

Date: 22.07.2023

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.

Investor Presentation is brief profile of Prime Fresh Limited 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

J. J. Doshi

Jasmin Doshi
Company Secretary



PRIME FRESH LIMITED

INVESTOR PRESENTATION

July 2023

Disclaimer

This document is being delivered to a limited number of parties who have expressed an interest in investing in Prime Fresh Limited (the “Company”). The sole purpose of this document is to assist recipients in deciding whether they wish to proceed with a further investigation of the Company. This document is not intended to form the basis of a decision to acquire an ownership stake in the Company or any other investment decision and does not constitute an offer, invitation or recommendation for the sale or purchase of securities. Neither the information contained in this document nor any further information made available in connection with the Company will form the basis of any contract.

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About Prime Fresh 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, Waghbakri Tea & few other Pharma & Spicies companies.



Experience of 16+ years in F&V Supply Chain, with ~400+ tons of fresh produce handled daily



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



Network of over 1,10,000 Farmers, 85+ Agriculture Markets & 2400+ Trade partners & Consolidators across 85 districts



Long standing relationship over 16 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 22 locations
Expertise in sorting, grading & handling of produce



5.5 Lacs TPA of Warehousing & Packaging Capability;
With 12 established warehouses and other CC & DC



Sorting & grading of Onion (Hyderabad)



Cold Storage Unit (sangola)



Sorting, Grading & of F&V in karnawati



Warehouse and C&FA center

Market reach

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

Certifications

- FSSAI
- APEDA
- Rated by CRISIL
- ISO: 9001:2015

Financials

Last 5 years Growth in CAGR terms in:-

- Sales Revenue – 26%
- PAT – 55%

Note: (As of Fy2023)

Introduction

- Founded in 2007 & Head Quartered in Ahmedabad
- 24*7 operations across 19+ locations round the year
- Listed on BSE SME since Mar 2017
- Leading F&V Post harvest management company
- 20+ core team members of Agri professionals
- Presence across 17 states in India

Business

- 300+ Tons F&V handled daily
- 16+ Locations of Procurement, Operations & Sales.
- 5.5 Lacs+ tones p.a. of operational capacity(inward, outward, sorting, grading, cleaning, loading, unloading) of various Agri produce.
- 16+ seasonal and full time collection centers for various FnV produce.

USP

- 110000+ Farmers Network, PAN India Presense
- Strong relations with 30+ Ecomm and retail giants
- Help farmers in minimizing Post-harvest loss
- 75+ SKUs (core portfolio of 9 products)
- Omni chanel sales Model
- 150000 TPA capacity of FnV procurement (150 Tones per day of Onion)



Distribution strength in India

17 States
85 Districts
5000+ B2B Customers
15 Trade Channel Partners
16+ years experience in F&V
7 years experience in Imported fruit distribution
12 Sales team members

6 Sales point (DC)
25 locations for 3PL Distribution
Own e-commerce Portal
993 million INR Annual sales (FY2023)
Client base of India's largest retailers, Ecomm players, Food processors & exporters
Presence in 85 Domestic APMC
20 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, apples, watermelon and Imported fruits segment have been scaled aggressively.
- **The Consolidated Annual Tonnage sold has increased from ~10900 MT in FY20 to 22000 MT in FY23.**



key products



Competitive Advantage

Direct sourcing network of 110000+ farmers & imparting Technical guidance to them

•16+ years of experience, led by expert Management team 20+ years of average experience

