



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

Date: 01.07.2021

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 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)



**Jinen Ghelani**  
**Managing Director & CFO**  
**DIN: 01872929**



# PRIME FRESH LIMITED

(formerly known as Prime Customer Services Limited)

## FY21

## RESULT PRESENTATION

JULY 2021

# 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** (HoReCA, Retail, Modern Trade, Processors, etc.); with a **focus on supply of fresh Fruits & Vegetables through multiple platforms**.



**Experience of 14+ years in F&V Supply Chain, with ~200 tons of fresh produce handled daily**



**Core competency in supply of Mango, Pomegranate, Orange, Imported Fruits, Banana, Grapes & Onion**



**Network of over 35,000 Farmers, 60+ Agriculture Markets & 1000+ Traders & Consolidators across 77 districts**



**Long standing relationship over 14 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 25 units providing post-harvest storage services*



**Collection & Distribution Centers at 15 locations**  
*Expertise in sorting, grading & handling of produce*



**Warehousing & Packaging Capability;**  
*With 8 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

## Business

- Deals in 15 F&V categories
- 200 Tons F&V handled daily
- Sourcing from 50+ Districts across 5 states

## USP

- Direct Sourcing from 35k+ farmers
- Strong relations with retail giants
- Help farmers in minimizing Post-harvest loss



## Market reach

- Export network in 7 countries
- 1000+ Trade Partners in 15 States
- Presence across 60 APMCs
- Network across 25 packhouses in Gujarat, Maharashtra & Rajasthan

## Certifications

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

## Financials

- Last 5 years Growth in CAGR terms in:-
- Sales Revenue – 25.5%
  - PAT – 54.5%

# Distribution strength in India

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15 States
77 Districts
1000+ Customers
9 Trade Channel Partners
14 years experience in F&V
6 years experience in Imported fruit distribution
12 Sales team members

6 Sales point
25 locations for 3PL Distribution
Own e-commerce Portal
655 million INR Annual sales
Client base across India's largest retailers & exporters
Presence in 60 Domestic APMC
18 years average experience of core team

# Strong Client Base

## Key Clients : Supply of F&V



## Key Clients : Others

### Warehousing Solutions & Services, Re-pack & Packaging Facility



### C & FA Services

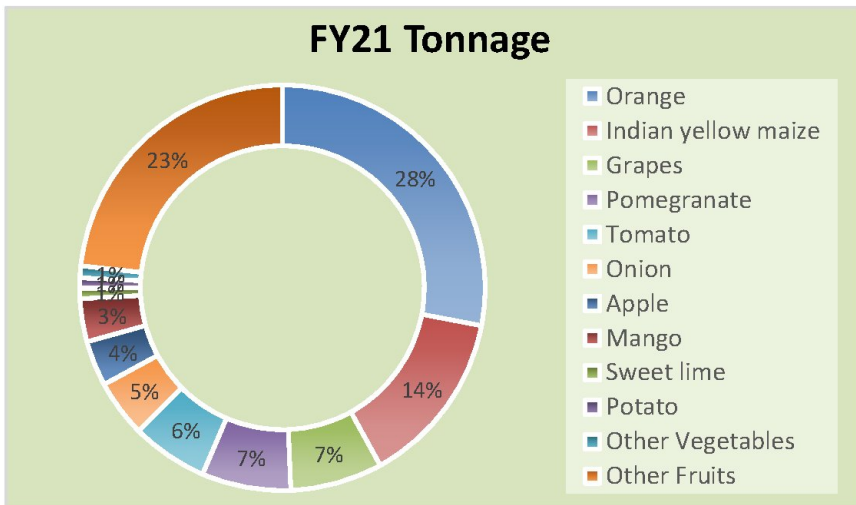


### 3<sup>rd</sup> Party Logistics (Manpower Management)



# Our Produce Portfolio

- Prime Fresh is rapidly expanding its operations across India and adding new products to boost the revenues. In the last 3 years, Grapes, Oranges, Onion and Imported fruits segment have been scaled aggressively
- The Consolidated Annual Tonnage sold has increased from ~10900 MT in FY20 to 14370 MT in FY21, with a growth of 31.8% y-o-y



