

Date: .29.11.2023

To,  
Listing Department,  
The Bombay Stock Exchange Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street  
Fort, Mumbai-400001

Company Code: 540404

Dear Sir/Ma'am,

Subject 1: Prime Fresh Limited's initiative for Business Expansion in Uttarakhand

Subject 2: Our Meeting with Uttarakhand Government Officials on Tuesday, 31<sup>st</sup> October, 2023, followed by meeting with the Chief Minister of Uttarakhand Mr. Pushkar Singh Dhami and Finance Minister of Uttarakhand Mr. Prem Chand Aggarwal and submission of our Letter of Interest/Business Proposal. (Annexure-1)

Subject 3: Submission of Memorandum of Understanding (MOU) and proposal by Prime Fresh Limited to Government of Uttarakhand dated 01.11.2023 (Annexure-2)

Ref 1: Proposed visit to Uttarakhand by team Prime Fresh Limited on 08- 09<sup>th</sup> December, 2023 as per invite received from the Government of Uttarakhand

*With regards to the above mentioned subject, and pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 we wish to inform that team Prime Fresh Limited has been **proactively working** for expansion of its business in the state of Uttarakhand and have visited various cities, villages and taluka's since last few years.*

*The State Government of Uttarakhand had arranged the Road Show in Ahmedabad at Gujarat Chambers of Commerce and Prime Fresh Limited was invited for the meeting **with the Government officials of the state of Uttarakhand.***

*During, the meeting held on Tuesday, 31<sup>st</sup> October, 2023 detailed letter of interest for investment in the state of Uttarakhand was submitted by our Chairman and Managing Director Mr. Jinen Ghelani (DIN: 01872929) to the officials copy of which is attached herewith as "**annexure-1**"*

Subsequently, on 01<sup>st</sup> November, 2023 during one to one meeting with the official we had submitted MOU for investment in the state of Uttarakhand. Copy of MOU is attached herewith as Annexure-2.

**Further development:** On 28<sup>th</sup> November, 2023 Our Chairman and Managing Director Mr. Jinen Ghelani (DIN: 01872929) received an E-mail from Uttarakhand Government to participate in Global Investor Summit on 8-9th December, 2023.

Kindly find this in compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015.

Thanking You.

For,  
**PRIME FRESH LIMITED**

**JASMIN**

**JAYKUMA**

**R DOSHI**

**JASMIN DOSHI**

**COMPANY SECRETARY**

Digitally signed by JASMIN  
JAYKUMAR DOSHI  
DN: c=IN, o=Personal,  
postalCode=380015, st=Gujarat,  
serialNumber=F808221687513D7  
2E4F42BADF67D11281992E4691  
26B292F0CF4480259F5A5CA,  
cn=JASMIN JAYKUMAR DOSHI  
Date: 2023.11.29 16:11:41 +05'30'



**Encl: As stated above**

**Annexure-1- Letter of Interest for investment**

**Annexre-2- Submission of Memorandum of Understanding**



Date: 31.10.2023

## PRIME FRESH LIMITED

To The Chief Minister of Uttarakhand Government

**Subject: Letter of Interest (LOI) for investments in the state of Uttarakhand by PRIME FRESH LIMITED, Ahmedabad-Gujarat**

Respected Shri Pushkar Singh Dhama

*"Prime Fresh Limited (PFL), Listed on BSE is a 16 years old well established Agriculture Supply chain logistics and post-harvest management company having 100 cr turnover and Networth of 30cr for the financial year ending FY2023. PRIME FRESH LIMITED is Head quartered and registered in Ahmedabad ROC, working since 2007.*

*Prime Fresh is working on various initiatives and new projects in Fruits and vegetables supply chain Business from Agriculture Inputs Selling, Farming, Post harvest management to Market linkages & Food processing, value additions and Direct to Consumer projects.*

*PFL is always keen to work for the betterment of our country and strongly believes in "One Nation One Vision". Prime Fresh is looking forward to collaborate & work very closely with Uttarakhand Government, Horticulture departments, Agro Board and other such Institutions.*

*Prime Fresh Limited-Ahmedabad, is looking forward to policy support, land allocation and working to identify land, food parks, waste lands and any such enablers.*

*Management of Prime Fresh Limited is willing to meet and discuss their Vision and projects at right levels across all departments, institutions, authorities and decision makers to understand support, directions & Possible Resources allocation required.*