USP

•Certifications/Registrations
ISO: 9001:2015, CRISIL,
FSSAI, APEDA

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

Key Highlights

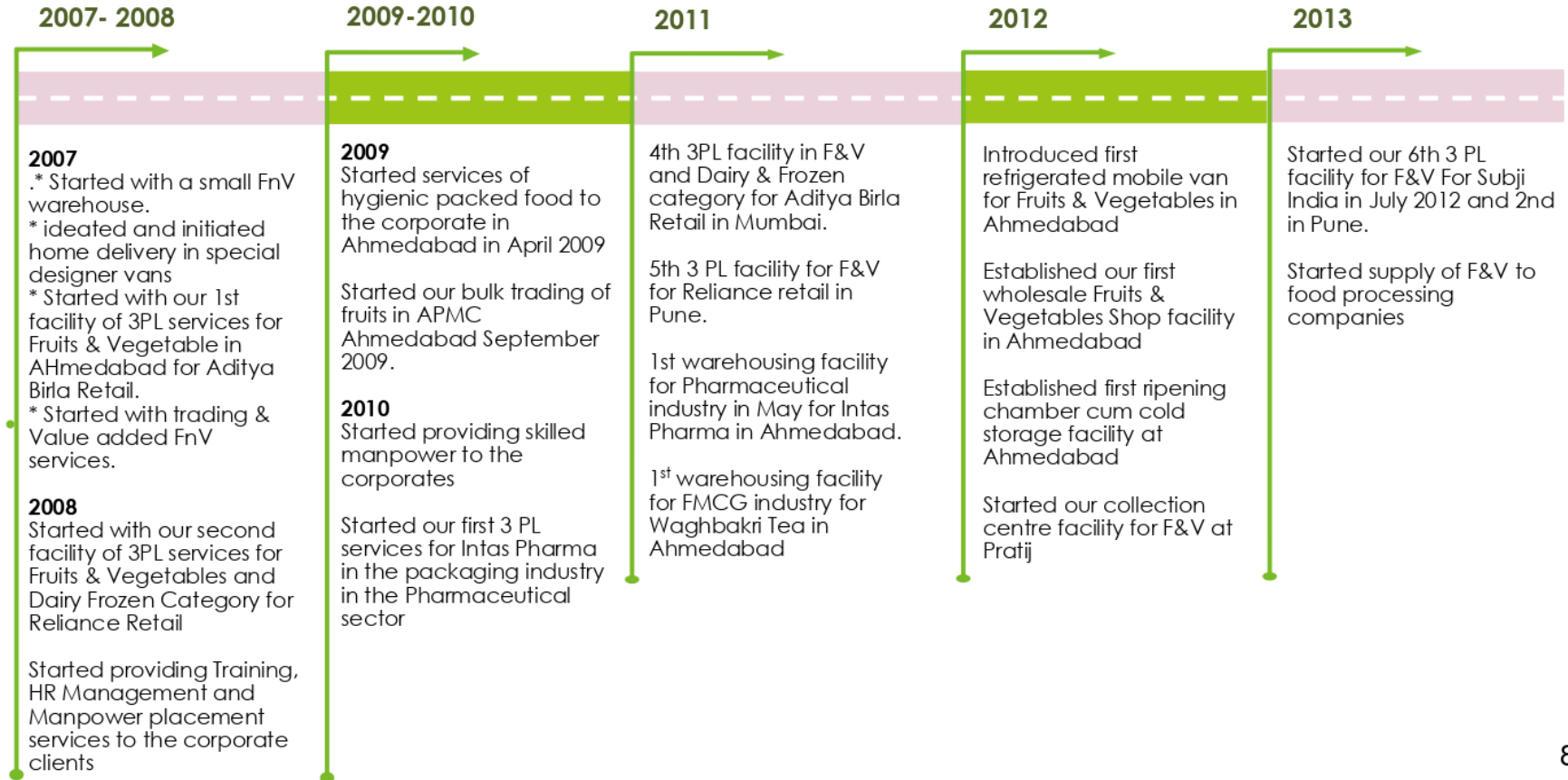
National presence
Extensive Geographical Reach
Constantly Adding new states/
regions in India and export
markets

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

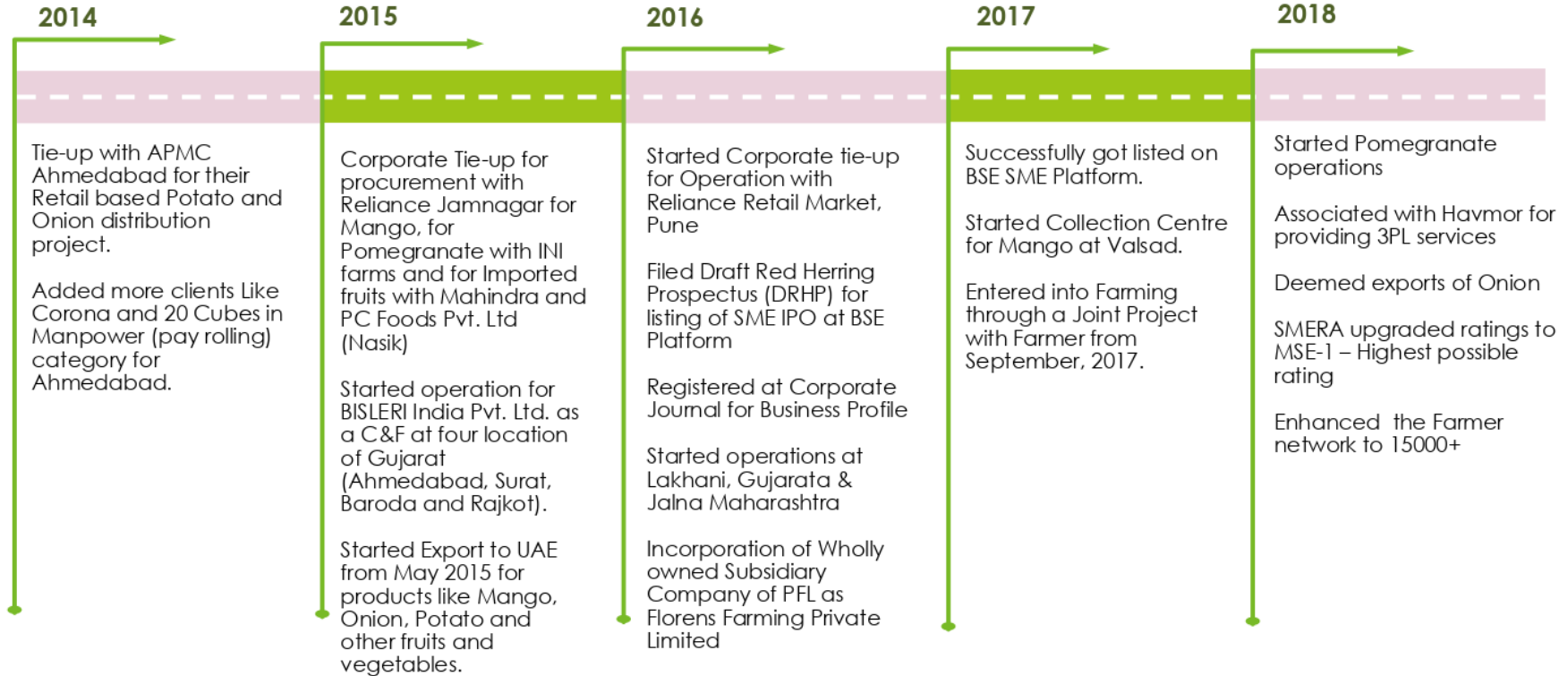
**Fungibility / Omni channel
strategy**
Scale of Business offers
operational synergies