## Trend in growth of key products



*Apple tonnage up by 195.4% y-o-y*



*Sweet Lime tonnage up by 24.4% y-o-y*



*Grapes tonnage up by 21.5% y-o-y*

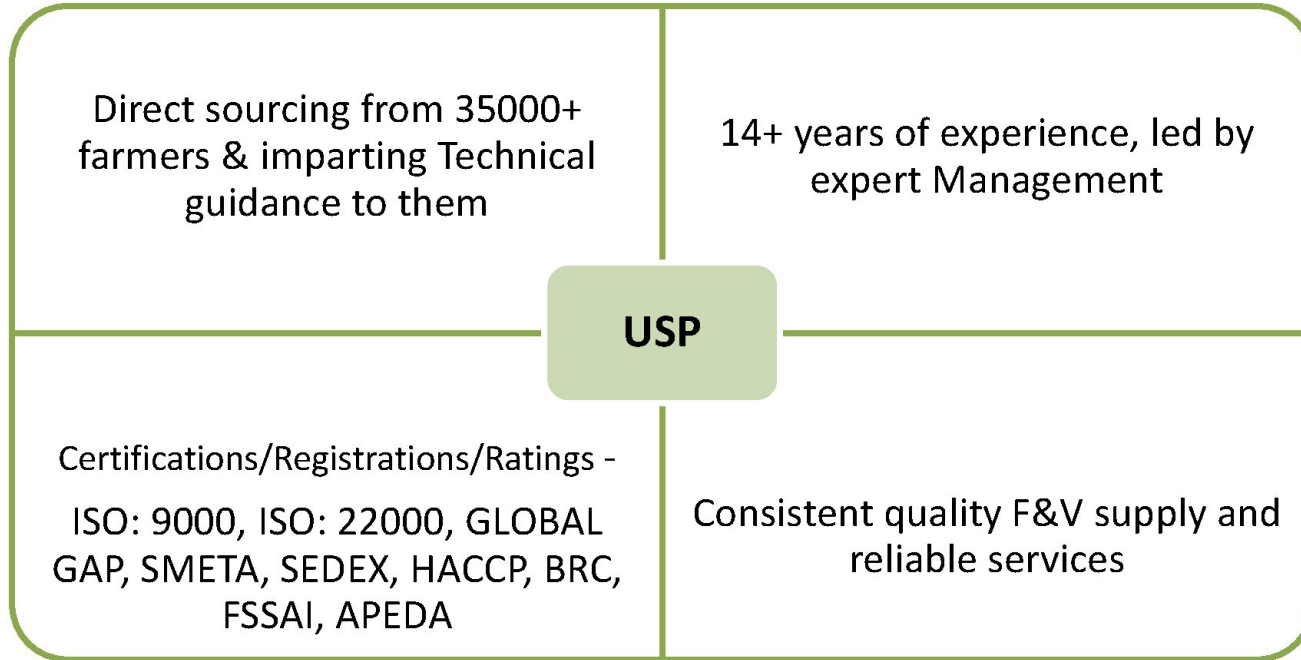


*Mango tonnage up by 4.5% y-o-y*

Product	FY20 Tonnage (MT)	FY21 Tonnage (MT)	% Growth (Y-o-Y)
Apple	148.2	438.0	195.5
Grapes	731.5	889.0	21.5
Mango	396.1	414.0	4.5
Sweet Lime	81.2	101.0	24.4



# Competitive advantage



## Core competencies

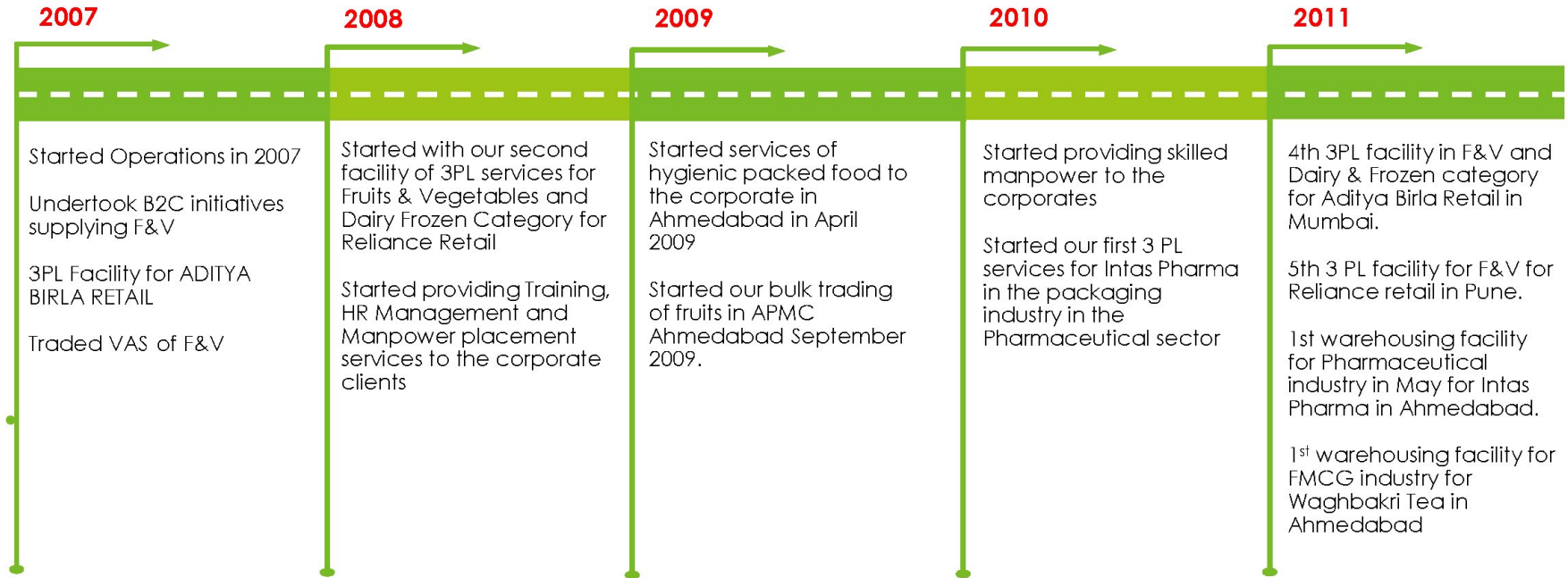
**National presence**  
**Extensive Geographical Reach**  
Constantly Adding new states in India and export markets

