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## **BSE Limited**

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Mumbai- 400001

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## **Sub : COVID-19 Pandemic Impact on business / Business Updates**

The COVID-19 pandemic has led to dramatic loss of human life across the world and presents an unprecedented challenge with deep social and economic consequences. Regarding the food industry, the pandemic is already affecting the entire food system. Restrictions on movement within and across countries can hinder food-related logistic services, disrupt entire food supply chains and affect the availability of food.

*Moving ahead in the future, Organic Agro Practices and its food-related logistic services shall be considered as one of the most essential business in India. Increased efforts are needed to ensure that food value chains function well and promote the production and availability of diversified, safe and nutritious food for all. In doing this, it is necessary to give maximum importance to increasing the immunity of the society at large.*

Today awareness of food security and nutrition is at its peak. Responses need to be well coordinated across the country and beyond, to limit impacts, end the pandemic, and prevent its recurrence.

The [Trade Promotion Council of India \(TPCI\)](#) recently said there is an above 100 per cent spike in demand in essential commodities such as rice, wheat and pulses. Others food categories like confectioneries, sweets, organic processed food and spices have also witnessed 15-20% rise this month, the council said. "There is huge opportunity amid this Covid-19 crisis for Indian food sector. The coming few months is crucial for leveraging to the India's advantages in terms of exports," said the chairman of TPCI.

We at White Organic Agro Limited the only listed Company in India in the agriculture organic segment which providing exclusively Organic products from farms to home have accepted this crisis and have committed ourselves to deliver health. The Management have leased centrally located warehouse cum delivery Hubs situated at a logistically convenient locations as Tilak Nagar, Andheri and Malad, Mumbai with an excellent logistic support and is planning to acquire logistic hubs at several locations across the city to expand its operations further for its retail division.

Currently the company's business includes many verticals, out of which Retail contributes as one of the major one, with enormous scope of expansion and scalability. The IPO of the subsidy co. has indeed strengthened the base of Retail division of the company and have accelerated the growth in the segment. The future growth of Retail division of the company would have a direct impact on the promoter of the company (White Organic Agro Limited in this case).

Retail division :

Due to this COVID-19 breakout and thanks to social media, The community at large have educated themselves regarding the need of better immune system and for which Organic foods are a smart priority. Opting for organic foods is an effectual choice for personal and planetary health and to achieve the door step delivery of the same, Company sells fresh organic veggies and premium grade organic pulses, spices, cereals etc. from all the segments. Company will also expand in the e-commerce integrated portal with PAN India delivery, with outsourced logistic support. We are very optimist about the future and the growth of the business. The organic business has grown exponentially in the recent past.

The management believes buying organically grown food and healthy powders, free of harmful chemicals, bursting with more nutrition, taste, and sustainable sustenance is a direct vote for immediate health and the hopeful future of generations to come. With a belief that commercially it is very much viable business and biggest consumer market of the World is India, the management is passionate and committed for the growth of the co.

Brand : The management of company launched all the organic products under a single brand name "White Organics". The management has planned staggered introduction of various ranges of organic products (viz :- pulses, spices, cereals, veggies etc) under a single brand. The management believes that to create a better presence and perception, it is better to have single brand, which shall help to market all the products in better way. It shall be easy to introduce further more products and get the better presence and better profits with minimum efforts compared to having more brands.

The management is steering towards launching the new e-com portal [www.whiteorganics.in](http://www.whiteorganics.in) and standalone Mobile apps (android and ios).

### **Key Developments in FY 2019 2020 :**

- The Company listed its wholly owned subsidiary, White Organic Retail Limited on the BSE SME platform, addition to the value of shareholders of the parent company. The public issue of 24,54,000 equity shares was a success with nearly 1.3 time over subscription. The total issue size was approximately Rs 15.46 crore.
- Signed Lease Farming pacts of additional capacity for self-leased activity of cultivation, harvesting and farming of organic products. The Company has been farming organic products like AloeVera, Moringa and few of small pilot projects for selection of third crop for Company's three phase expansion plan.
- Company started cultivation of vegetables (G4 Chilly, for brown chickpea, for green vegetable pigeon pea) and increased acreage for cultivation of Cluster Beans for winter season.

- Company witnessed exponential growth in into indirect farming business in the northern states of India in business of basmati rice. The Company has already established a setup in New Delhi, from which it carries on the basmati rice business.
- The company signed exclusivity with many farmers adopting organic farming practices based in Otur, Nashik, Pune for proper and timely sourcing of the products and setting up the helping the distribution channel for the same.
- The company started its own logistic hub at Tilak Nagar, Mumbai for delivery of Organic vegetables and Fruits and all other products. Also, started delivery locations in Malad and Andheri, Mumbai in the recent past.
- The company entered in agreement and started delivery through Zomato Markets recently.

During this challenging time, **White Organics's** focus is on supporting our customers, our employees and the local communities in which we operate. We are working to avoid disruptions caused by COVID-19 coronavirus, while at the same time acting responsibly to do what we can to prevent further spread of the virus. White Organic Agro Limited is committed to delivering fresh organic Vegetables and Fruits, Groceries and Pulses and many other products taking utmost care of hygiene of the products , packaging and our employees.

We thank our valued Investors and Customers for continuous support to this evolving situation. We all share the common goal of keeping everyone healthy and safe.

**Company website:** - [www.whiteorganicagro.com](http://www.whiteorganicagro.com)

**Retail :** - [www.whiteorganics.co.in](http://www.whiteorganics.co.in)

**e-Commerce:** - [www.whiteorganics.in](http://www.whiteorganics.in)

**Note:** *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*