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

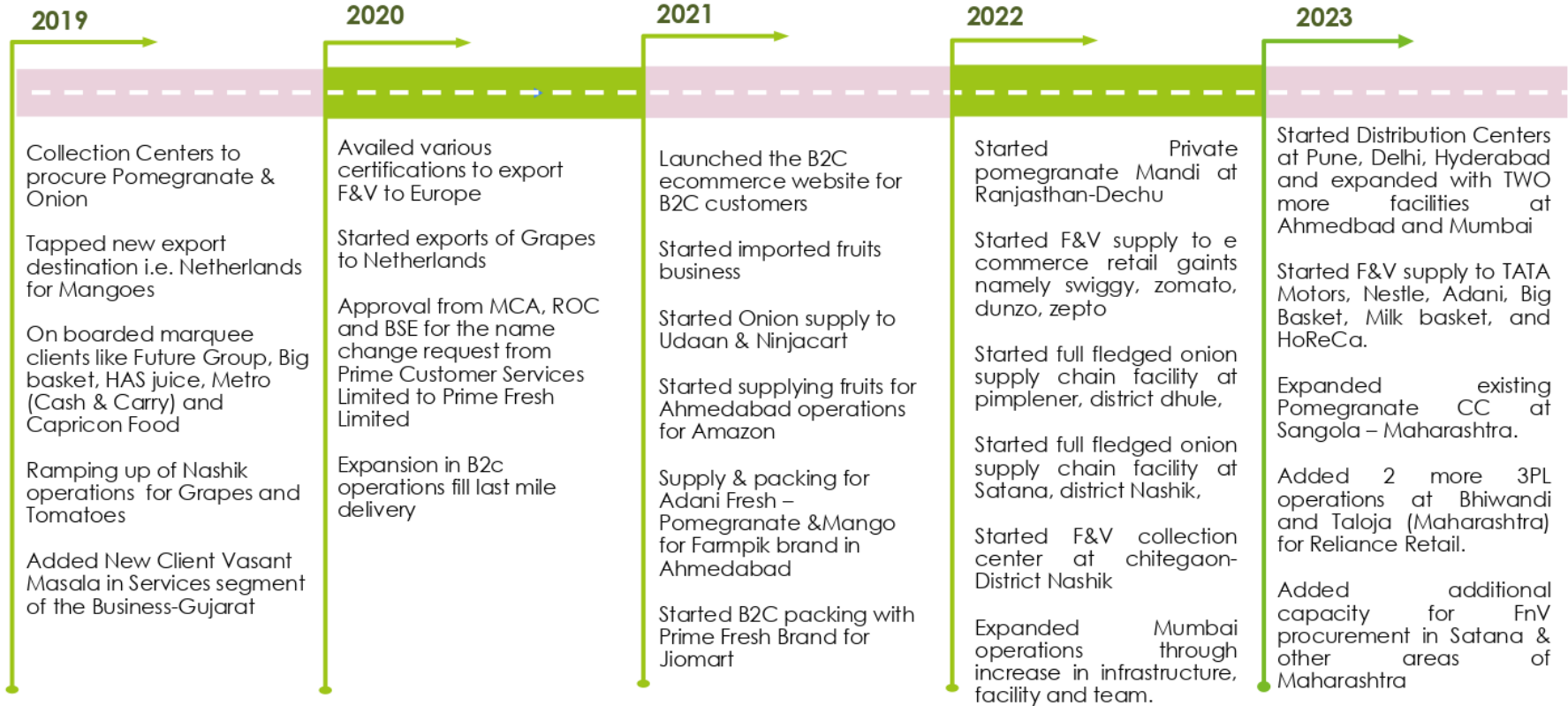
Prime Fresh Journey(1/3) – Key Milestones



