

Date: 06.01.2024

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

SCRIPT CODE: 540404

Dear Sir/ Ma'am,

Subject: Business update with ITC Limited

With reference to the above cited subject, Please find the Business update with ITC limited.

Please consider the said intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the above on your record.

For Prime Fresh Limited

Jinen Chandrakant
Ghelani

Digitally signed by Jinen Chandrakant Ghelani
DN: cn=Jinen Chandrakant Ghelani, o=Prime Fresh Limited, email=jinen@primfreshlimited.com, c=India
Date: 2024.01.06 11:47:39 +05:30

Jinen Ghelani

Managing Director & CFO

DIN: 01872929

Place: Ahmedabad



BUSINESS UPDATE WITH ITC LIMITED

We are pleased to announce that we are collaborating with ITC Limited for our Fruits and vegetables supply chain Business.

Prime Fresh Limited has entered into an arrangement with ITC Limited for collaboration/ Business Development with ITC to strengthen each other's Fruits, vegetables & frozen foods Distribution, sales and marketing arrangements.

We will work with team ITC for Fresh F&V & Frozen vegetables and other categories covering Banana, Oranges, Green peas & other opportunities SKUs as a supply chain partner for strengthening overall Business across Maharashtra, Uttarakhand, UP and Delhi NCR.

This association will ensure higher volumes, better procurement efficiency & enhanced deployment of the backend team, sales team and facilities.

This arrangement aims to foster stronger connect among stakeholders, encourage knowledge sharing, and create a platform for innovative ideas and new initiatives. By bringing together like-minded individuals and organizations, we aspire to drive positive change, elevate industry standards, and collectively contribute to our shared goals.

