

CIN: L51109GJ2007PLC050404

Date: 06.11.2019

To,
Corporate Relationship Department
BSE Limited
P J Towers,
Dalal Street
Mumbai – 400001



SCRIP CODE: 540404

Dear Sir/Madam,

Sub: Intimation of Investors / Analyst Meet

With Reference to the captioned subject and pursuant to Regulation 30(6) and 46(2) of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulation, 2015, we wish to inform you that Senior Management of the Company is scheduled to meet Analyst/Investor on 9th November, 2019 at Mumbai, as organised by Alpha Ideas SME with Exchange Partner: National Stock Exchange.

We would like to inform further that the presentation to be made in the aforesaid meeting is attached herewith for your reference.

The same is also being uploaded on the Company website i.e. www.primecustomer.co.in

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,

For Prime Customer Services Limited

A handwritten signature in blue ink that reads 'Riyo Doshi' with a small star above the 'y'.

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



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

- 600-B2B and 40k customer in B2C



5 year CAGR

- Revenue - 22%
- EBITDA - 33%

Vision



We envisage to become a leading fully integrated agro 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.

COMPANY OVERVIEW



Experience of 3 decades in Agriculture Supply Chain



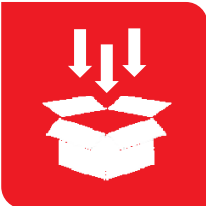
Meeting customer's requirements in F&V segment



Core competency in Supplying Mango, Pomegranate, Banana, Grapes & Onion



Network of 25,000 + Farmers, 50 + Agriculture Markets & 300 + Traders & Consolidators across 39 districts



Farming, sourcing, handling, sorting, grading, warehousing, ripening, packing, branding & delivery - All under one house



Long standing relationship over 12 years supplying F&V to companies & retail giants

VALUE PROPOSITION

- Handpicked & export graded fresh fruits
- Pomegranate procurement from 37,500 + acres & Mango from 12,000 + acres
- Farmer Network of 7,500 + for Pomegranate and 4,000 + for Mango and 200+ Aggregators
- adheres to international standards with consistent quality
- Efficient use of technology in on-boarding the farmer & rating
- Own pomegranates & mangoes via JV/Lease and contract farming
- Built extremely satisfactory & performing relationships with 3PL & pack houses in Gujarat & Maharashtra
- Certificates - APEDA, FSSAI, ISO 9000 & 22000, Dun & Bradstreet (D & B)

CSR INITIATIVES

Hosting periodic camps to impart best in class information to farmers on

- Field cultivation practices
- Diseases and pest management
- Harvesting techniques & hygiene procedures