Prime Fresh Journey(2/3) – Key Milestones



Prime Fresh Journey(3/3) – Key Milestones





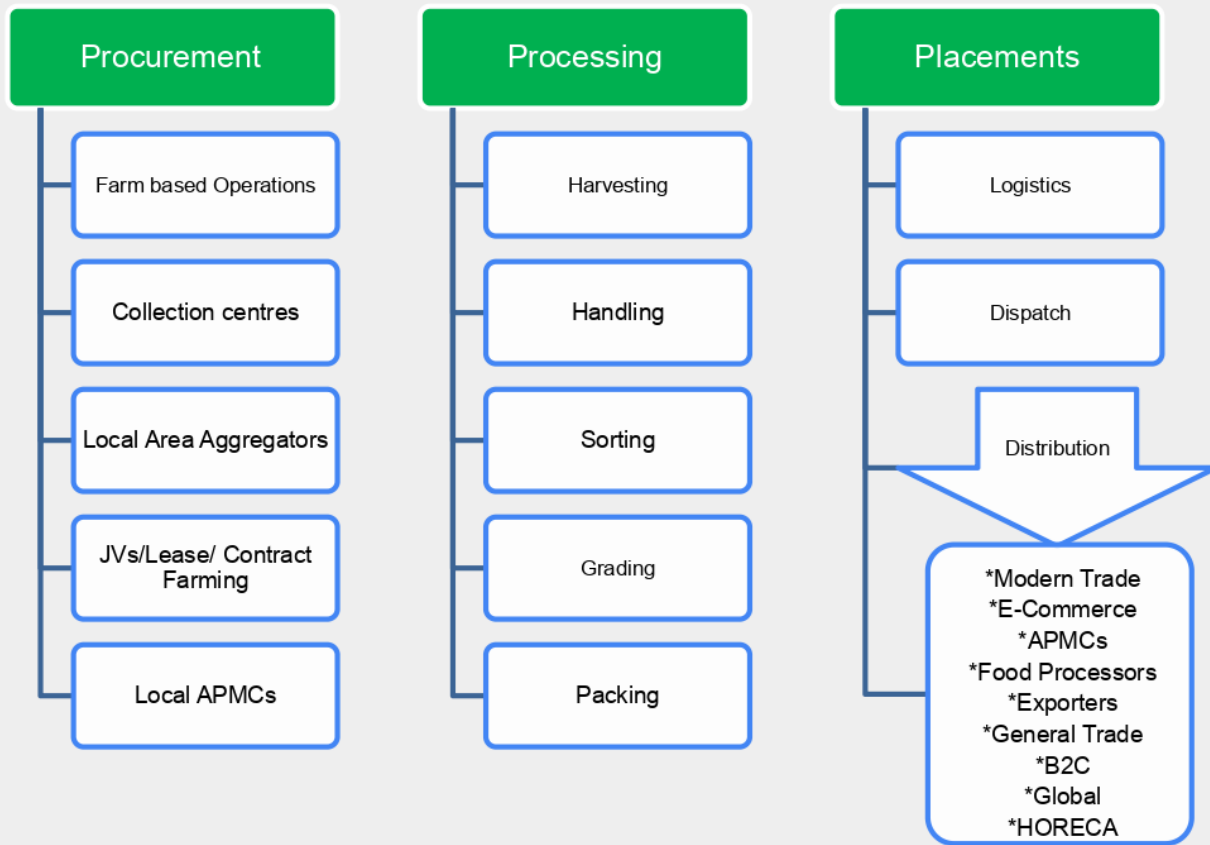
Business Overview

Prime Fresh – A fully integrated FnV supply chain enterprise

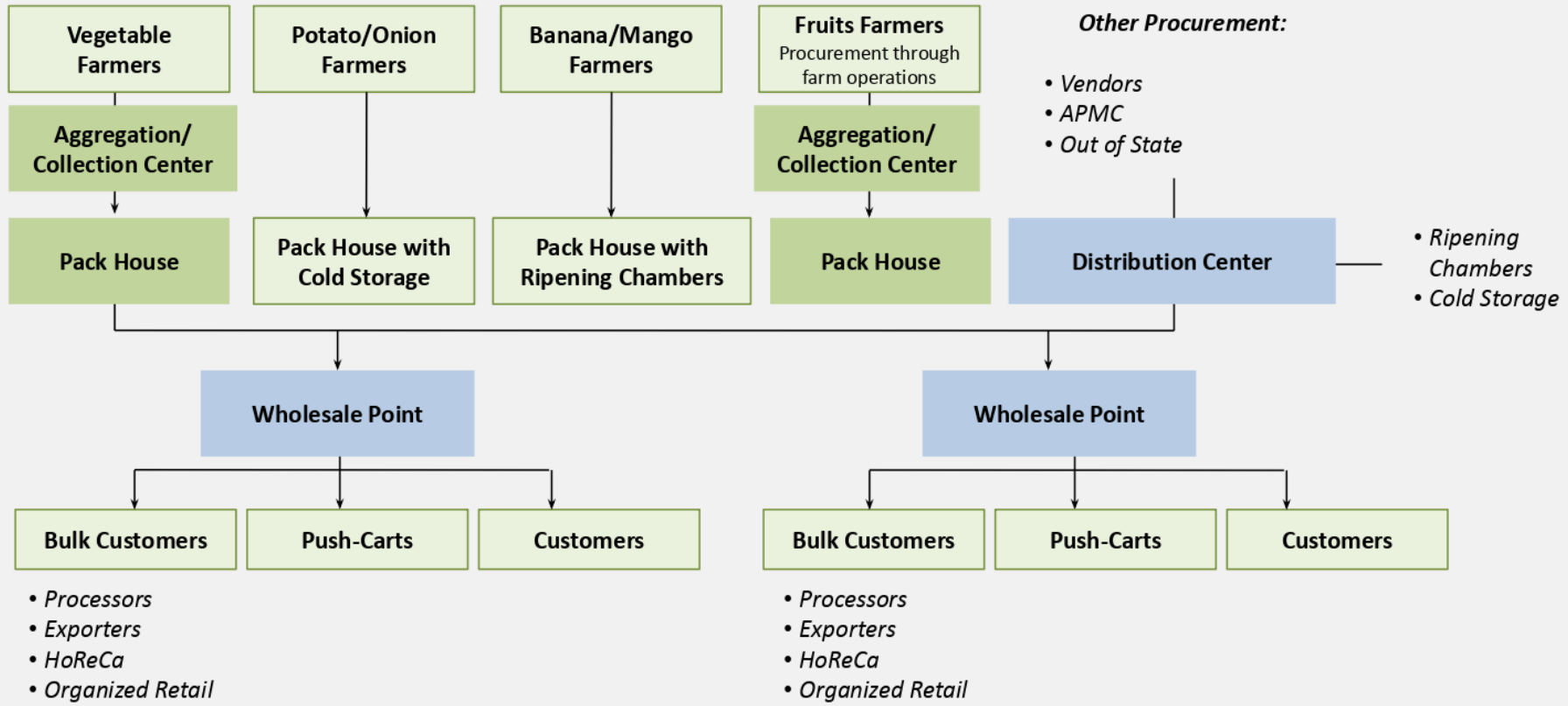
Prime's procurement capability is unique since they acquire the entire produce from a farm, majorly based on pre-determined price structure and quality standards. The in-house Sorting and grading processes carried out by Prime allows them to accordingly distribute and cater demand for every grade of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



F & V Supply Chain Operational Overview



Business Model Overview: Supply Chain Model: Process