**Industry Growth**  
High prospect of Food and Grocery segment in organised market

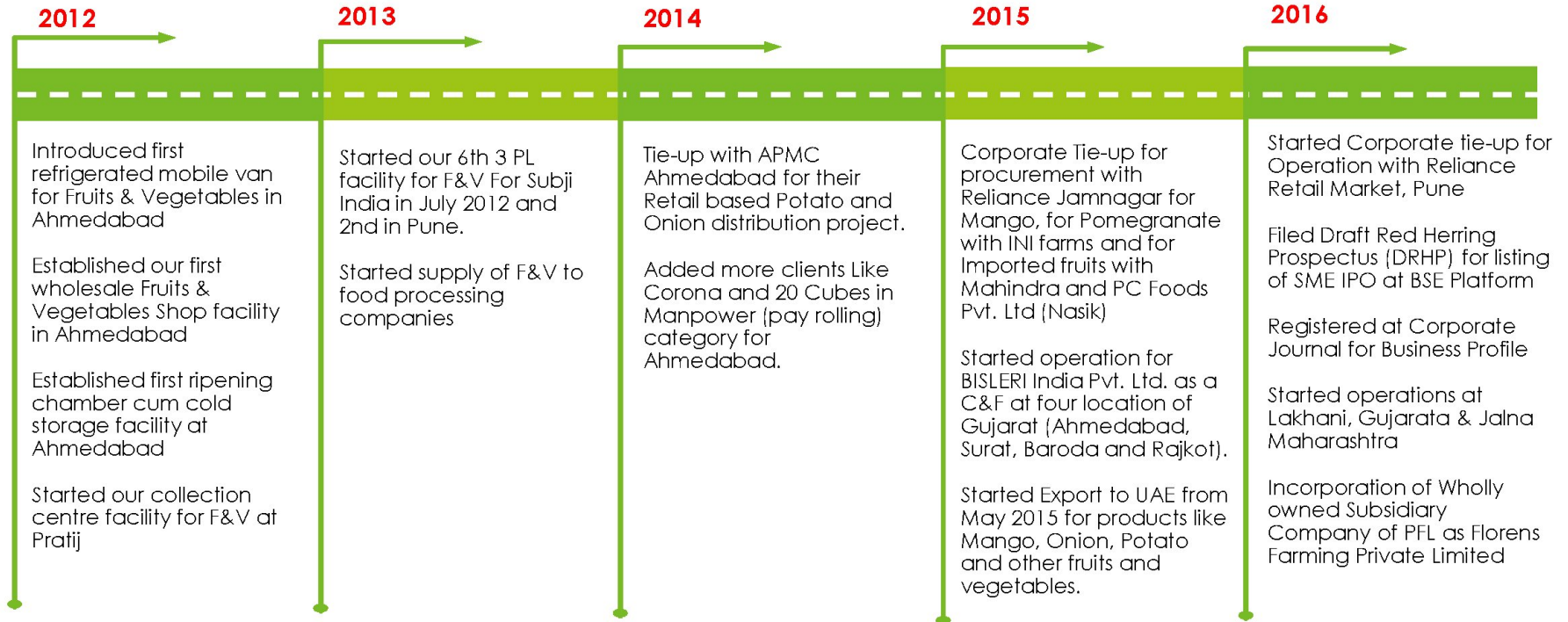
**Fungibility / Omni channel strategy**  
Scale offers operational synergies

**Round the year supply from multiple Agri belts**  
Owing to presence in multiple Agri-belts, ability to supply products regularly

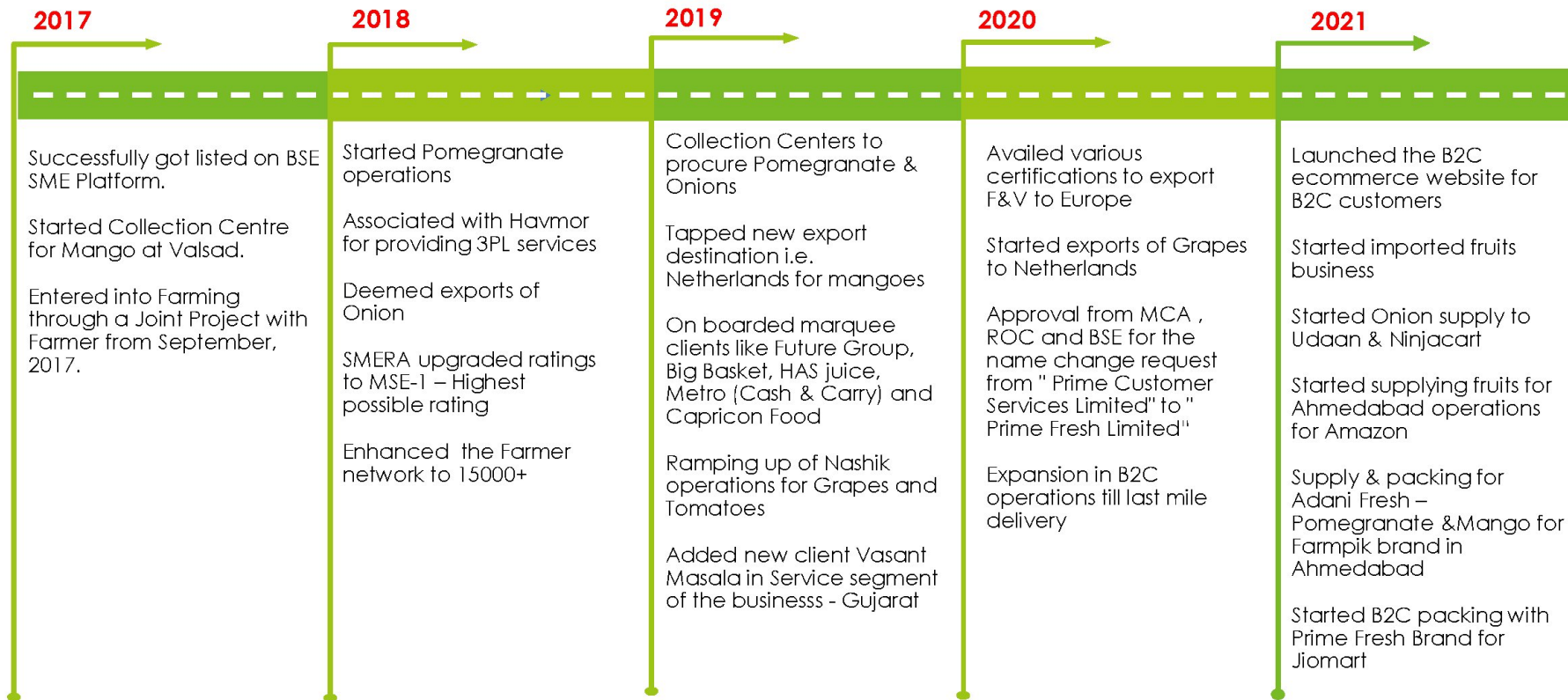
# Journey(1/3) – Prime Fresh Key Milestones