Fair pricing for their produce

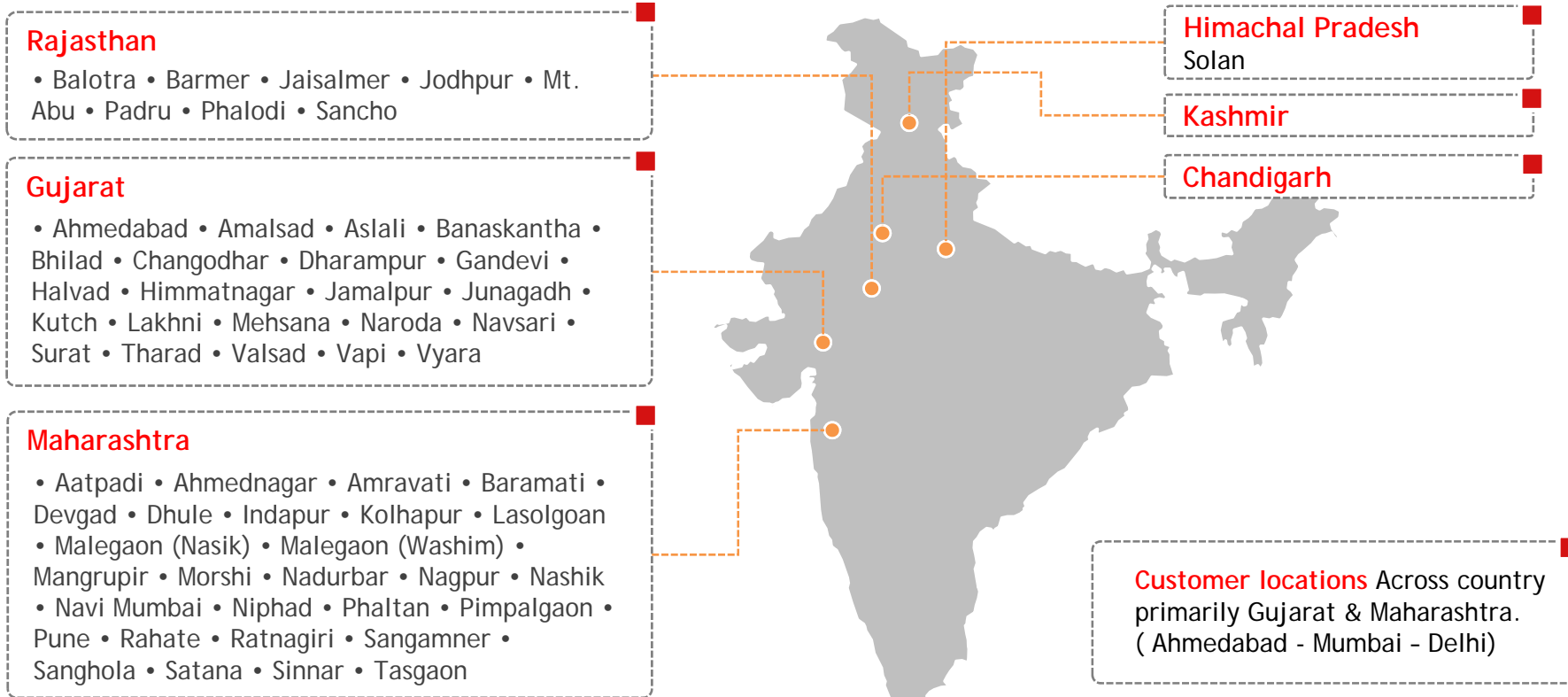


Providing grading and sorting facilities and sales channel access



Generating Employment

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).

CLIENTELE

Supply of Fresh Fruits & Vegetables



Warehousing Solutions & Services



Dairy
Frozen

Re-pack & Packaging Facility



3 PL (Manpower Management)



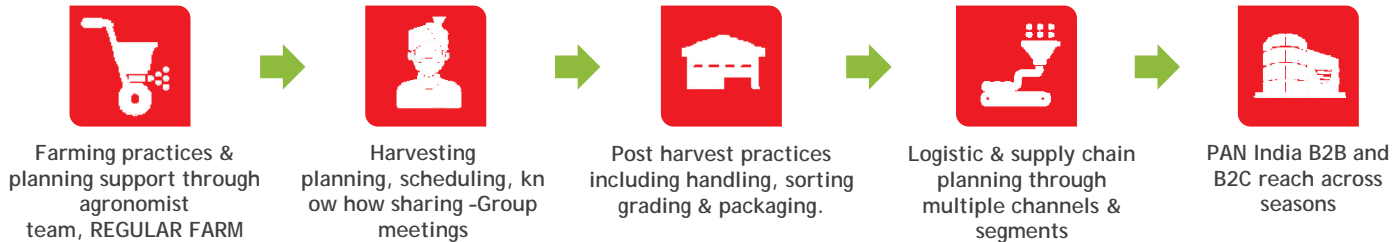
C & FA Services



Business model & strategies

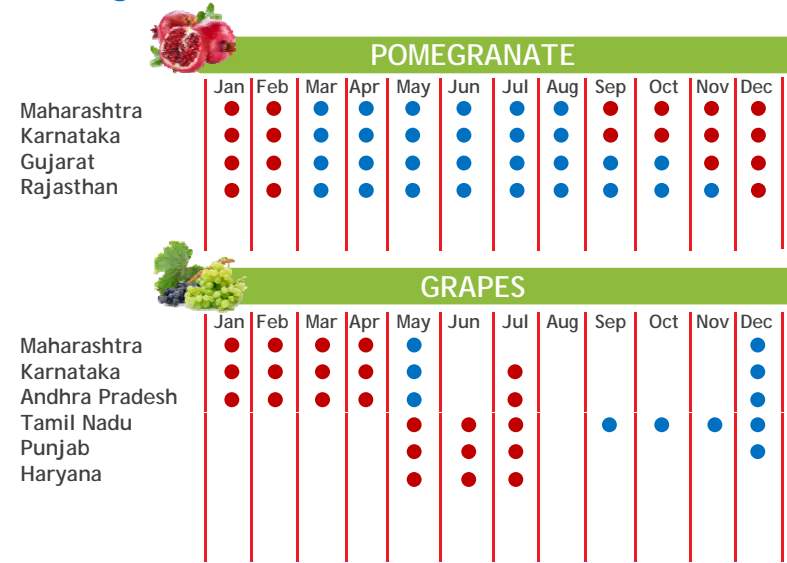
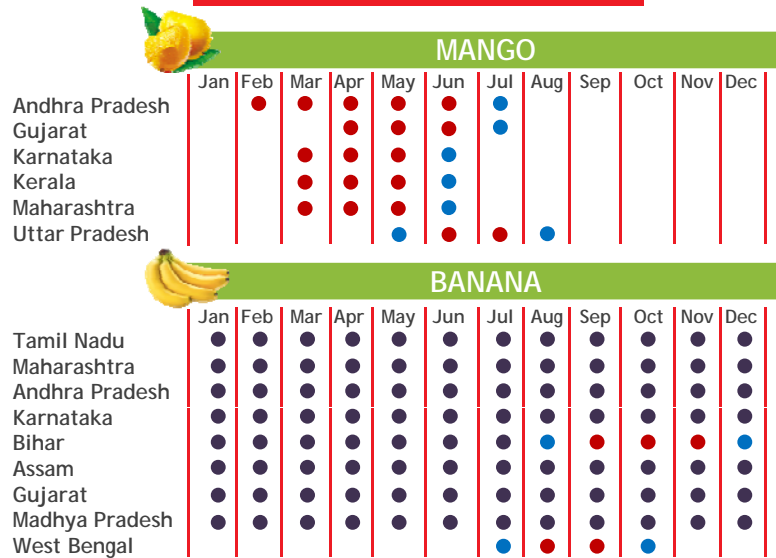