Service Business Model 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.

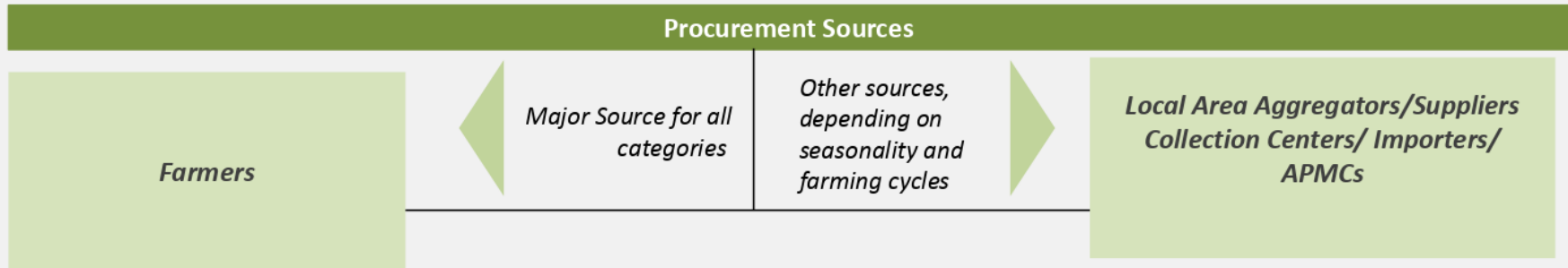
Procurement Overview

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 **85 districts across Gujarat, Rajasthan, Maharashtra, Karnataka, Uttar Pradesh and Madhya Pradesh.**
- The wide procurement built over many years has enabled Prime to supply **22000+ MT in FY23.**
- Prime ensures the supply of more than 9 core products and other 75+ SKUs in a timely manner and in packaging as per requirements, **minimizing F&V wastage** along the way.



Prime Fresh Family celebrating 16 years of Spreading freshness across locations, across communities.



