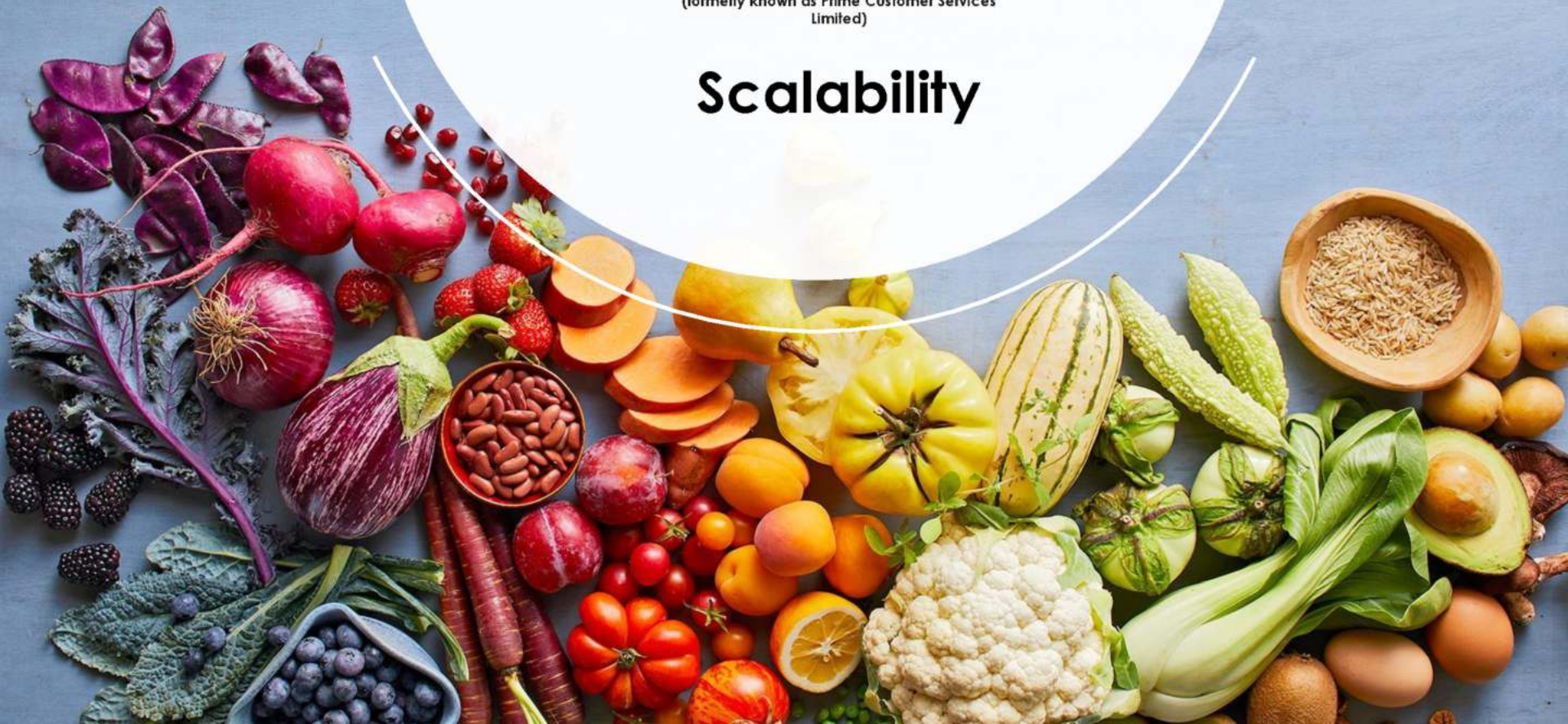


- The **organized retailing industry** grew at **~18% CAGR** between 2014 and 2019. It is **expected to grow at 19-21% CAGR** in the long term on back of new store roll-outs, increase in penetration in Tier 2 and 3 cities and increasing disposable income.
- Among verticals, **food & grocery retail is expected to grow fastest** on back of **significant offline as well as online impetus**. Consequently, the **organized retail penetration (ORP)** is **expected to increase to ~15% by 2024**.
- Of the total organized retail industry, the **food & grocery segment accounts for about 19% share** (value terms), but remains the **most under-penetrated segment at an estimated 3.6%**, with unorganized players (such as mom-and-pop kirana stores, cart vendors and wet markets) still dominating the market.
- The **low organized retail penetration (ORP)** in the segment signals **tremendous opportunity for organized players**.



