

Date: 14.03.2024

To,
Listing Department,
The Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street
Fort, Mumbai-400001

Company Code: 540404

Dear Sir/Ma'am,

Subject: Business Update with Reliance Retail, Surat Gujarat (Quick Supply)

This has reference to the captioned subject, please find the Business update, our business association with Reliance Retail, Surat, Gujarat

You may please consider this intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulation, 2015.

Kindly take the above on record.

For, Prime Fresh Limited

**JASMIN
JAYKUMAR
DOSHI**

Digitally signed by JASMIN
JAYKUMAR DOSHI
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**Jasmin Doshi
Company Secretary**





PRIME FRESH LIMITED

BUSINESS UPDATE WITH RELIANCE RETAIL, SURAT, GUJARAT

Prime Fresh Limited is pleased to update to our valued stakeholders about our new business development in our 3PL Service Business segment with Reliance Retail Surat Gujarat.

Prime Fresh Limited has begun new Business operations at Surat CPC (Central Processing Centre) for servicing Reliance Retail's retail outlets & this is a part of our 3PL Services being offered to various corporates.

The PFL will handle entire internal logistics, Supply Chain solutions management, facilities management, and other related services like Inward, QC, sorting, Grading, packing and indent management etc., for around 29 Retail stores of Reliance retail spread across Bharuch to Vapi in Gujarat. The categories covered are Fruits, Vegetables, Dairy products, Fresh milk and bakery products.

This Development demonstrates the consistency, Continuity, and sustainable performance of team PFL with Reliance group over the last 16 years.

This is the 4th such facility and 3PL set-up for Reliance Retail group in West Zone by team Prime Fresh Limited. PFL manages 4 out of 5 such CPCs of Reliance Retail group in West Zone. This initiative provides PFL & Reliance Retail Group to grow business in South Gujarat.

These 4 facilities together handle almost more than 250 Metric Tons Per Day (TPD) of business across all the above categories mentioned.

GLIMPSE AND IMAGES OF DEVELOPMENT





PRIME FRESH LIMITED

COMPANY PROFILE AND BACKGROUND

Prime Fresh Limited, listed on the BSE SME platform is a fully integrated Agri value chain company, established in 2007. Prime Fresh operates Pan India across 17 states and 85 districts for its Fruits and Vegetables Supply Chain Business. PFL has multiple collections centres and Distribution Centres spread across Maharashtra, Gujarat, Rajasthan, Telangana & Delhi. PFL is one of its kind and the only national player in its space and business model. Prime Fresh follows Omni Channel Sales Strategy for its post-harvest & market linkages business model for Fruits & vegetables supply chain business segments. PFL through its 3PL business segment also provides services such as Sorting, Grading, Packing, Loading, Unloading, ripening, storage, warehouse management and facility management for many large corporates in different verticals such as F&V, Spices, Tea, FMCG & pharmaceuticals. PFL is successfully associated with India's largest Modern Trade Retail company, India's largest e-commerce Giants and well-established exporters. Prime Fresh Limited over the last few years working towards many new growth projects such as Foreign Trade, Farming, Franchise Business Model & the food processing sector. PFL recently during the quarter ending December 2023 raised 24.80 crores (INR 248.00 M) by issue of Preferential Shares. The shareholders & Board of Prime Fresh Limited have approved the initiative to migrate to the NSE & BSE main Board. Prime Fresh Limited has done massive expansion in its Sourcing & Distribution of Fresh Fruits and Vegetable (F&V) capabilities over the last 3 years. As of date company's total procurement & sales capacity has risen to 150000 TPA & 75000 TPA respectively.

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