PCSL'S (F&V) VALUE CHAIN



AVAILABILITY CYCLE

● PEAK SEASON ● LEAN SEASON ● THROUGHOUT YEAR



PCSL GROWTH STRATEGY - IN EXECUTION



Three-pronged growth strategy for FY20E

1. Adding new raw material supply sources

(nos.)	FY17	FY18	FY19	FY20E
Farmer connects	8,000	15,000	25,000	33,000
APMC covered	22	38	39	52
Consolidators mapped	85	180	450	480
Collection centers	2	7	8	8

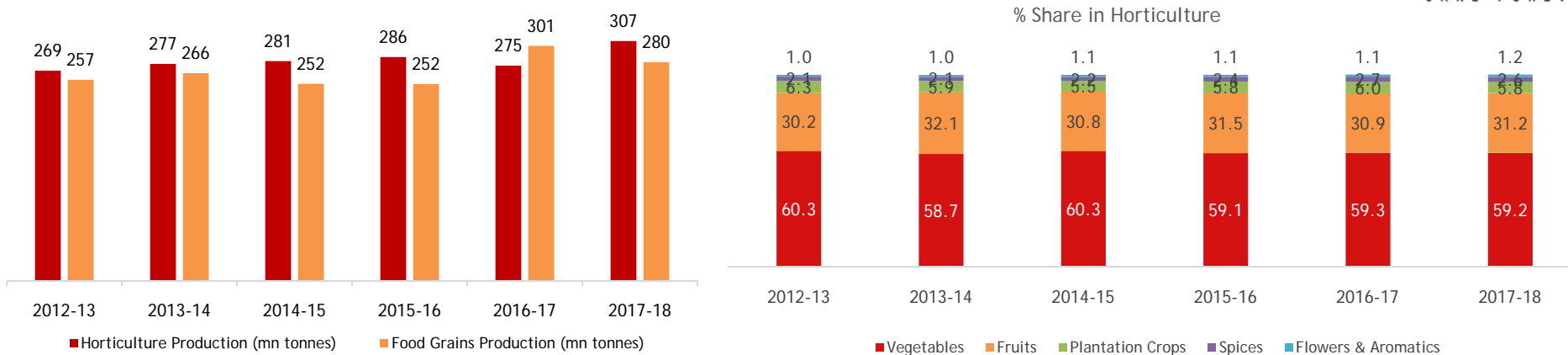
2. Adding new F&V segments

- Current: Mangoes, Pomegranate, Apple, Tomatoes, Onion, Imported Fruits and Mix Vegetables .
Adding: Banana, Orange, Grapes

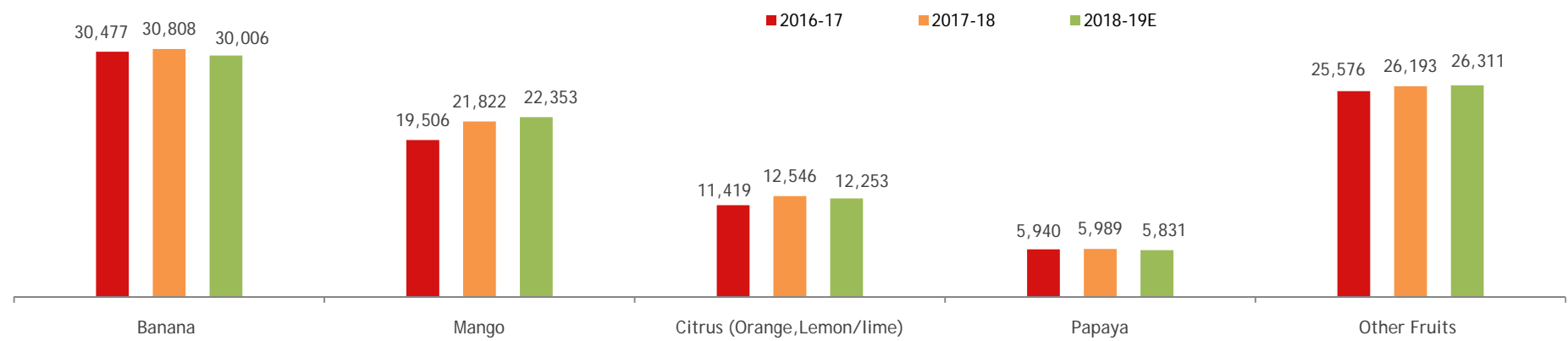
3. Adding new clients in new geographies

- North India, North East and South India

HORTICULTURE PRODUCTION VOLUME AT A GLANCE



Source: Ministry of Agriculture



Source: NHB

HALF & YEARLY UPDATE



■ In H2FY19, the company delivered a topline growth of 29.2% vs H1FY19, on the back of improved volumes of fruits and vegetables

■ Depreciation in the H2FY19 was higher by 44.6% vs H1FY19, as the company had to write off assets