(formerly known as Prime Customer Services Limited)

Scalability



1

Strengthening Procurement : Adding new raw material supply sources.

	FY17	FY18	FY19	FY20	FY21	Oct 2022
Farmer Connects	8,000	15,000	25,000	33,000	60000	100000
APMCs covered*	22	38	39	52	60	75
Consolidators mapped	85	180	450	480	500	600
Collection Centers	2	7	8	8	12	14

2

Expanding F&V segments

Current: Mangoes, Pomegranate, Apple, Tomatoes, Onion, Orange, Grapes, Imported Fruits and Mix Vegetables.

- Prime intends to increase business from F&V categories like **Grapes, Banana, Orange, other imported fruits and few other vegetables**, thus **engaging with new clients both in the domestic and international markets.**
- Amassing further experience in the F&V segment and sourcing more F&V through its farmer network and **strengthen its position in across 60 Districts in Maharashtra, Gujarat, Rajasthan, Andhra Pradesh, Karnataka and Uttar Pradesh.**
- This strategy will ensure **better sales growth and increase in profitability over a period of time.**

PFL's focus is to ramp up its procurement bandwidth to rise to 2 Lakhs tonnes p.a. by FY25 from the current capacity of 1.2 lakh tonnes of F&V.



Prime Fresh Business Activities

*Note: Includes APMCs covered for both procurement and distribution.

3

Expanding Domestic Geographical Reach: In North India, North East India and South India.

Advantages of Geographic Expansion:

- A large chunk of revenues from APMC and General trade can be expected from North & North Eastern region, by adding newer states in North and North eastern part of India.
- Will help in de-risking the business operations by limiting the dependence on few buyer.
- Based on quality and grade of the produce, and their demand thereof, different grades can be supplied to different geographical markets. Better product mix leads to better margins.

4

Other Strategies



Expanding footprint beyond the domestic boundaries – tapping global markets through increasing export business, which presents huge potential going forward.



Strengthening its brand “Prime Fresh” by packaging & increasing its touch points through expansion for its F&V sourcing.



Leveraging technology through social media and online platforms for promoting business throughout the country.



Active participation with new tech-based Agri startups through collaboration..



Prime's New Initiatives and Developments

Growth of existing Operations

- Prime intends to **expand the supply chain operations across India**, to help augment growth in sales with its customers by setting up more DCs and PoP.
- This involves **improving & upscaling procurement capabilities (e.g. through contract farming), optimizing supply chain activities and expanding distribution.**

Expansion of Infrastructure

- Proposed **set up of further infrastructure to handle a larger volume of F&V produce**, and to be able to **distribute to more geographies.**
- This involves **setting up Integrated Pack Houses, Collection Centres, adding own fleets and Distribution Centres in strategic locations.**

New Initiatives (Exports, B2C)

- Prime aims to grow its revenue through distribution of F&V produce to other countries, for which it **intends to deepen its exports of certain F&V categories.**
- Prime also **intends to venture into supply of F&V to consumers directly, (ex. packaged sale of Pomegranate arils)**
- Also strengthen its domestic distribution network, B2C and B2B, with addition of newer F&V categories.



Industry Growth

- There is **exponential growth** expected in the rate of organization of F&V trade, over the next 8-10 years, which provides huge opportunity for organized players like Prime. Organised F&V industry is expected to grow from USD 25 Bn in FY 2023 to USD 150Bn by FY 2030



Export Opportunities

- Exports present a large opportunity for Indian F&V companies, given that **India has just 1% share in global market despite being among the largest producer of many fruits & vegetables.**
- The establishment of proper sourcing, storage and transportation facilities together with compliance with requisite norms shall play a crucial role in export growth for players like Prime.



Increasing government support

- Government has launched the Financial Assistance Scheme (FAS) to boost the export promotion . The scheme aims to facilitate the export of agri-products by providing assistance to exporters
- **Government bodies like APEDA have schemes to provide funding support** to fresh fruits, vegetables and processed food industry.
- Under FAS Scheme financial assistance is provided in three broad areas namely Development of Export Infrastructure , Quality Development and Market Development. This scheme help to create capital assets such as Integrated packed House, cold storage, warehouses etc.



