



JHANDEWALAS

125 YEARS

0141-2703308

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www.namans.co.in

Update on the company's operations and development

1. The company is expanding its business on horizontal as well as vertical lines. One year before, the company's presence was in three states. Over the last one year, we have entered in six new states. This year the company has plans to add six more states so as to be in total fifteen states.
2. To serve its network, the company has hired and appointed qualified and experienced sales team which includes sales manager in every state, all India level sales head with down the line sale team to cater to the network across the country.
3. Institutional sales are currently the company's biggest part. JFL has won a large tender of Rs. 60 Crores to supply desi ghee which is to be completed in the current financial year.
4. Quality is our core competency. It is evident from the fact that the company is also doing private labeling for some of India's most leading brands in this category.
5. Company has participated in six national and international exhibitions to cater to general trade, institutional sales and HORECA. These exhibitions are the biggest exhibitions in this category like Gulf Food (Dubai), AAHAR Delhi, FSNM Kolkata, Indus Food Greater Noida, Indian Ice Cream Expo etc.
6. By opening new wings in international market, JFL has started export to three countries: Australia, UAE and USA.
7. JFL's products are currently available in 15,000 outlets and it plans to expand them to 30,000 outlets in the next two years.
8. JFL has opened its first exclusive experience center in Jaipur and plans to open more experience centers. In these centers one can see and buy the complete range of company's products.
9. Online sales market is growing fast. JFL has created a separate department with a team of professionals and a reputed agency to cater to online sales market place like Amazon, Flipkart etc.

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10. After clearing stringent audit parameters of several institutions the company has got qualified for supplying ghee to them. All the required registrations like FSSAI, ISO, Apeda, Halal etc are part of the due diligence process.
11. JFL is emphasizing on its core product by extending its category like Gawa Ghee, Pakka Ghee, A2 Ghee, Cow Ghee, Gold Ghee and Buffalo Ghee.
12. The company also supplies to the most prestigious sweets manufacturers of the country. We expect this business to grow this year.
13. With the recently announced capital raise the company expects to grow multifold in the coming quarters and years.



Raakesh B Kulwal

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