

26th November, 2019

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

Ref : Scrip Code: 513713 / Announcement on the BSE Website.
SUB : Launch of New e-Commerce Portal

We are pleased to announce the launch of our brand ecommerce portal ! The upgraded site is available for online shopping of all white organics products and the URL is www.whiteorganics.in.

Our goal with this new e-commerce portal is to provide our customers an easier way to learn about different range of White Organics Products, Benefits and offers. It also to allow the visitor and customers to browse information based on their own choice for all the different variety products. Our current and prospective customers will find useful information about our products on our website.

The company has already commenced operations in its company owned Logistic Hub at Tilak Nagar, Chembur, Mumbai. The operations from this logistic hub is beyond expectations and White Organics is committed to deliver you all kinds of Pure Organic Veggies and Fruits within 12 – 18 Hours from harvesting. Looking at the current demand in the organic sector the management is focused on expansion of the retail and distribution network of the company to cater different educated, Health conscious and densely populated sectors across western India. In line with the vision and to cater the huge demand, White Organics is dedicated in increasing the product segments as well.



The company has launched 130+ products in different range in various areas. We are actively participating in our mission to create a sustainable environment of bringing health, happiness and True Wellness to our customers. Owing to these launches, the retail segment in a broader scope and gives us the edge of retailing and distribution everything under one roof. There is tremendous demand for the all these products in domestic and international markets.

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. Commercially it is very much viable business and biggest consumer market of the World is India.

We will be constantly updating our content with helpful information, articles, blogs, newsletters, company announcements and customer feedbacks. We are also conducting seminars and lectures for educating the masses about benefits of organic vs non-organic eating habits.

We hope the customers find the updated portal with a fresh look, easy to access information and we also wish to establish this portal as a source of information for those who visits our site.

Future Plans for Retail: After lot of research in the field and conducting surveys amongst the management is very optimistic for the future course of businesses.

- The management shall be launching the distribution channel partner cum franchisee module for the retail network. In the first phase of expansion the company is looking to setup across Mumbai. Later expanding the horizon into Pune, Nasik, Ahmedabad, Surat, Vadodra, Rajkot and different educated, Health conscious and densely populated sectors across India. With the help of these distribution network / franchisee model, the management is very optimistic for the value addition and sales growth of the company.
- The management is exploring the option of veggie carts, which shall be one of its kind and the most innovative concept in the organic industry. This would help us deliver 12-18 hrs old harvest veggies and fruits at the customer door step, where a customer can handpick the organically grown veggies and fruits.
- The management is also exploring the option Pre-Cooked Organic Food. In the busy urban life where the health is not a priority, The co. is researching the business of organic cooked food on a phone call, delivering at your door step.

and many other avenues, where the management believes that along with the business growth, creating a difference. We Invite all the investors and stakeholders to visit our new portal.

For any questions, suggestions, feedback or comments, please email us at info@whiteorganics.co.in

The Managing Director of the company Mr. Darshak Rupani says "Our aspiration is to nurture our nation organically. Since the general public is becoming more and more aware nowadays about the benefits of Organic Farming over traditional farming. This is our major step towards the expansion within the enormous scope of Organic Businesses. We believe this step will certainly boost the company's prospect for future."

For WHITE ORGANIC AGRO LIMITED



Director / Authorized Signatory

Company website :- www.whiteorganicagro.com
Retail :- www.whiteorganics.co.in
e-Commerce :- www.whiteorganics.in
Toll Free : **1800 267 8080**

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.*