# Journey(1/3) – Prime Fresh Key Milestones

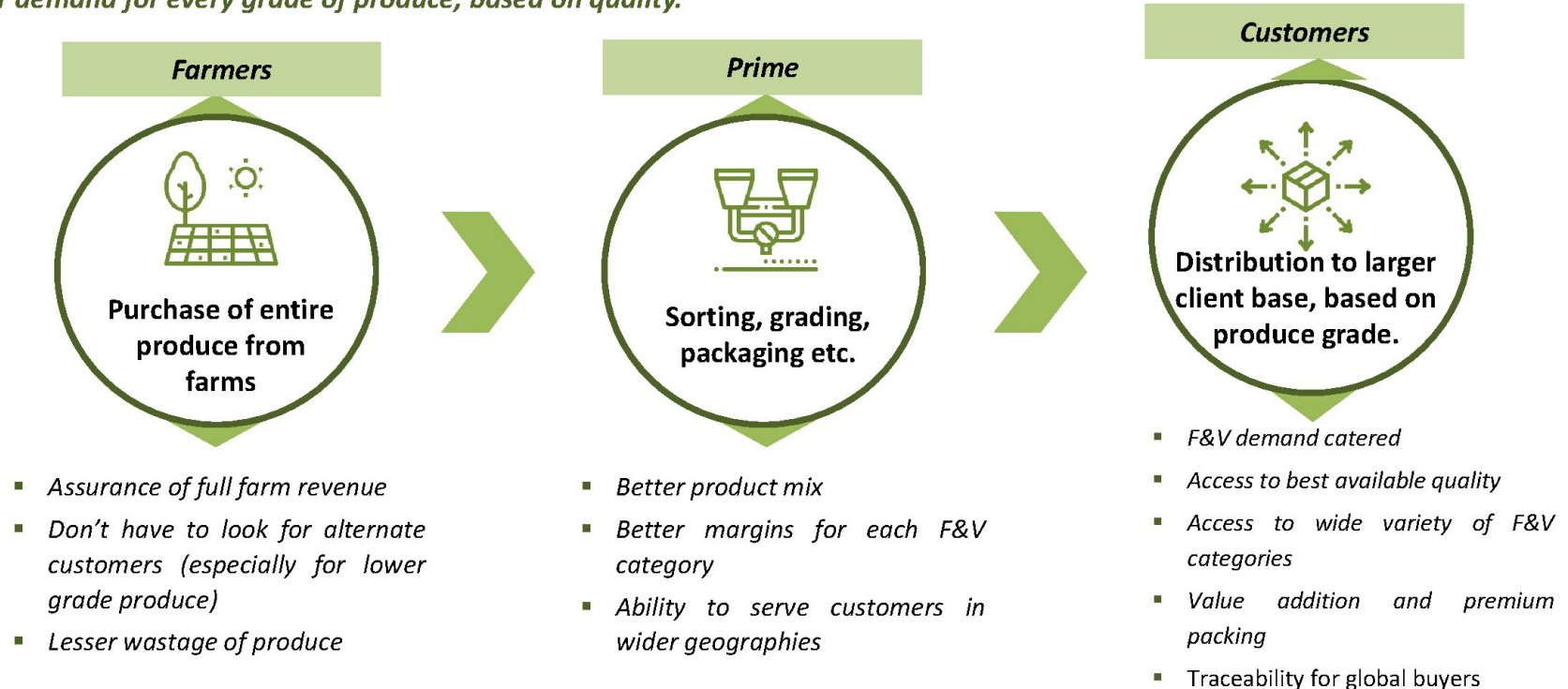


# Journey(3/3) – Prime Fresh Key Milestones



# Prime fresh - A bridge between farmers and customers

*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 grading and sorting processes carried out by Prime allows them to accordingly distribute and cater demand for every grade of produce, based on quality.*



**PRIME**  
**fresh**

*We deliver fresh*

(formerly known as Prime Customer Services  
Limited)

# Business Overview



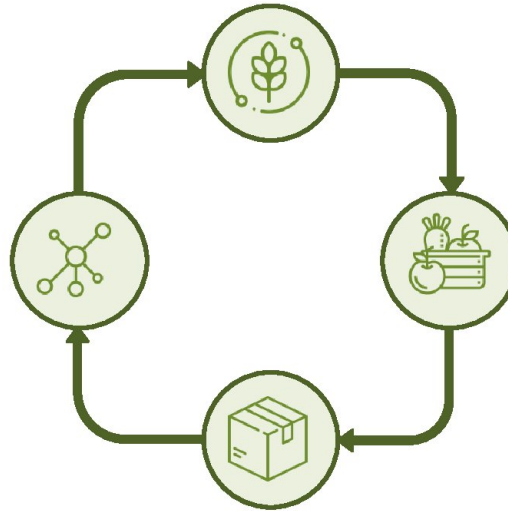
# Business Model Overview

## *Pre-Harvest Planning & Support*

- *Farming practices & planning support through agronomist team*
- *Includes harvesting planning, scheduling, and know-how sharing*

## *Pan-India Supply & Distribution*

- *Supply of fresh F&V, via strong distribution network across India and in all seasons.*
- *Tie-ups with cold storages, pack houses and collection centres.*
- *Growing exports business, which shall be a key focus area in the future.*



## *Procurement*

- *Building and strengthening a well-established Farmer procurement network*
- *Undertaking initiatives through seminars, meetings to create knowledge about farming practices and better understand the local agricultural markets.*
- *This enables Prime to nurture a symbiotic relationship with farmers.*

## *Post-Harvest Supply Chain & Logistics*

- *Post harvest practices including handling, sorting, grading and packaging.*
- *Logistics and supply chain planning through multiple channels and segments.*

