



Date: 25.07.2019

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001

SCRIP CODE: 540404

Dear Sir/Madam,

Sub: Updated Investor Presentation – An insight to investors

With reference to the above mentioned subject, kindly find enclosed updated Investor Presentation for Prime Customer Services Limited.

Investor Presentation is brief profile of Prime Customer services Limited (PCSL) and the sector in which company operates. It includes history of India's horticulture, About PCSL, Business models and strategies of PCSL, Management profile of PCSL and Financial statement PCSL.

Kindly take the same on your record and oblige.

Thanking you,

Yours Truly,

For Prime Customer Services Limited

A handwritten signature in blue ink that reads 'Riya Doshi' with a small star symbol at the end.

Riya Doshi
Company Secretary



PRIME CUSTOMER SERVICES LTD
INVESTOR PRESENTATION
JULY 2019

DISCLAIMER

This presentation may contain certain forward looking statements concerning the company's future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statement.

The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and the target countries for exports, ability to attract and retain highly skilled professionals, time and cost overruns on operations, our ability to manage our assets, government policies and actions with respect to the industry, fiscal deficits, regulations, etc., interest and other fiscal costs generally prevailing in the economy. Past performance may not be indicative of future performance.

The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.

GLOSSARY

Term Description

3PL	Third Party logistics
APEDA	Agricultural and Processed Food Products Export Development Authority
APMC	Agricultural Produce Marketing Committee
C&F	Clearing and Forwarding
CH	Cold Storage Hubs
CS	Cold Storage Bulk
CWC	Central Warehousing Corporation
DAC & FW	Department of Agriculture, Cooperation & Farmers Welfare
DAC	Department of Agriculture and Cooperation
FCI	Food Corporation of India
FE	Retail/ Front end
FMCG	Fast Moving Consumer Goods
F&V	Fruits and Vegetables
HMNEH	Horticulture Mission for North East and Himalayan States
HoReCa	Hotel, Restaurant, Café
MIDH	Mission for Integrated Development of Horticulture
MoA&FW	Ministry of Agriculture & Farmers Welfare
MoFPI	Ministry of Food Processing Industries
NCCD	National Centre for Cold-chain Development
NHB	National Housing Bank
NHM	National Health Mission
PACS	Primary Agriculture Co-operative Society
PH	Modern Pack House
QSR	Quick Service Restaurant
RC	Ripening Chamber
REEFER	Refrigerated container
RTE	Ready To Eat
RT	Reefer Transport
SWC	State Warehousing Corporations
TFCP	Task Force on Cold-chain Projects
WDRA	Warehousing Development and Regulatory Authority

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About PCSL





Market

- Agro-products industry
- Focus on Fruits & Vegetables (F&V)



Revenue streams (FY19)

- Supply of F&V - Rs. 370.25mn (23% YoY)
- Related services - Rs. 61.53mn (4% YoY)



Customers

- 404-B2C and 40 new customer in B2B



5 year CAGR

- Revenue - 22%
- EBITDA - 33%

Vision



We envisage to become a leading fully integrated agri value chain institution in the domestic and international agro trade

