

29<sup>th</sup> June, 2020

## **BSE Limited**

Corporate Relations Department,  
Phiroze Jeejeebhoy Towers, Dalal Street  
Mumbai- 400001

**Ref : Scrip Code: 513713**

## **Sub : Venturing into the vast scalable business of Organic Cold Pressed Oils / Launch of various types of Organic Cold Pressed Oils - The healthier alternative**

As the novel coronavirus spreads across the world, The long term mandate should be being healthy by getting the right amounts of exercise and sleep, as well as consuming a balanced diet. But, even these modest, basic rules seem challenging at times. The recent Coronavirus pandemic has grappled the nation and cornered us in lockdown. The Indian government is taking all possible measures to make sure that COVID-19 does not spread in India as it did in other countries.

Amid this chaos, the health-conscious generation is doing all in their fitness routine that they think they need to keep fit and build immunity-from working out at home to meditating to going on morning walks. Given the current world health scenario due to the global Coronavirus pandemic, it has become indispensable to encourage people to gain a greater sense of control over their physical health.

### **Global Outlook on Cold Pressed Oil**

The global cold-pressed oil market size was valued at \$24.62 billion in 2018, and is expected to grow at a CAGR of 5.3% to reach \$36.40 billion by 2026. Oils obtained through cold pressed are expeller extracted in a controlled temperature setting. The controlled temperature lies below 49°C (120°F). Cold pressed oils retain most of their subtle color, flavor, and nutritional value. In addition, cold pressed oil has zero trans fatty acids and is cholesterol free. As a result, cold pressed oil has gained huge traction in the last few years, especially during this pandemic, when the whole society at large are becoming more and more health conscious.

### **Cold Pressed Oils - The healthier alternative**

Everyone knows that cold pressed oils retain their inherent nutrients and flavor, otherwise lost by the heat of extraction. Harvested from organic certified farms, and processed with minimal intervention and additives, our organic cold pressed oils are natural, safe and nutrient-rich. They retain the natural phenols present in the seed, making them good for your heart health and preventing oxidative damages caused by free radicals. Organic cold pressed cooking oil is great for more than just salad.

Cooking oils are among the most commonly used essentials in everyone's kitchen. Given their extensive usage in food preparation, it is imperative to opt for the healthier varieties of cooking oils to ensure overall wellness. Over the recent past, cold pressed oils for cooking

have garnered a lot of popularity owing to their remarkable healthful properties such as their high antioxidant content. Cold pressed oils are extracted from their source without using chemicals or solvents at temperatures less than 40°C. Doing this ensures that the nutrients contained in the oil don't get lost.

When it comes to cooking oil, we all have heard a term called '**Kachi Ghani**'. The word 'Ghani' refers to a long cylindrical contraption that was used in early days to extract oil from oilseeds. It is more like a mortar and pestle device, made of stone or wood and is used to extract oil with the help of animals like cow or buffalo using stone or wood. This is the oldest and simplest method of oil extraction that involved no heat. Whereas, the modern age oil extraction process involves chemicals, heat, and machines to extract oil from the oilseeds. Cold pressed oils are way healthier than refined oils. They are rich in antioxidants, vitamin E, and oleic acid. Also, they are free from chemicals added to oils during refining process. They are also more aromatic and hence add more taste to the dishes.

Furthermore, it eliminates all harmful effects that are born through conventional methods of oil extraction. In addition, it is environment friendly and is used to obtain high-quality oils through performing production at low temperatures using cold press method. Cold pressed oil is safer than hot pressed oil and helps avoid adverse effects caused by high temperature. On the contrary, these oils provide a vital contribution toward a healthy life as they are non-refined, cholesterol free, and are free of any harmful solvent residues, which may eventually drive the global cold-pressed oil market.

***The company has launched the following Organic Cold Pressed Oils :***

***Groundnut Oil :*** Cold Pressed Groundnut oils is the most common cooking oil in India Because of a very high smoke point, groundnut oil can be used for deep frying and high temperature cooking. Cold Pressed Groundnut Oil adds a very unique flavour to any food. It contains many essential fatty acids and is completely free of cholesterol. Groundnut oil contains resveratrol which protects the cells against cancer, nervous system diseases, alzheimer's etc. Groundnut oil is rich in plant sterols which help in reducing heart attack risk, intake of food containing plant sterols twice a day reduces heart attack risks. Groundnut oil is also high in vitamin E which is also an antioxidant and protects the cells from damage

***Mustard Oil :*** Rich colour, aroma & flavour of mustard seeds, Cold pressed & unprocessed, it is a very healthy cooking medium, Keto friendly, ideal for weight loss. Cold pressed in a 'kachi ghani', has no toxic chemicals that are found in refined oils, Rich in antioxidants & nutrients, No cholesterol or trans fats. Key ingredient in Ayurvedic treatments, used for massages for muscular and joint problems, and in providing relief from the common cold. High in Omega-3 and Vitamin E, nourishes skin and promotes hair growth, Antibacterial and anti-fungal properties prevent dandruff and itchiness.

***Sunflower Oil :*** Sunflower oil is a non-volatile oil that is extracted from sunflowers. Although most people are already familiar with sunflowers as plants, they don't immediately think of sunflowers as a source of healthy vegetable oil. This oil can replace some of the less healthy cooking oils on the market. It can also be used in certain cosmetic applications. The health benefits of sunflower oil include its ability to improve heart health, boost energy, strengthen the immune

system, improve skin health, prevent cancer, lower cholesterol, protect against asthma, and reduce inflammation.

**Sesame Oil** : The most popular oil in Ayurveda that has been used for thousands of years. Rich and robust, this unrefined oil supports numerous systems in the body, and its versatility makes it the perfect oil to support the body from head to toe—including the skin, scalp, hair, ears, lips, gums and teeth, and feet. Its uses are virtually endless. ITS ABILITY to easily absorb into the skin and carry its soothing properties deep into the tissues makes it the perfect oil for self-massage, or abhyanga in Sanskrit, a key practice in Ayurveda. Self-massage with Sesame Oil is a luxurious and nurturing practice that helps protect, moisturize, and nourish the body while it grounds the nervous system and relaxes the mind. It is also commonly used for oil pulling and as a face cleansing oil.

The management is planning to launch a unique concept of providing service extraction of oils and gaining the trust and faith to the utmost levels. “Seeing is believing”, **Further, a revolution in Retailing of same**, the management envisions opening of 40+ stores in western region having “**kachi ghani**” machines, where customers can bring in organic certified products and we shall provide service of extracting the oils in front of the customer and delivering the same. Alternatively, the stores shall also have organic certified products, wherein the customer can buy the seeds and extraction of oil shall happen in front of the customer.

The visionary approach of our management is the driving force behind our step to step progress. The passion of the management of serving quality products at competitive costs has always proved beneficial to the company.

**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.*