■ In H2FY19 PAT saw a dip of 9.9% vs H1FY19 on the back of higher income taxes. However, PAT for H2 FY19 is up by 11.37% over H2 of FY18

■ FY19 saw a couple of non-recurring expenses in nature comprising of legal and one time asset write off, however Profit after taxes (PAT) was still higher by Rs 2.6 millin growing 26% YoY

GROWTH CATALYST OVER THE NEXT 3 YEARS



■ PCSL currently operates in Western India and select North and North eastern region of the country for procurement of pomegranate, mangoes, onion and tomatoes and aspires to increase its footprints and F&V offerings

■ Increasing its footprints beyond the domestic boundaries tapping global markets, this entails building a right team in the value chain, thus capitalising on the opportunities present in F&V industry globally

■ Strengthening its Brand " PRIME FRESH" by increasing its touch points through expansion for its F&V acquisition

■ Leveraging technology through social media and online platforms to tap different pockets for sales

■ Catered to 40,000 Direct customer in Mumbai and Ahmedabad and aspire to address 1,00,000 customer by June 2020E

GROWTH CATALYST OVER THE NEXT 3 YEARS



Geographic expansion advantages:

- Large chunk of revenues from APMC and General trade from North & north eastern region, adding newer states in North and North eastern part of India
- Limiting the dependence on buyer thus de-risking the business operations
- Grading, Sorting and Packaging will vary thus bringing further improvement resulting in customer satisfaction, retention and repeat business from clientele.

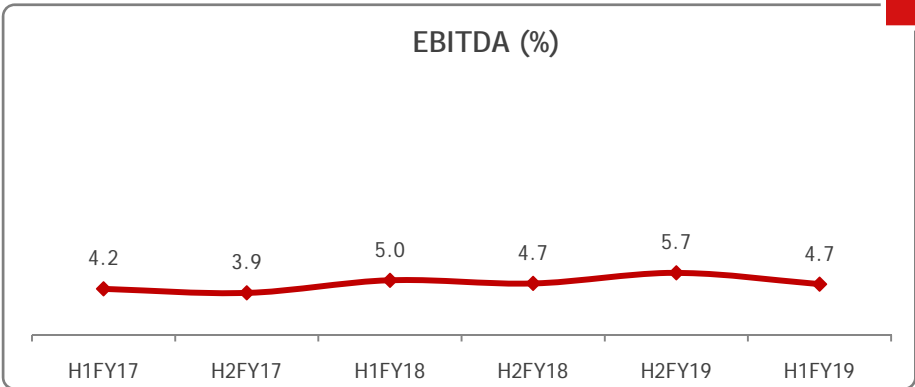
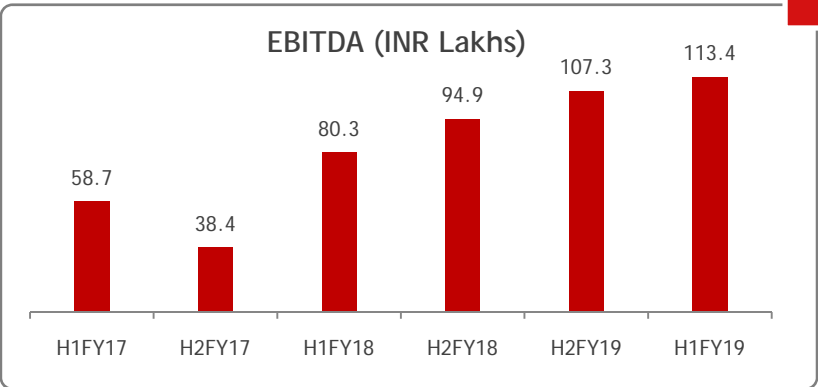
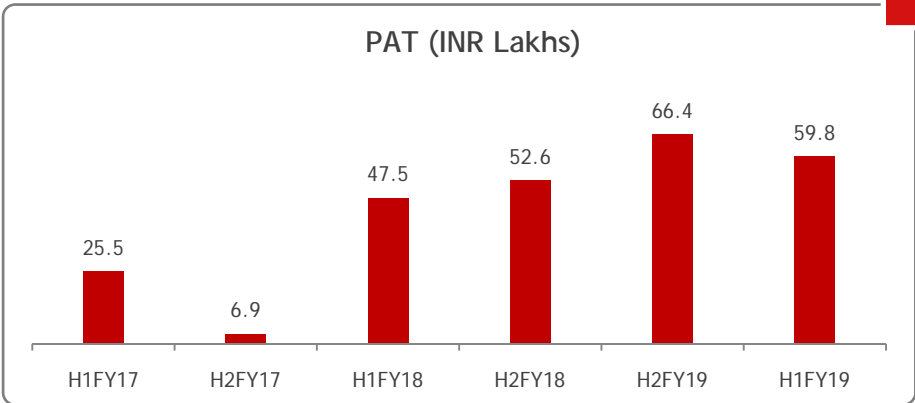
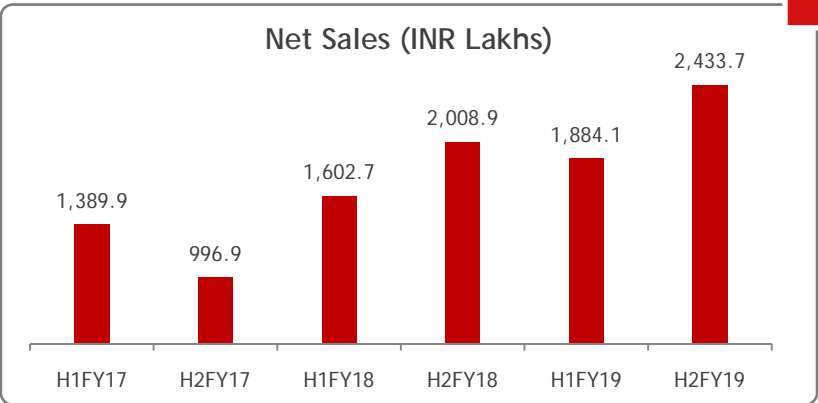
Increasing the F&V categories advantages:

- Company is going to add more F&V categories like Grapes, Banana, Orange and few other vegetables thus engaging with new clients both in the domestic and international markets
- Amassing further experience in the F&V segment and sourcing more F&V through its farmer network and strengthen its position in across 40 Districts in Maharashtra ,Gujarat & Rajasthan.
- The above strategy will ensure better sales growth and increase in profitability over a period of time

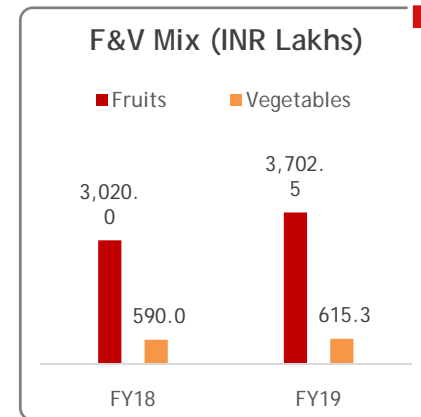
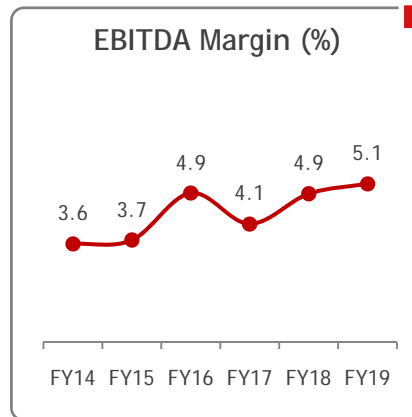
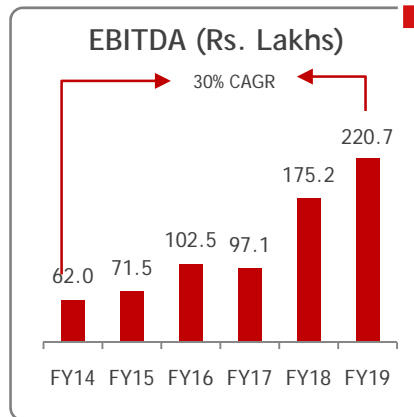
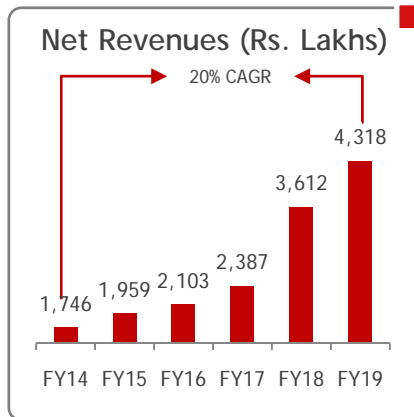
Seasoned player in the F&V segment:

- More than a decade of experience PCSL has developed its competencies around building, owning , operating and transferring F&V DCs and CCs
- Developing and Maintaining deeper relations with farmer community and its customers which creates a barrier for new incumbents to the business
- The experience has enabled PCSL to setup 6 collection centres, 3 DCs and 2 integrated pack houses in next 18 months