Mission

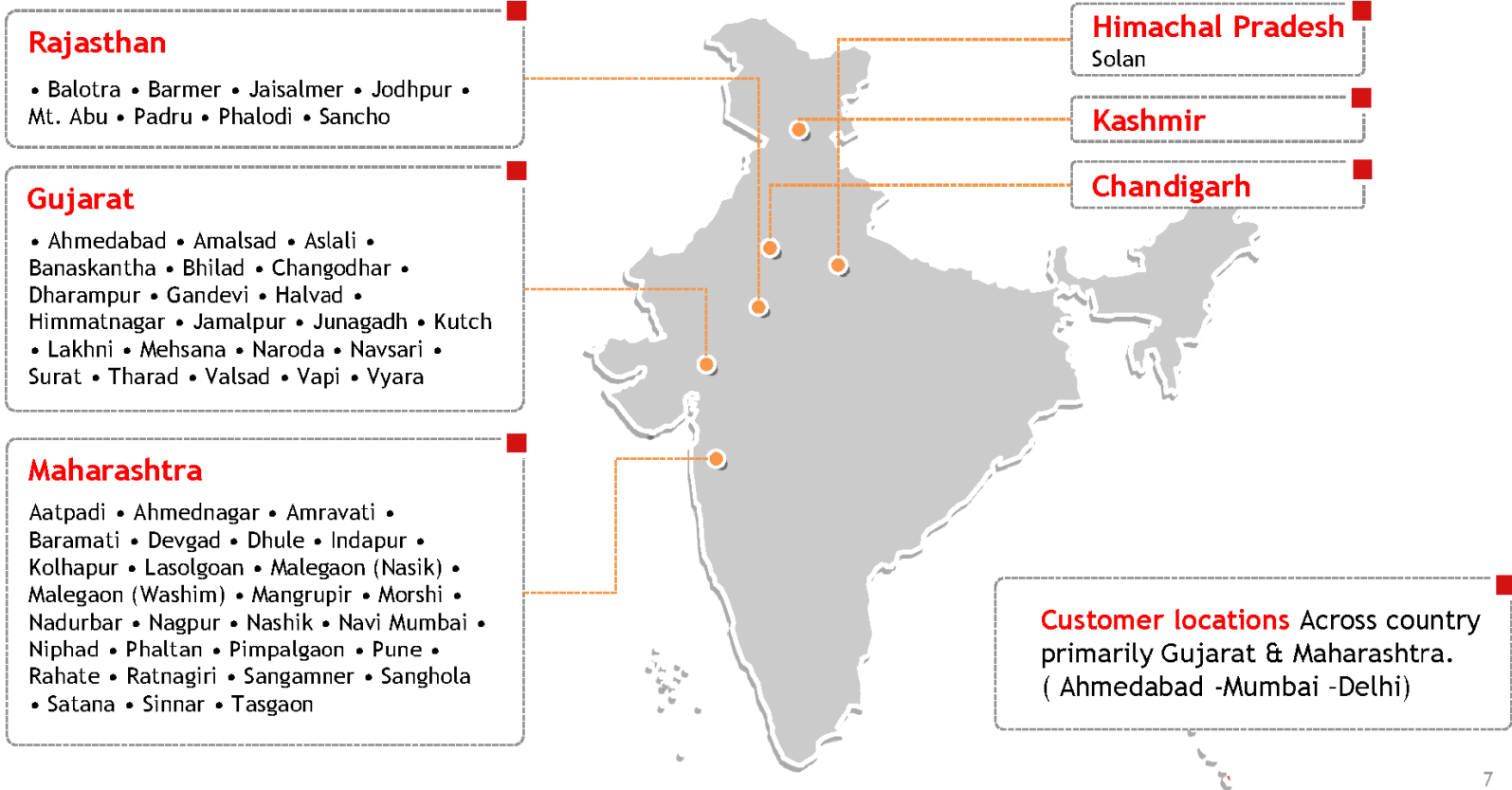


Growth - of our Clients, Shareholders and Employees

Empowerment - of our Farmers

Commitment - of providing hygienic and best quality Agro produce to domestic as well as International consumers.

GEOGRAPHIC PRESENCE



PRIME CUSTOMER SERVICES BRANDS



Prime cares for its stakeholders and delivers end to end Agri Value chain solutions from sourcing, handling, sorting & grading, warehousing, ripening, storage, packing and delivery of Fruits and vegetables



We deliver Fresh is our tag line. We extensively work towards delivering high quality fresh produce to our customers.



We plan to have a retail model where we deliver the farm fresh produce(F&V) and value added products directly at the consumers doorstep (Fruits such as Mango, Pomegranate, apple, Banana).



Supply of Fresh Fruits & Vegetables



D J Exports



Mahindra
AGRI SOLUTIONS



Warehousing Solutions & Services



Dairy
Frozen

Re-pack & Packaging Facility



3 PL (Manpower Management)

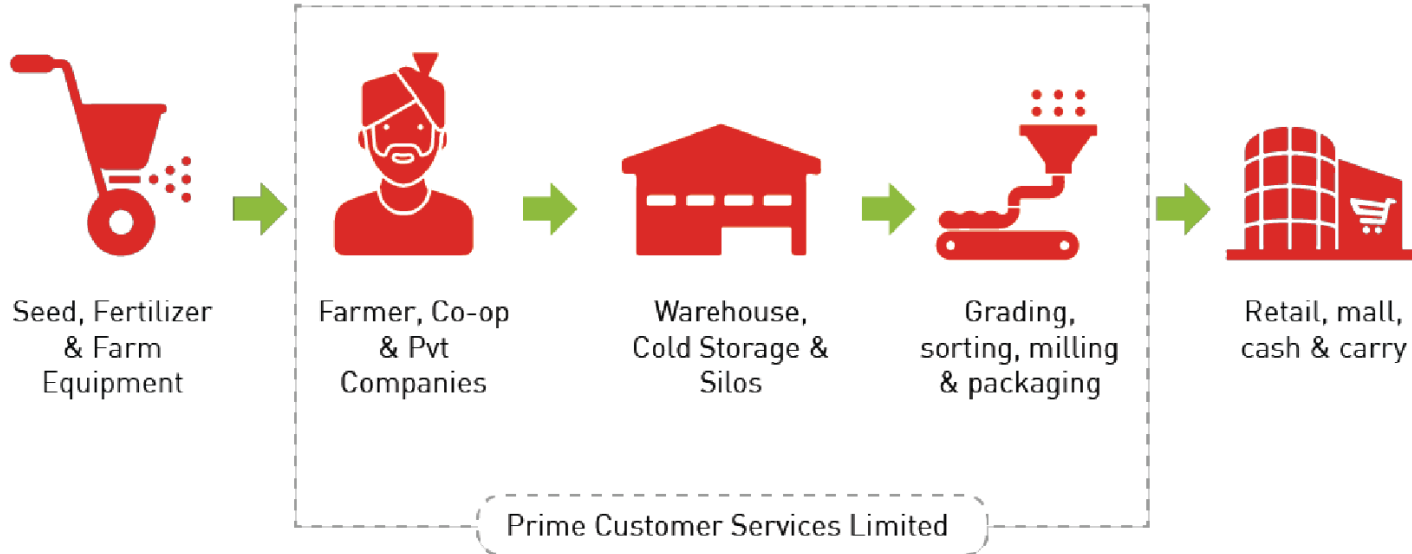


C & FA Services



Business model & strategies

PRESENCE IN F&V VALUE CHAIN



Increasing presence in the value chain gives greater price control and higher value addition at various levels