Procurement Network

Rajasthan

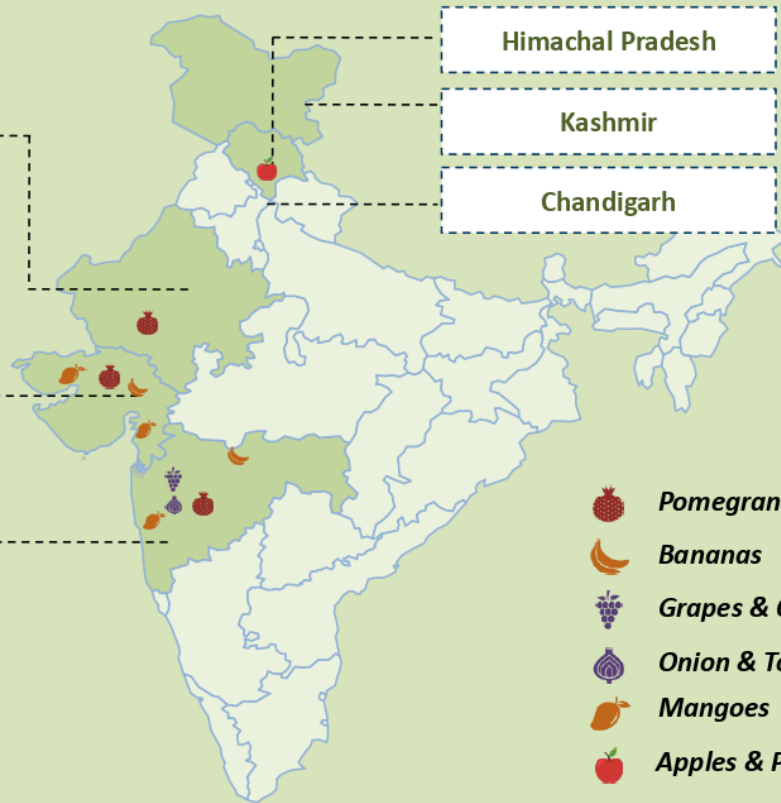
• *Balotra* • *Barmer* • *Jaisalmer* • *Jodhpur* • *Mt. Abu* • *Padru* • *Phalodi* • *Sancho* • *Sirohi* • *Dechu*

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* • *Kutch*

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* • *Sangola* • *Satana* • *Sinnar* • *Tasgaon* • *pimplner* • *Umrana* • *Shrigonda* • *Pandharpur*



PFL has recently penetrated Karnataka & UP for Mango procurement

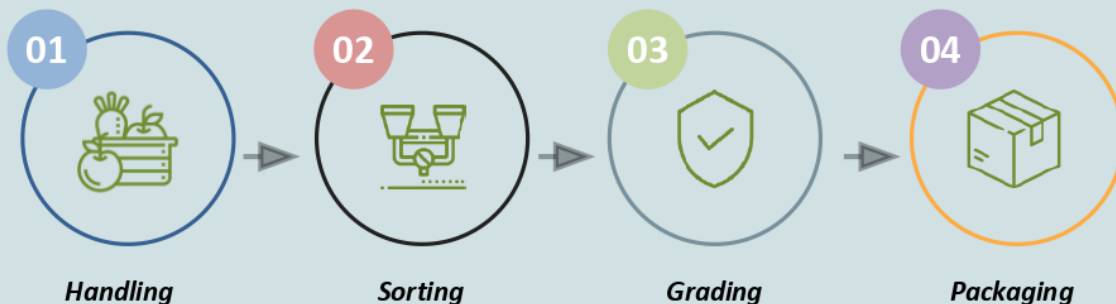
Post-Harvest Supply Chain Processes

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



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

Distribution: Pan-India Reach

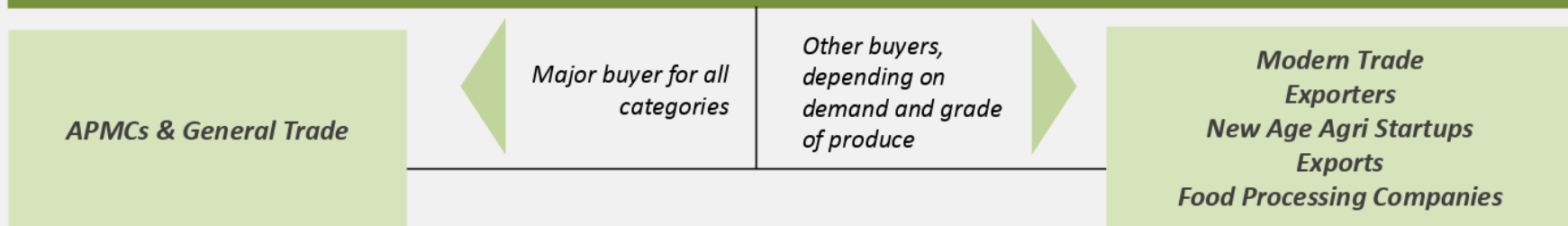
Prime ensures the supply of F&V products in a timely manner and in packaging as per client requirements, managing all the issues related to the supply chain and logistics. Prime's expertise in supply chain management is reflected in below 3% F&V wastage in supply chain.