SOUND FINANCIAL PERFORMANCE - HALF YEARLY

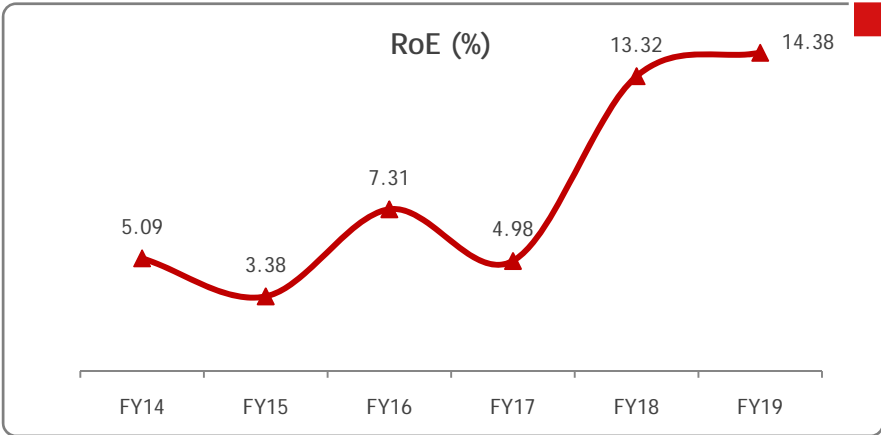
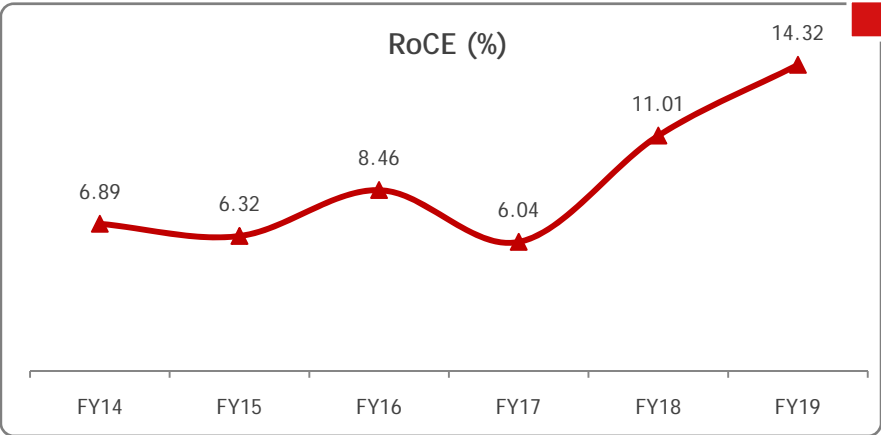
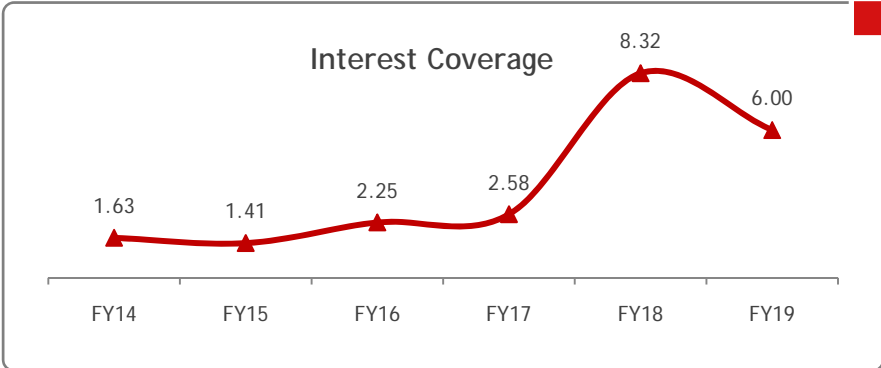
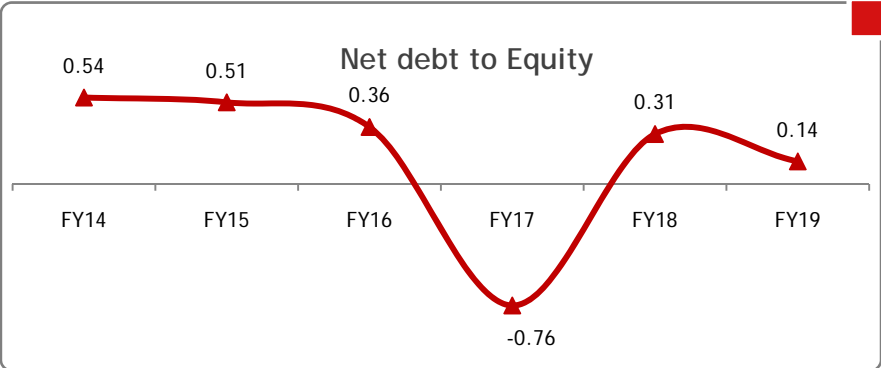