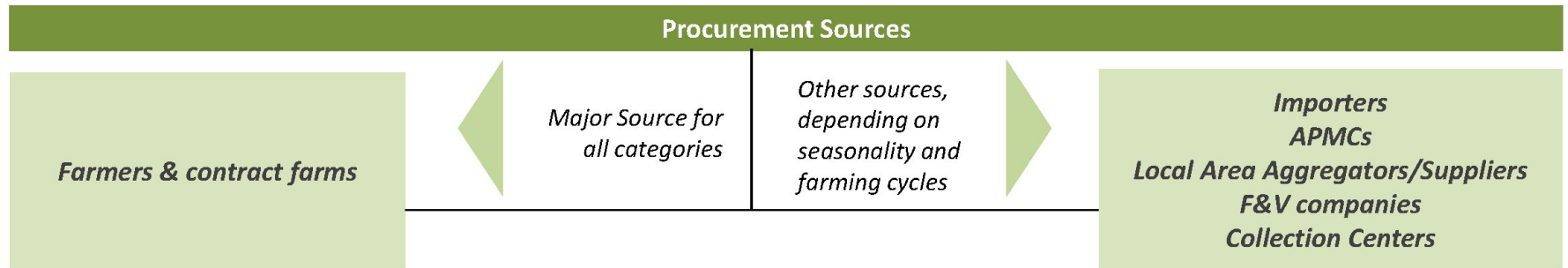
# Procurement Overview

*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 **50 districts across Gujarat, Rajasthan and Maharashtra.**
- The wide procurement built over many years has enabled Prime to supply **14370 MT in FY21 vs ~10900 MT of F&V in FY20 on a consolidated basis.**
- Prime ensures the supply of these products in a timely fashion and in packaging as per requirements, **minimizing F&V wastage** along the way.



*Farmer Registration & Awareness event (Maharashtra)*





# Strong Connect with Farmers

*One of Prime's main strengths is the 35,000+ farmer procurement network that they have built over ~14 years. As Prime continues to build this network, it has positioned itself as the preferred buyer at the grass root level – due to the following reasons:*



*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.***



*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.***



*Prime educates the farmers in terms of sowing, pre-harvest and post-harvest processes, 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 14 years, thus **establishing trust and proving to be the go-to organized player for farmers to sell their produce.***

# Procurement Network

## Rajasthan

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

## Gujarat

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

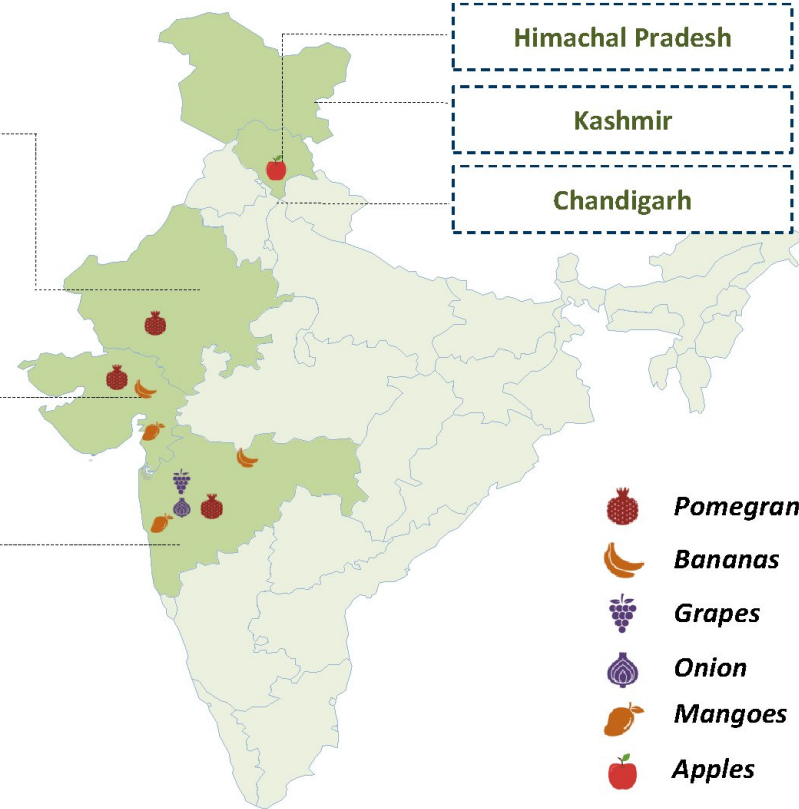
## Maharashtra







• 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

Himachal Pradesh

Kashmir

Chandigarh



-  **Pomegranate**
-  **Bananas**
-  **Grapes**
-  **Onion**
-  **Mangoes**
-  **Apples**

PFL has recently penetrated Karnataka for Mango procurement

# 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 has launched their B2C ecommerce portal in April 2021*



**Prime's Farmer Initiative (Kutch)**



**Pomegranate Farmer Meet (Rajasthan)**



**Education to Pomegranate farmers in Gujarat (Lakhni, Banaskatha)**



**Promoters addressing the farmers at Maharashtra Mango growers association meet (Maharashtra)**



**Promoters addressing the Pomegranate farmers in Rajasthan**



**Promoters speaking to Pomegranate Farmers**

# Packing and branding by Prime Fresh



*Packing & Grading for Reliance Fresh*



*Sorting, Grading & Packing for Amazon*



*Sorting, Grading & Packing for Super Daily*



*Sorting, Grading & Packing for Jiomart*



*Onion Grading and packing for Ninjacart*



*Pomegranates packing for exports to Europe*

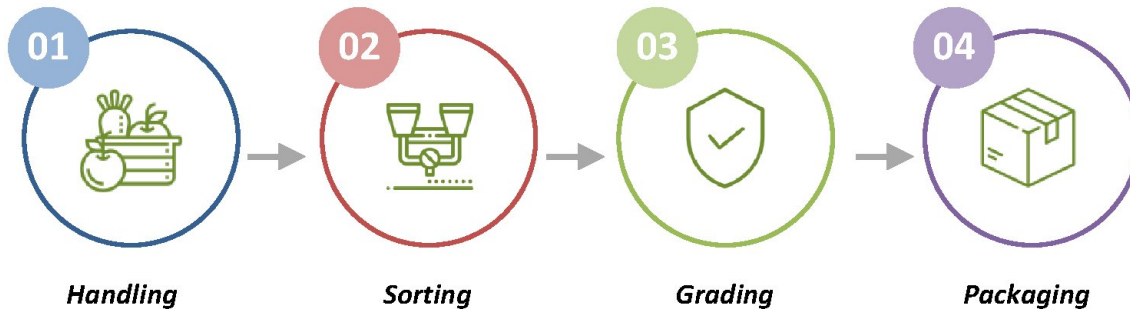
# Post-Harvest Supply Chain Processes

*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 vans 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.*

