



Ref No: KIVL/BSE/SEC/742

January 02, 2024

To,
Department of Corporate Services
BSE Limited
Floor 25, PJ Towers Dalal Street,
Mumbai- 400001

Dear Sir/Ma'am,

Sub: Press Release
Scrip No: 530215

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release issued by the Company, the content of which is self-explanatory.

Kindly take the information on your record.

Yours Faithfully,
For Kings Infra Ventures Limited

Nanditha T
Company Secretary & Compliance Officer



KINGS/PN/2024/01

01 January, 2024

PRESS RELEASE**Kings Infra set to achieve an impressive growth in 2024.**

The year 2023 was a turnaround year for Kings Infra with the Company overcoming the challenges with innovative capabilities and resilience. The company could achieve an all round progress and we hope the year 2024 will take the company to greater heights.

The most noteworthy achievements of the year gone by has been the signing of the long term MoU with the Shanghai based M/s. Shanghai RSF Trading Company Limited, a joint venture of Japan Food Services Company, Japan for launching the KINGS RISHIFU brand shrimps in the Chinese market in a strategic partnership and branding and distribution with RSF, Shanghai.

The initial order for 100 containers worth approximately Rs. 100 crores from M/s. RSF Trading Company will be scaled up to 200 containers for the next financial year. The association focusses on the high-end market with premium products and has the potential to generate Rs 100 cr revenue in the first year and Rs. 200 cr per year when fully implemented.

Kings Infra Team comprising of the CFO Mr. Lalbert Cherian along with SISTA CEO Mr Chandra Bhat has just concluded a successful visit to Shanghai and Zhanjiang in China as a part of the product and market development activities. The visit was to get the feedback on the trial containers shipped under the KINGS RISHIFU Brand and do new product trials for value addition. The visit has enhanced brand visibility and facilitated new distributor and channel relationships which will help us to expand our footprints in the Chinese market.

Kings Infra was able to sign a MoU with JH & Company representing Ocean World Ventures one of the leading in the US who are regular importers and distributors of seafood products, mainly Vannamei Shrimps for the US market. Both the parties have agreed to start business with about 5-8 containers per month and scale it up to the minimum level of 100 containers per year. The MoU envisages to expand the products range for distribution in the US. Kings Infra has made arrangements as a merchant exporter with leading IQF processors in Andhra Pradesh to execute orders for exports to the US Market. Shipments against the US orders will start only by January 2024 since there is a delay in getting the new importer on record permissions in US and Route Through Merchant Exporter approval from MPEDA.

Kings Infra launched SISTA360, the trail blazing digital platform for sustainable aquaculture solutions at Seminar titled '*Sustainable Aquaculture: India's Potential to be the Global Leader*' on the 25th September 2023, in New Delhi. SISTA360 is poised to revolutionize the Indian aquaculture landscape, offering sustainable protocols, quality inputs and one-stop solutions to the aqua farmers. The event was a grand success with a jam-packed audience which included eminent

researchers and academicians, renowned aquaculture experts, senior policymakers, top aquaculture industry leaders from Vietnam, Taiwan, UAE, Canada and India, prominent investors, digital technology experts and other stakeholders from around the world.

In the year ahead, Kings Infra is poised for a robust growth, with the year 2024 promising to be an exciting year with all the verticals of the company in full steam to bring about a significant enhancement in the fortunes of the company.

Shaji Baby John, Chairman & Managing Director said that the Kings Infra Ventures Limited will be launching "Kings Bento" which brings the convenience of "heat and eat" seafood delicacies to the domestic market. The recipes are developed in association with the Central Institute of Fisheries Technology (CIFT).

Kings Bento is a testament to our commitment to transforming the culinary landscape with innovative, ready-to-serve seafood options. Kings Bento will be available in exclusive sales outlets across Kerala from January 2024. Kings Bento is inspired by the Japanese concept of Bento, which means "Takeaway", in beautifully and aesthetically designed Bento Boxes.

In today's fast-paced world, finding the time to prepare a nutritious and delicious meal can be a challenge. Kings Bento addresses this by offering a range of seafood-based dishes, including succulent prawns, fresh fish, and tender calamari, all pre-prepared for utmost convenience. Our unique bento boxes ensure that your meal is not only delectable but also portable and easy to consume anywhere.

Kings Bento is quality, freshness, convenience and healthy food options. It aligns with our vision of offering gourmet, hassle-free dining experiences to our customers who value both taste and time. Whether you're at home, in the office, or on the go, Kings Bento is the perfect choice for a quick, satisfying, and healthy meal.

Following its successful trial launch in Bangalore, the previous year, the Kings Fresh line is now rebranded as Kings Frigo. While "Kings" implies premium quality, "Frigo" derived from Latin meaning "cool" or "chill" directly relates to the frozen nature of the products. "Kings Frigo" provides freshly frozen or chilled high-quality, premium seafood products in institutional and consumer packs.

In order to meet the upcoming expansion and marketing plans, Kings Infra is issuing preferential allotment of equity shares of Rs. 17 Crores and also secured a working capital upto Rs 40 crore from Punjab National Bank.

The strategic business plan drawn out for Kings Infra in the year ahead promises to make it an iconic year for the company both in the international as well as domestic markets.

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