- Prime has expanded its reach in the domestic market, to a base of over 5000+ customers B2B, 85 districts, 15 channel partners, 75 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 B2C Society
Stall (Pune)**

Distribution Network



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 1,10,000+ farmer procurement network that PFL has built over 16+ 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 16 years, establishing trust, credibility and strong relationship.***

Recent Developments

- Expansion in Sales, Marketing & Distribution network across Delhi, Ahmedabad, Pune, Hyderabad, UP & 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 Pimpler, 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 75 Articles(SKUs)
- Rising contribution of packet business (F&V packs) leading to improved margins & reduction in dependency on wholesales Business

Extensive Development Initiatives

Prime hosts periodic camps and events 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. PFL takes conscious efforts to generate



PFL participated in Franchise Exhibition (Nesco- Mumbai)



Agripreneurs Conclave- PFL was the title sponsor



Prime Fresh was amongst the title sponsors of Mumbai Cricket Excellence Awards - 2023



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



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

Packing and branding by Prime Fresh



**Prime Fresh - Banana Export
packing and container**



Packing for Middle East



**Pomegranate picking, sorting &
packing processes**



Container loading of onion from pimpalner - 2023





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– Head of Head Office

- 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.***



Market
Potential

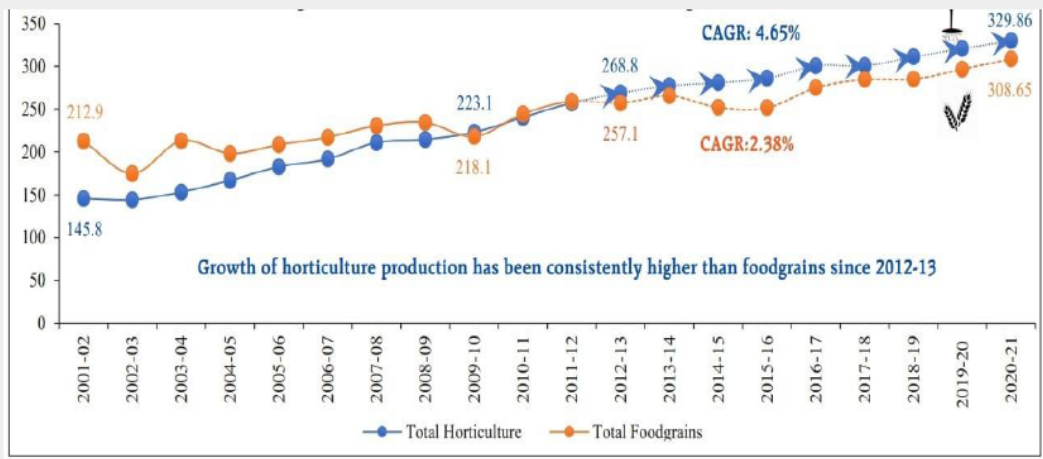


Growing Horticulture Market Potential

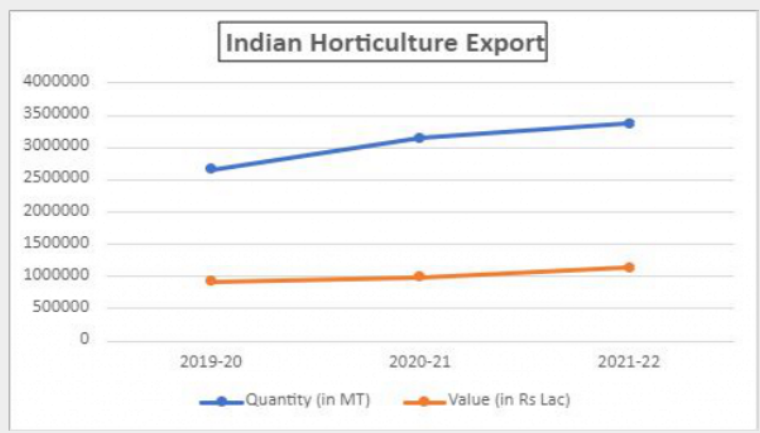
Market Potential	2012	2016	2020	2030 Est.
Total Indian F&V Output +Import Size (INR lakh crores)	2.7	4.5	8	40
Estimated Organized Market %			10%	30%
Organized F&V Trade (INR Crores)			80,000	12,00,000

- 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



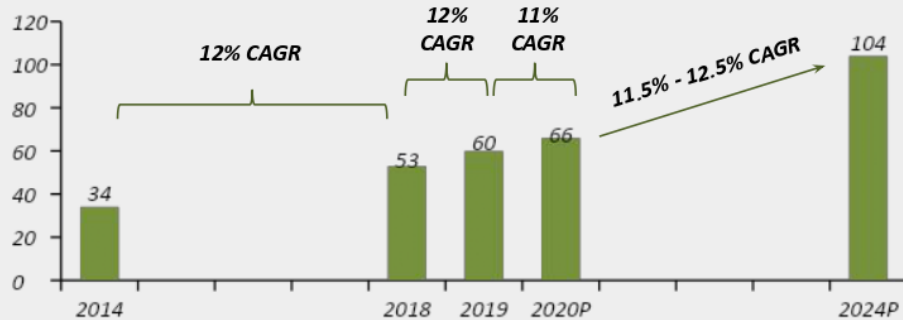
Growing Horticulture exports



Source: Department of Economic Analysis and Research, NABARD, HO, Mumbai

Increasing F&V Trade Penetration

Total Retailing Industry Market Size (INR Trillion)



