

Date: 16.02.2024

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 on Selection post Bid by Prime Fresh Limited (PFL) with respect to APEDA-approved Packhouse situated at Naroda, Nana Chiloda, Ahmedabad for a 5-year Lease/Rentals.

Reference: Tender Notice no GAIC/M & P/IPH/OM and m/024, Tender ID: 33816

Facility Type & Name: APEDA-approved Fully Integrated Gujarat Agro Packhouse

With reference to the above-mentioned subject, please find the Business update with M/s. Gujarat Agro Industries Corporation Limited.

Please consider the said 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

Jinen

Chandrakant Ghelani

Jinen Ghelani

Managing Director

DIN:01872929

Digitally signed by Jinen Chandrakant Ghelani
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PRIME FRESH LIMITED

BUSINESS UPDATE WITH M/S. GUJARAT AGRO INDUSTRIES CORPORATION LIMITED

Team Prime Fresh Limited is pleased to update & inform that Prime Fresh Limited has been selected as a winner during the process of TENDER BIDDING & SELECTION (On a lease/rental for 5 years) for the APEDA Approved Fully Integrated Agro Packhouse in Gujarat-Ahmedabad. **This is a Multipurpose, Multi Products & Omni sales channel facility having peak potential to generate a sale of 25 TPD of Fruits, vegetables & other Agro Products.** The said facility is situated very strategically closure to Ahmedabad Airport & Wholesale fruits market at Naroda (Ahmedabad). This facility also connects to major Agri belts, Port and Domestic City Business opportunities. **The facility is spread across close to 60000 sq. fts of land area along with massive construction & modern packhouse infrastructure approved by APEDA.**

The Development is a major landmark achievement for PRIME FRESH LIMITED as **it helps strengthens the Exports Capabilities of PFL and also it can help improve revenues from other verticals such as Domestic F&V Supply chain, Ripening, Storages and other packing & repacking services.** The Facility is equipped with all the modern facilities, cold storages, ripening chambers and other infrastructure such as sorting, Grading & packing facilities. The cumulative capacity has a potential for 40 TPD of inwards and outwards of Agro produce once it starts stabilizing & operating at full capacity over the coming few years. *This achievement supports company's assets light growth model saving almost 15 crores (Rs.15,00,00,000) of future capex and providing a huge impetus to PFL's ambitious growth plans over the coming 3 years.*

Prime Fresh Limited, listed on 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 an 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 ECOMMERCE Giants and



PRIME FRESH LIMITED

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 & food processing sector. PFL recently during quarter ending December 2023 raised 24.80 crores (INR 240.80 ML) by issue of Preferential Shares. The shareholders & Board of Prime Fresh Limited has approved the initiative to migrate to 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 on date company's total procurement & sales capacity has risen to 150000 TPA & 75000 TPA respectively.

