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## **BSE Limited**

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

**Ref : Scrip Code: 513713**

## **Sub : Business Updates**

White Organic Agro Limited (BSE: 513713), the only listed Company in India in the agriculture organic segment which providing exclusively Organic products from farms to home. Post delivering exponential growth in Q1 FY19. The Management is overwhelmed to have recently leased centrally located warehouse cum delivery Hub situated at a prime location in Tilak Nagar, Mumbai with an excellent logistic support and is planning to acquire logistic hubs at several locations across the city to expand its operations further for its retail division.

Currently the company's business includes many verticals, out of which Retail contributes as one of the major one, with enormous scope of expansion and scalability. The IPO of the subsidy co. has indeed strengthened the base of Retail division of the company and have accelerated the growth in the segment. The future growth of Retail division of the company would have a direct impact on the promoter of the company (White Organic Agro Limited in this case).

The Indian economy has enjoyed rapid expansion in organic market in recent years, according to recently published TechSci Research report "India Organic Food Market Forecast and Opportunities, 2020", the organic food market in India is projected to register growth at a CAGR of over 25% during 2015-20. Consumers in India are becoming increasingly health conscious, which has resulted in a change in their preferences. Consumers are choosing to prefer consumption of organic food instead of conventional food, because of its chemical-free production and preservation.

However, the market for organic food is not yet ready to deal at such large measure. Many upper-middle-class sections are choosing to settle for pure organic food and are willing to pay a premium of 10-20% for organic food products. While the potential and evaluated future growth will surely be at par with the high demand of products, for the market to thoroughly contribute to the economy, the organic food market will give us a great opportunity going ahead.

Retail division : The retail division management have invested two years of research in Retailing of Organic products and now the company proposes to expand by opening outlets on a broader scale in tier 2 cities for retailing all the byproducts of self-cultivated lands and outsourced branded and un- branded premium quality organic food products.

Regardless of diet, organic foods are a smart priority. Opting for organic foods is an effectual choice for personal and planetary health and to achieve the door step delivery of the same, Company will sell fresh organic veggies and premium grade organic pulses, spices, cereals etc.

from all the segments. Company will also expand in the e-commerce integrated portal with PAN India delivery, with outsourced logistic support. We are very optimistic about the future and the growth of the business.

The management believes buying organically grown food and healthy powders, free of harmful chemicals, bursting with more nutrition, taste, and sustainable sustenance is a direct vote for immediate health and the hopeful future of generations to come. With a belief that commercially it is very much viable business and biggest consumer market of the World is India, the management is passionate and committed for the growth of the co.

Brand : The management of company launched all the organic products under a single brand name "White Organics". The management has planned staggered introduction of various ranges of organic products (viz :- pulses, spices, cereals, veggies etc) under a single brand. The management believes that to create a better presence and perception, it is better to have single brand, which shall help to market all the products in better way. It shall be easy to introduce further more products and get the better presence and better profits with minimum efforts compared to having more brands.

The management is steering towards launching the new e-com portal [www.whiteorganics.in](http://www.whiteorganics.in) very soon.

### **Key Developments in FY 2018 2019:**

- Signed Lease Farming pacts of additional capacity for self-leased activity of cultivation, harvesting and farming of organic products. The Company has been farming organic products like AloeVera, Moringa and few of small pilot projects for selection of third crop for Company's three phase expansion plan.
- FFL received path breaking prestigious purchase order of 65 MT of cluster beans for exports from Innovative Cuisine Private Limited.
- Successfully started first harvest of residue free organically cultivated cluster beans and commenced supply to USA and Canada.
- Post completion of initial order of organically cultivated residue free cluster beans for Innovative Cuisine, the buyer showed interest in expanding the capacity of cluster beans on 100 acres or more in next suitable season, with mutual consent for the total buyout the whole produce. Further, Innovative Cuisine had given a pilot order for cultivation and supply of residue free organic long beans at a pre-decided price.
- Also, Company started cultivation of vegetables (G4 Chilly, for brown chickpea, for green vegetable pigeon pea) and increased acreage for cultivation of Cluster Beans for winter season.
- Company's management expanded its horizon into indirect farming business in the northern states of India by entering in vast scale business of basmati rice. The Company

has already established a setup in New Delhi, from which it will carry the basmati rice business.

- The Company has delivered fantastic growth over the past years and looks forward to a huge demand for organic products, considering this the Board of Directors approved to issue Bonus equity shares to the valued shareholders of the Company in the ratio 1:1 each fully paid share up to Rs. 10/- per share
- FFL received another order from Innovative Cuisine to start cultivation of Okra Vegetables for the summer season for which the Company began plantation post holi. The scalability of business of vegetables in the international market from Company's farms is Rs. 75 to Rs. 100 Million.

Along with this Company also received export order to supply Indian White Steam Rice to Rebat Al Hauda Trading Est, Dammam, Saudi Arabia. The export order is to supply 1,280 MT of India White Steam Rice.

- Adding one more milestone, the Board of Directors approved the Company's entry into seed research, seed development and seed marketing, which will drive the future growth prospects of the Company in this segment. The scope of this business is enormous, and the Board of Directors have authorized the management to initially invest Rs. 50 million into this segment and finalize the future course of the research and development of seeds business.
- The Company listed its wholly owned subsidiary, White Organic Retail Limited on the BSE SME platform, addition to the value of shareholders of the parent company. The public issue of 24,54,000 equity shares was a success with nearly 1.3 time over subscription. The total issue size was approximately Rs 15.46 crore.

**Company website:** - [www.whiteorganicagro.com](http://www.whiteorganicagro.com)

**Retail and e-commerce:** - [www.whiteorganics.co.in](http://www.whiteorganics.co.in) / [www.whiteorganics.in](http://www.whiteorganics.in)

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