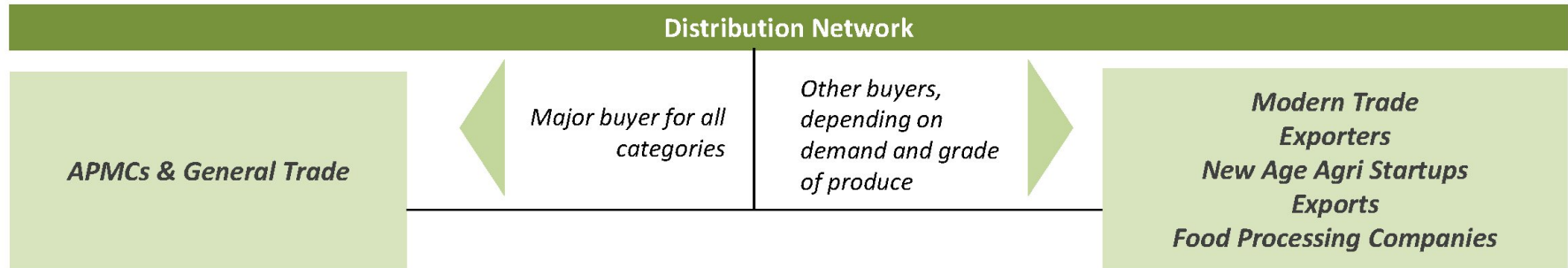
# Distribution: Pan-India Reach

*Prime ensures the supply of these products in a timely fashion 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.*

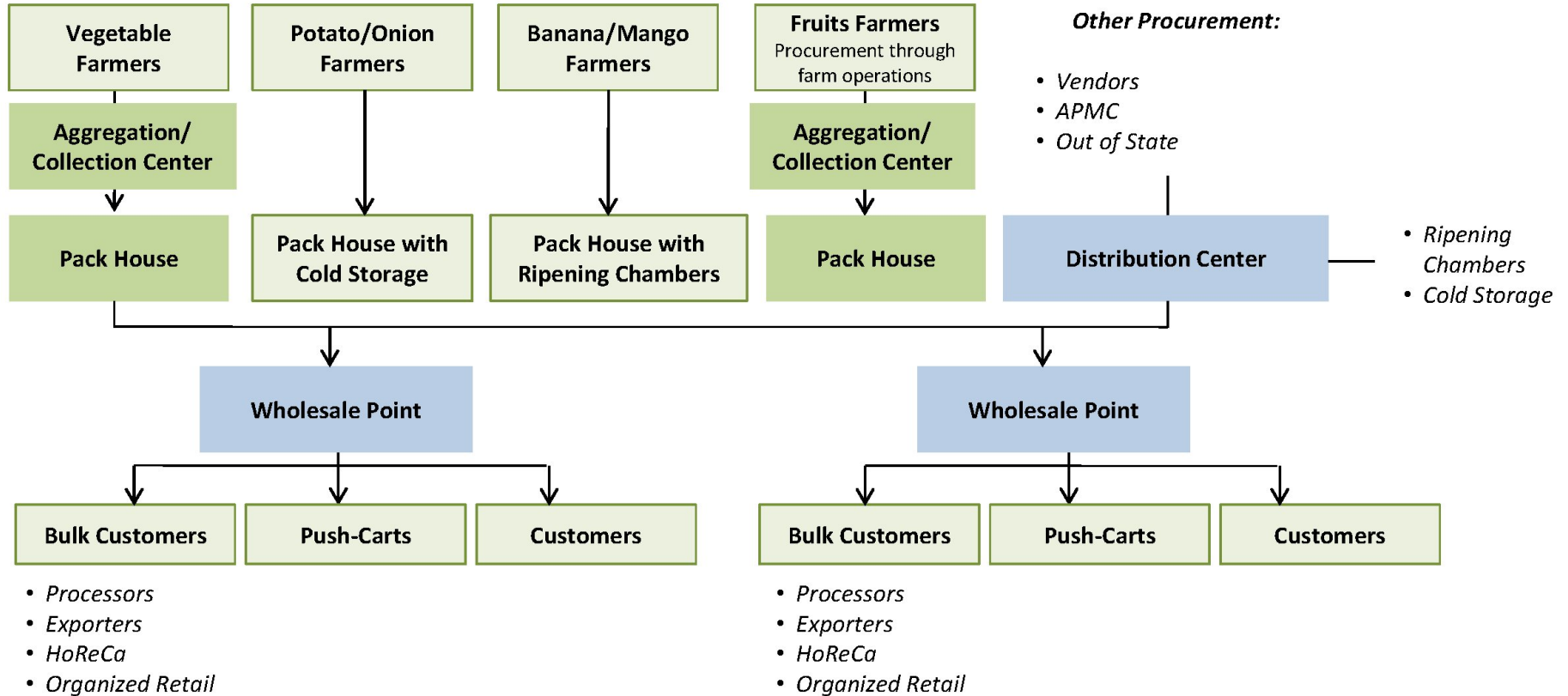
- Prime has expanded its reach in the domestic market, to a base of over 1000+ customers, 77 districts, 9 channel partners, 15 Product categories,
- The company's tie up with cold storages, pack houses and its relationship with large farmer base is integral for distribution operations.
- Prime also intends 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*



# Supply Chain Model: Process



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**Fresh**

*We deliver fresh*

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Limited)

# Management Overview





# Expert Management Team

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## ***Mr. Jinen Ghelani – Chairman***

- Mr. Jinen Ghelani is a commerce graduate and has 25 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 23 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 and enhance the overall shareholders 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.