SOUND FINANCIAL PERFORMANCE

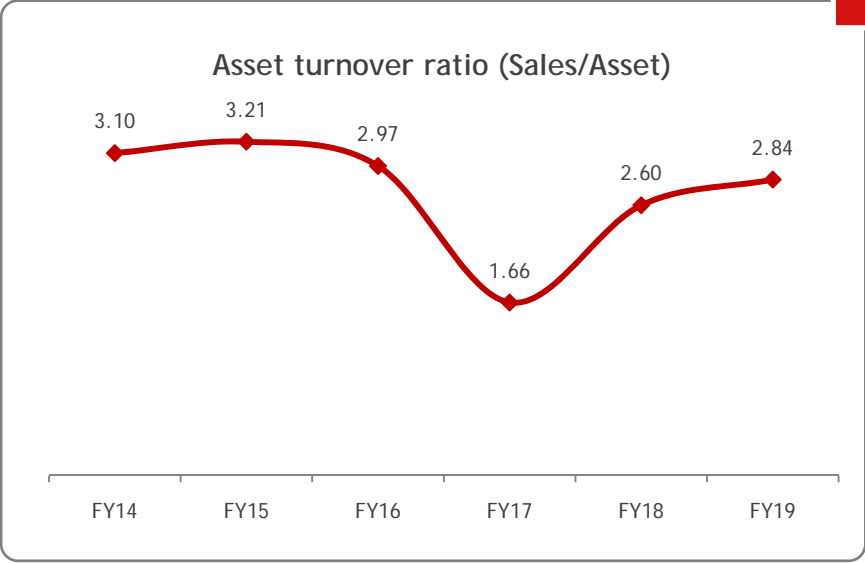
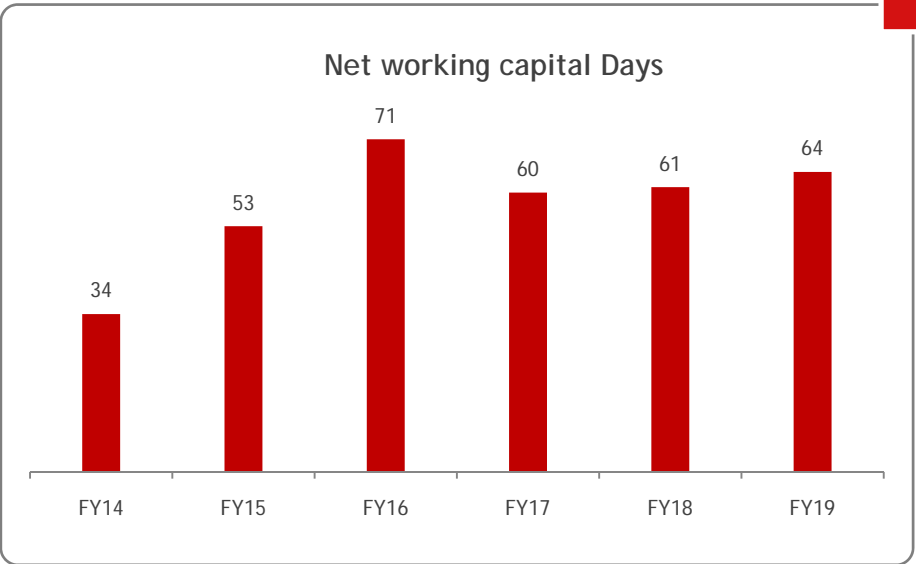


PCSL's robust business model, growth strategy under execution, financial strength and growing market demand are catalyst for growth

IMPROVING RETURN PROFILE WITH LOWER DEBT



SOUND FINANCIAL PERFORMANCE



Management profile



EXECUTIVE MANAGEMENT



Jinen Ghelani (Chairman)

- 23 years experience in Retail, FMCG and horticulture in India.
- His role is pivotal for the company in identifying, negotiating and implementing new business opportunities. His rich experience includes
- procurement, operations and sales aiding the companies operation in tough business conditions.
- Through his involvement in the business, he is focussed on increasing the scale of operations and building a stronger network of farmers



Hiren Ghelani (Director)

- A business enthusiast with passion for research has leveraged this competence in the field of F&V sector's growth strategy.
- A Veteran of the capital markets with a plethora of experience of 21 years in networking, resource allocation, team building and identifying new business opportunities
- Being a key member and a wheel of growth for the companies operations, he is involved in constructing and implementing strategies that add value to the business and enhance the overall shareholders value



Umesh Patel (Independent Director)

- 31 years of deep & solid experience of Food processing sector and APMCs trade in Fruits and Vegetables sector
- Expertise in food processing & procurement bandwidth for Mangoes and Tomatoes aids in making further in-roads deeper in to Gujarat and Maharashtra
- As a part of the PCSL family, his assistance towards improving efficiency and increasing productivity are of prime importance



Brijesh K Misra (Independent Director)

- 30 years of experience and a strong understanding of the industry with a degree in B.Sc. (Agri.) and M.S. (Agri.) in Horticulture
- He is proficient in agro-product marketing in generating, monitoring and managing sales of the products, licensing of central & state agriculture and quality control department, product trials & demonstrations and farmers meetings.
- His vast experience and wide network relationships are source for expansion in various F&V producing regions.

Financial statements



FINANCIAL STATEMENTS



Profit & Loss statement - Half Yearly

Particulars (Rs. Lakhs)	H1FY17	H2FY17	H1FY18	H2FY18	H1FY19	H2FY19
Total revenue from operations	1,391.8	997.6	1,603.4	2,009.0	1,884.1	2,434.1
Total expenses	1,333.0	959.2	1,523.1	1,914.1	1,776.8	2,320.7
EBITDA	58.7	38.4	80.3	94.9	107.3	113.4
EBITDA margin (%)	4.2%	3.8%	5.0%	4.7%	5.7%	4.7%
Depreciation and Amortization Expenses	9.7	10.2	8.1	8.3	5.4	7.8
EBIT	49.0	28.2	72.2	86.6	101.9	105.6
Other income	1.8	0.7	0.8	0.1	0.0	0.5
Interest	13.6	16.3	7.9	11.1	14.1	20.5
EBT	35.4	11.9	64.2	75.5	87.8	85.1
Tax expense	10.0	5.0	16.8	22.8	21.4	25.3
Profit after tax	25.5	6.9	47.5	52.6	66.4	59.8