Organized Retail Market Size (INR Billion)



- The retail industry was valued at INR 62.90 Tn in FY 2022 and is expected to reach INR 120.59 Tn by FY 2027 at a compound annual growth rate (CAGR) of 14.22% 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.



Scalability



Scalability(1/2)

1

Strengthening Procurement : Adding new raw material supply sources.

	FY18	FY19	FY20	FY21	Oct 2022	FY 2023
Farmer Connects	15,000	25,000	33,000	60000	100000	110000
APMCs covered*	38	39	52	60	75	85
Consolidators mapped	180	450	480	500	600	800
Collection Centers	7	8	8	12	14	16

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, Potato, watermelon, green peas** other imported fruits and few other vegetables, thus engaging with new clients both in the domestic markets.
- Amassing further experience in the F&V segment and sourcing more F&V through its farmer network and strengthen its position in across 85 Districts in Maharashtra, Gujarat, Rajasthan, Andhra Pradesh, Karnataka, Uttar Pradesh and Madhya Pradesh.

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.

Scalability(2/2)

3

Expanded Domestic Geographical Reach: In North India, North East India, South India across more than 20 districts & 30+ APMCs

Advantages of Geographic Expansion:

- A large chunk of revenues from APMC and General trade can be expected from South, North & North Eastern region, by adding newer states in these territories.
- This has helped in de-risking the business operations by reducing the dependency on few buyers.
- 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 supplying to exporters.



Strengthened 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 PAN India.



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 & more efficiently utilize capacities built across India**, to help augment growth in sales with its existing & new customers.
- This involves **improving & upscaling procurement capabilities (e.g. through contract farming)**, optimizing supply chain activities, value adding to few SKUs and expanding distribution in relates geography.

Huge Capacity Utilization ahead

- Readily expanded infrastructure to support in handling a larger volume of F&V produce and support the distribution to farther geographies from farms and CCs. (North, NE & South)

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)**. PFL intends to build City Distribution Business tapping huge GT clients.
- 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**. PFL also working with established exporters to service them.
- 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. This will also support supply opportunities with Food Processors.
- **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.

Financial Overview



Financial Overview (consolidated)

Profit & Loss Account

Particulars (in INR mn)	FY21	FY22	FY23
Total Revenue	656	774	996
% Growth(Y-o-Y)	31%	18%	29%
Total Operating Expenses	613	723	927
EBITDA	43	51	69
<i>EBITDA Margin</i>	6.5%	6.6%	6.9%
Depreciation	1	1	1
Finance Cost	8	5	4
PBT	33	45	70
Tax	9	12	19
PAT	24	33	51
<i>PAT Margin</i>	3.6%	4.3%	5.1%

Balance Sheet

Particulars (in INR mn)	FY21	FY22	FY23
Total Shareholder's equity	181	224	307
Borrowings	13	4	1
Current Liabilities	70	75	94
Total Liabilities & Shareholders Equity	264	303	402
Total Fixed Assets	4	3	8
Other Non-Current Assets	2	3	4
Cash and cash equivalents	8	12	28
Other Current Assets	250	285	362
Total Assets	264	303	402

Note: Financial numbers are rounded off

Half yearly Financials(consolidated)

Profit & Loss Account

Particulars (INR Lakhs)	31.03.2023	30.09.2022	31.03.2022
Total Revenue	5568	4394	4378
Total Operating Expenses	5204	4063	4079
EBITDA	394	351	321
<i>EBITDA Margin</i>	7.1%	8.00%	7.3%
Depreciation	7	4	1
Finance Cost	15	16	22
PBT	372	331	298
Tax	106	84	84
PAT	266	247	214
<i>PAT Margin</i>	4.78%	5.62%	4.89%

Balance Sheet

Particulars (in INR mn)	31.03.2023	30.09.2022
Total Shareholder's equity	3067	2801
Borrowings	10	45
Current Liabilities	946	483
Total Liabilities & Shareholders Equity	4023	3329
Total Fixed Assets	78	35
Other Non-Current Assets	41	40
Cash and cash equivalents	284	232
Other Current Assets	3620	3022
Total Assets	4023	3329

Note: Financial numbers are rounded off

Certifications & Testimonials

Certifications

CRISIL

An **S&P Global** Company



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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E-commerce: www.primefresh.in



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Delhi | Sangola | Baramati | Sangli | Shrigonda



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