# Management team



**Ameesha Karia**  
**CHRO**

- ❑ 17 years experience in reputed enterprises
- ❑ HR & Recruitment Processes & Corporate communication
- ❑ Resource management, In-house HR Management & overhauling
- ❑ Driving implementations of new initiatives & Think tank to Administration



**Madhur Loonkar**  
**Head – Business Development**

- ❑ Developing Growth Strategies
- ❑ Pan-India Business relations
- ❑ Identifying business opportunities
- ❑ Scaling up Revenue generation



**Ashok Kori**  
**Sr Manager – Operations**

- ❑ Sourcing & Managing F&V Procurements
- ❑ Farm Exploration & Quality Analysis
- ❑ Farmers Relationship & Data Management
- ❑ Farmers Meeting & Event Management



**Arjun Halder**  
**Manager – HR, Digital & CRM**

- ❑ Strategizing competitive & cost-effective recruitments
- ❑ Overhauling HR MIS & Improvising CRM
- ❑ Developing e-Commerce Portal
- ❑ Leading Social Media & Client Support Team



**Hanmant Gaiwad**  
**Sr Manager operations & procurement**

- ❑ 12 years experience in Agribusiness sector
- ❑ Strong competency in sourcing and operations
- ❑ Technical expertise in Quality assurance & regulatory laws
- ❑ Vendor development and compliance



**Salik Faraz**  
**Sales & Marketing Manager**

- ❑ PGP-FABM from IIM Ahmedabad
- ❑ BTech – Food Technology & Management – NIFTEM
- ❑ New client addition
- ❑ Worked on Brand building, Product Launches
- ❑ Market research & Digital Marketing campaigns

# 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**

# 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.***



## 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.***



## 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 other F&V categories/ supply chain verticals.***

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**Fresh**

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# Market Potential

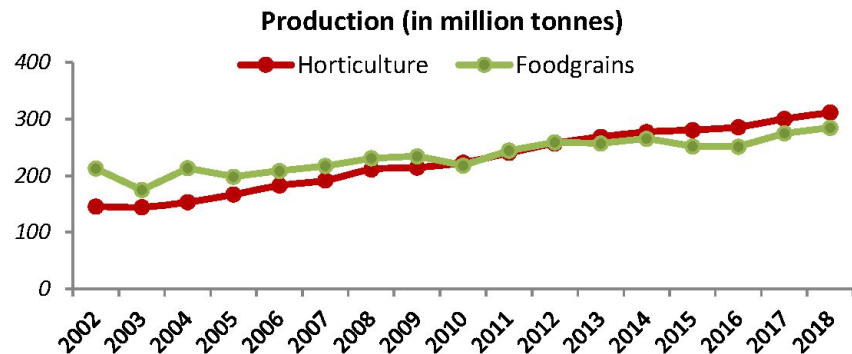


# Growing Horticulture Market Potential

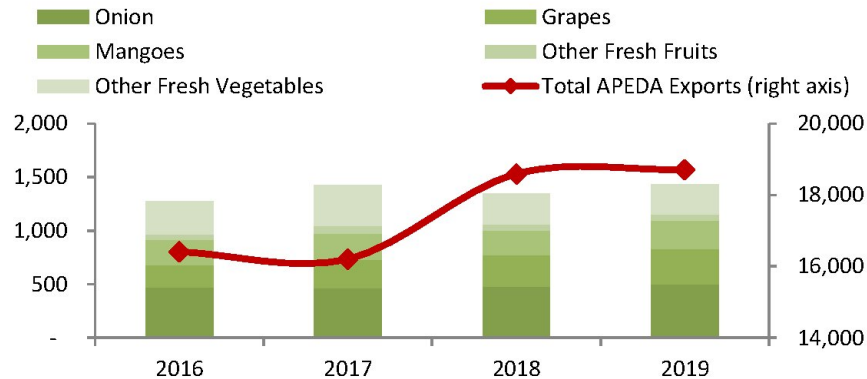
Market Potential	2012	2016	2020 Est.	2028 Est.
Total Indian F&V Output Size (INR lakh crores)	2.7	4.5	6.6	14.2
Estimated CAGR		14%	10%	10%
Estimated Organized Market %			8%	40%
Organized F&V Trade (INR Crores)			52,906	567,043
Prime's Market Share % (Est.)				~0.4%
<b>Prime's Vision (INR Crores)</b>				<b>~2,000</b>

- The scenario of horticulture crops in India has become very encouraging. **The share of horticulture output in Agriculture has become 33%.**
- Over the last decade, **area under horticulture grew by 2.6% p.a. & annual production increased by 4.8%.**
- The underpenetrated organization of the horticulture market offers a market gap, and the **organization of the market is expected to grow at a CAGR of 20-25% in the next 8 years, to 40% organized.**

## Growing Horticulture vis-à-vis Food Grains

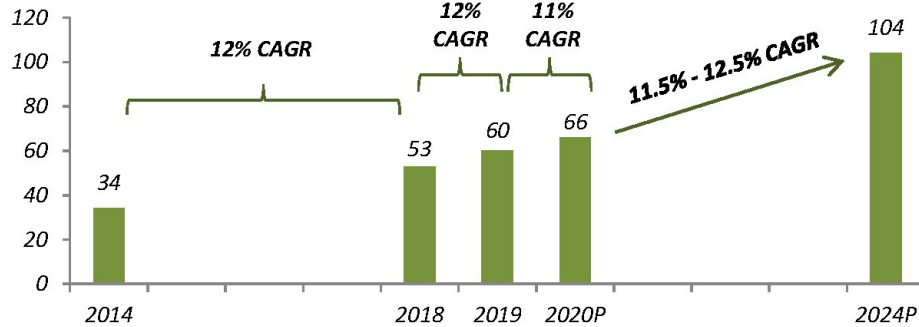


## Growing Horticulture exports (in US\$ billion)



# 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





# Scalability(1/2)

1

## Strengthening Procurement : Adding new raw material supply sources.

	FY17	FY18	FY19	FY20	FY21 P	FY22 P
Farmer Connects	8,000	15,000	25,000	33,000	35,000	50,000
APMCs covered*	22	38	39	52	60	75
Consolidators mapped	85	180	450	480	500	600
Collection Centers	2	7	8	8	12	15