FINANCIAL STATEMENTS



Profit & Loss statement - Annually

Particulars (Rs. Lakhs)	FY15	FY16	FY17	FY18	FY19
Total revenue from operations	1,959.5	2,103.5	2,386.8	3,611.7	4,317.8
Total expenses	1,890.3	2,002.1	2,292.3	3,437.3	4,097.5
EBITDA	69.1	101.4	94.6	174.4	220.2
EBITDA margin (%)	3.65%	4.87%	4.07%	4.85%	5.11%
Depreciation and Amortization Expenses	29.7	31.8	19.9	16.4	13.2
EBIT	41.8	70.7	77.3	158.8	207.5
Other income	2.4	1.2	2.6	0.8	0.5
Interest	29.6	31.4	29.9	19.1	34.6
EBT	12.2	39.3	47.4	139.7	172.9
Tax expense	3.9	12.2	14.9	39.6	46.7
Profit after tax	8.3	27.1	32.4	100.1	126.2

FINANCIAL STATEMENTS



Balance Sheet

Particulars (Rs. Lakhs)	FY15	FY16	FY17	FY18	FY19
Share capital	91.6	152.2	349.3	349.3	349.3
Reserves and Surplus	155.2	218.5	302.2	402.2	528.4
Non-current liabilities	205.7	53.1	5.1	282.1	179.9
Current liabilities	158.5	283.6	779.7	357.2	461.0
Total Equity and Liabilities	611.0	707.4	1,436.3	1,390.8	1,518.6
Non-current assets	149.4	123.9	127.9	112.1	98.6
Current assets	461.6	583.4	1,308.3	1,278.7	1,420.0
Total Assets	611.0	707.4	1,436.3	1,390.8	1,518.6

Annexure



FARM VISIT AND INTERACTION



FARM VISIT AND INTERACTION

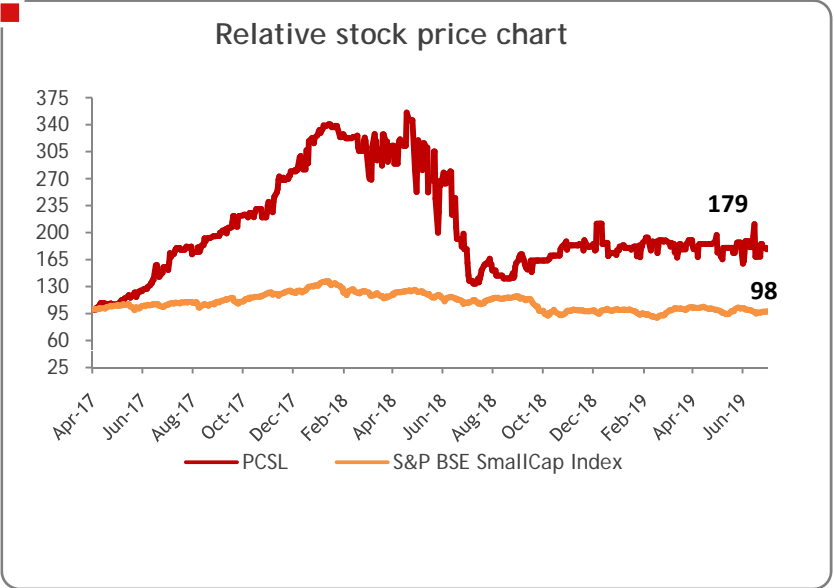
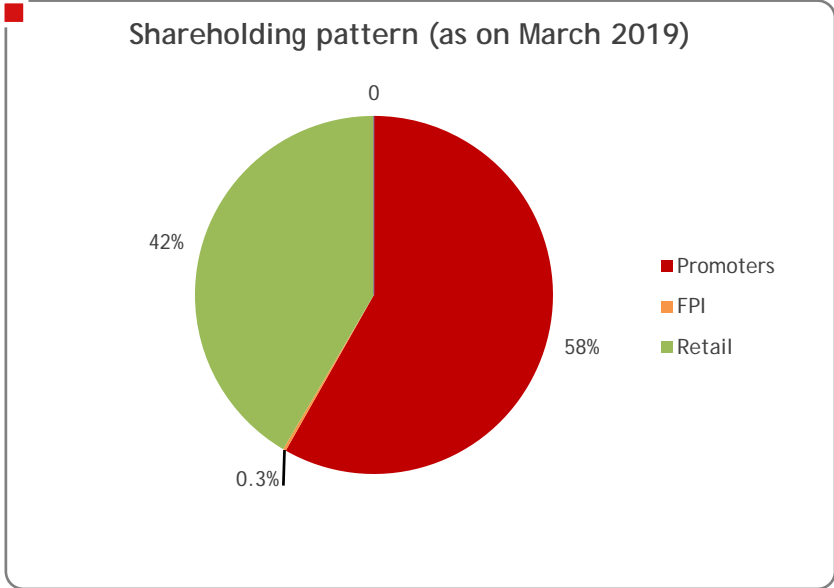


STOCK INFORMATION



- Market cap (INR) - 3,771 lakhs
- Shares outstanding March 2019 - 34.9 lakhs

- Exchange code: 540404 (BSE)
- Bloomberg code: PRIME:IN



As on 4th July 2019

CONTACTS



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