(formerly known as Prime Customer Services Limited)

Financial Overview



Financial Overview(consolidated)

Profit & Loss Account

Particulars (in INR mn)	FY20	FY21	FY22
Total Revenue	499	656	774
% Growth(Y-o-Y)	13%	31%	18%
Total Operating Expenses	470	613	723
EBITDA	29	43	51
<i>EBITDA Margin</i>	<i>5.8%</i>	<i>6.5%</i>	<i>6.6%</i>
Depreciation	1	1	1
Finance Cost	6	8	5
PBT	22	33	45
Tax	5	9	12
PAT	16	24	33
<i>PAT Margin</i>	<i>3.2%</i>	<i>3.6%</i>	<i>4.3%</i>

Balance Sheet

Particulars (in INR mn)	FY20	FY21	FY22
Total Shareholder's equity	120	181	224
Borrowings	9	13	4
Current Liabilities	129	70	75
Total Liabilities & Shareholders Equity	258	264	303
Total Fixed Assets	4	4	3
Other Non-Current Assets	4	2	3
Cash and cash equivalents	4	8	12
Other Current Assets	246	250	285
Total Assets	258	264	303

Note: Financial numbers are rounded off

Half yearly Financials(consolidated)

Profit & Loss Account

Particulars (INR Lakhs)	31.03.2022	30.09.2021	31.03.2021
Total Revenue	4378	3364	4623
% Growth(Y-o-Y)	%	%	%
Total Operating Expenses	4079	3175	4328
EBITDA	321	189	295
<i>EBITDA Margin</i>	<i>7.3%</i>	<i>5.6%</i>	<i>6.4%</i>
Depreciation	1	8	5
Finance Cost	22	24	44
PBT	298	157	246
Tax	84	39	74
PAT	214	118	172
<i>PAT Margin</i>	<i>4.89%</i>	<i>3.5%</i>	<i>3.7%</i>

Balance Sheet

Particulars (in INR mn)	31.03.2022	30.09.2021
Total Shareholder's equity	2260	1946
Borrowings	42	64
Current Liabilities	753	420
Total Liabilities & Shareholders Equity	3054	2430
Total Fixed Assets	33	33
Other Non-Current Assets	31	42
Cash and cash equivalents	118	174
Other Current Assets	2872	2181
Total Assets	3054	2430

Note: Financial numbers are rounded off

Half yearly Financials(consolidated)

Profit & Loss Account

Particulars (INR Lakhs)	30.09.2022	31.03.2022	30.09.2021
Total Revenue	4394	4378	3364
% Growth(Y-o-Y)	%	%	%
Total Operating Expenses	4063	4079	3175
EBITDA	311	321	189
<i>EBITDA Margin</i>	<i>7.08%</i>	<i>7.3%</i>	<i>5.6%</i>
Depreciation	5	1	8
Finance Cost	16	22	24
PBT	331	298	157
Tax	84	84	39
PAT	246	214	118
<i>PAT Margin</i>	<i>5.60%</i>	<i>4.89%</i>	<i>3.5%</i>

Balance Sheet

Particulars (in INR mn)	30.09.2022	31.03.2022	30.09.2021
Total Shareholder's equity	2801	2260	1946
Borrowings	45	42	64
Current Liabilities	483	753	420
Total Liabilities & Shareholders Equity	3329	3054	2430
Total Fixed Assets	35	33	33
Other Non-Current Assets	40	31	42
Cash and cash equivalents	232	118	174
Other Current Assets	3022	2872	2181
Total Assets	3329	3054	2430

Note: Financial numbers are rounded off

Certifications & Testimonials

Certifications



Testimonials

Sunil Shinde – Farmer in Palkhed

"I am associated with prime Fresh since last year and I am satisfied with the payment terms and company policies"

"Services are excellent more so it stands out during these unprecedented times. Got to know Prime team who are painstakingly assisting us"

**Chinmoy Das - Deonar
(Mumbai)**

"Prime Fresh is one of the few organized companies in this sector and is involved in every part of supply chain. Company has grown organically in its business"

Isha Amera – Business analyst & Investment banker

Prime Team has been very helpful and responsive. They have done a commendable job and meeting all its commitments on time- **Milan Ganatra- Mumbai**


Thank You


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