2

## Expanding F&V segments

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

**Adding:** Banana, Green chilly, Sweet corn, Okra, Lemon and Drumsticks

- 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 50 Districts in Maharashtra, Gujarat, Rajasthan, Andhra Pradesh & Karnataka**
- This strategy will ensure **better sales growth and increase in profitability over a period of time.**

**Prime's focus is to ramp up its procurement bandwidth to rise to 2 Lakhs tonnes p.a. by FY23 from the current capacity of 1.2 lakh tonnes of F&V.**



**Fruit packaging for APMC & Export consignments**

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

# Scalability(2/2)

## 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 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 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.*



*F&V for Export (Top) and Prime Fresh branded Mango Stalls for Mango Events (Mumbai)*

# Outlook

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## *Growth of existing Operations*

- Prime intends to **expand the supply chain operations across India**, to help augment growth in sales with its customers.
- This involves **improving procurement capabilities (ex. 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 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.

# Opportunities for Prime

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## 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.**



## 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 initiatives like Mission for Integrated Development, funding support for capital expenditures and technology development among others to enable move up in value chain.**
- **Government bodies like APEDA have schemes to provide funding support to fresh fruits, vegetables and processed food industry.**
- Under **Mega Food Park Scheme** (which aims to bring together farmers, producers, retails) **support of INR 50 crore per project is given. A funding support of INR 10 crore is available, under scheme for cold chain, for set up of integrated cold chain & preservation infrastructure.**



**PRIME**  
**fresh**

*We deliver fresh*

(formerly known as Prime Customer Services  
Limited)

# Financial Overview

# Financial Overview(consolidated)

## Profit & Loss Account

Particulars (in INR mn)	FY19	FY20	FY21
Total Revenue	442	499	656
% Growth(Y-o-Y)	22%	13%	31%
Total Operating Expenses	419	470	613
<b>EBITDA</b>	<b>22</b>	<b>29</b>	<b>43</b>
<i>EBITDA Margin</i>	5%	5.8%	6.5%
Depreciation	1	1	1
Finance Cost	3	6	8
<b>PBT</b>	<b>17</b>	<b>22</b>	<b>33</b>
Tax	(5)	5	9
<b>PAT</b>	<b>12</b>	<b>16</b>	<b>24</b>
<i>PAT Margin</i>	3%	3.2%	3.6%

## Balance Sheet

Particulars (in INR mn)	FY20	FY21
Total Shareholders' funds	120	181
Borrowings	9	13
Other Non-Current Liabilities	0	0
Current Liabilities	129	70
<b>Total Liabilities &amp; Shareholders Equity</b>	<b>258</b>	<b>264</b>
Total Fixed Assets	4	4
Other Non-Current Assets	4	2
Cash and cash equivalents	4	8
Other Current Assets	246	250
<b>Total Assets</b>	<b>258</b>	<b>264</b>

Note: Financial numbers are rounded off

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# Annexure



# Seasonality of Fruits

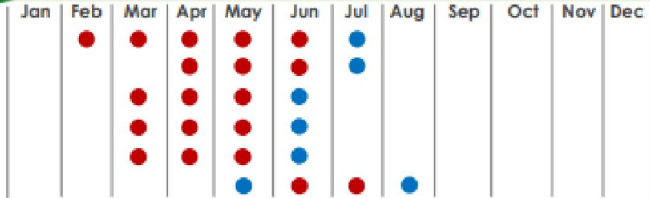
## AVAILABILITY CYCLE

● PEAK SEASON ● LEAN SEASON ● THROUGHOUT YEAR



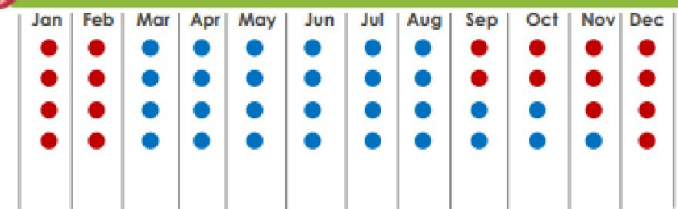
### MANGO

Andhra Pradesh  
Gujarat  
Karnataka  
Kerala  
Maharashtra  
Uttar Pradesh



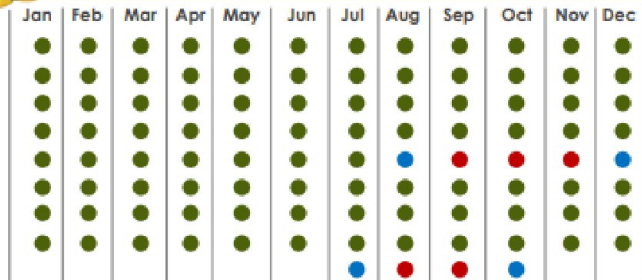
### POMEGRANATE

Maharashtra  
Karnataka  
Gujarat  
Rajasthan



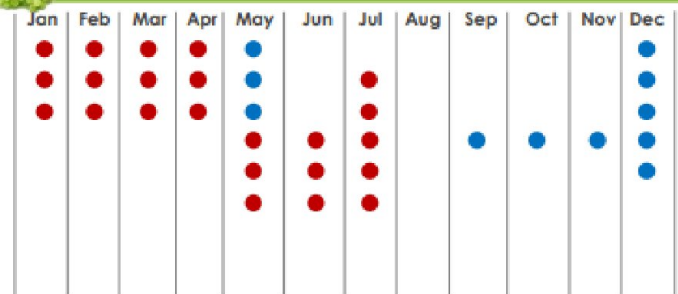
### BANANA

Tamil Nadu  
Maharashtra  
Andhra Pradesh  
Karnataka  
Bihar  
Assam  
Gujarat  
Madhya Pradesh  
West Bengal



### GRAPES

Maharashtra  
Karnataka  
Andhra Pradesh  
Tamil Nadu  
Punjab  
Haryana






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# Thank You

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