### **Prime Fresh Limited (Key Highlights, Capabilities, Achievements)**

- 100000+ farmer network
- 75 apmc partners
- 2400 suppliers and local area aggregators
- 30+ large corporate B2B buyers
- 20+ Exporters
- 4000+ SME (GT buyers)
- Network in 6 countries for Exports
- Tie up with 35+ cold storages and warehouses
- Network and presence with more than 50000 b2c buyers.
- 15+ core team members of Agri professionals.
- 20+ middle level management team





*We deliver fresh*

- Presence across 17 states in India
- 750+ overall full time employees
- 100000+ Employment generation directly, indirectly and through impact
- 14+ location of Procurement, Operations and Sales.
- 5 Lacs plus tonnes per annum of operational capacity (inward, outward, sorting, grading, cleaning, loading, unloading) of various agri produce.
- 7+ seasonal collection centres for various FnV produce.
- 10+ tie ups with 3rd party collection centres of FnV.
- 70+ SKUs (core portfolio of 9 products)
- Closely working and collaborating with 20+ Agri Start ups

## PRIME FRESH LIMITED

*Prime Fresh essentially performs and manages various kinds of operations like,*

- Farm to Fork
- Farm to APMC market
- Farm to packhouse (Exports Packing)
- Farm to DC (of Modern trades)
- Farm to Food Processing Unit
- APMC to own DC/Packing center to DC (Distribution Centre)/ FC (Fulfilment Centre) of Clients like Ecommerce, Modern Trade/ Organized Retailers or other small SME /B2C businesses
- Farm to Consumers

### **Our Interest, Proposal & Way forward:**

*At Prime Fresh Limited, we aspire to extend & expand our Operations in Uttarakhand State of India to add value to entire Agri Value Chain ecosystem.*

*Team Prime Fresh Limited has phenomenal understanding, experience, expertise, network & capabilities to play a vital role in Agriculture, Food processing, Food Distribution, Food Preservation, Food storages & Exports. PFL would be delighted to be a part of Development & growth Journey of Uttarakhand State of India.*

*Prime Fresh Limited, its associate group companies & its partners or any such new companies propose to Invest Rs.33-40 cr (Thirty three to forty Crores) in the State of Uttarakhand over the coming 5 years to establish various value chain, end to end Agri Business Operations related projects such as:*

#### **1) Farming**



*We deliver fresh*

2) Rural Ecosystems Development through farmers Development, Employment projects, Skills upgradation programmes and infrastructure creation.

3) Setting up collections & Distribution centres for Agriculture Produce

4) Supporting and setting up JVs Partnerships for Food processing ecosystems.

5) Tieup with FPOs, Farmers Groups, Food Distribution activities, Exports, Organic farming, Value addition projects and any such Hand holding products for the mutual benefits of all stakeholders."

Thanking You,  
For, Prime Fresh Limited

Jinen Ghelani  
Managing Director & CFO  
DIN: 01872929  
Mobile No: 9909032633/634



**MEMORANDUM  
OF  
UNDERSTANDING (MoU)**

This MoU is entered on 01 day of NOV. 2023

Between

PRIME FRESH LIMITED  
102, SANSKAR 2  
POLYTECHNIC RD  
AMBAWADI  
AHMEDABAD  
GUJ 380015

&

Government of  
Uttarakhand

wherein

M/s PRIME FRESH LIMITED, wishes to establish the following project(s) in Uttarakhand-

Project Brief	Location	Minimum Investment (in INR Crore)	Direct Employment (in number)	Expected date of commencement
1. POST HARVESTING SUPPLY CHAIN MANAGEMENT - COLL. CTR - DIST. CTR - PVT AGRI MKT - FOOD PROCESSING	3-4 DISTRICTS AFTER R&D	23.0 CR	540	STARTING JAN 2024 STAGGERED INVESTMENTS OVER 5 YRS PERIOD.
2. FARMING - LEASE - CONTRACT		15.0 CR	1280	

Government of Uttarakhand would facilitate the investor to obtain all necessary approvals/clearances for commencement of the project. The MoU shall remain valid for a period of 12 months.

On behalf of PRIME FRESH LTD

On behalf of Govt of Uttarakhand,



JINEN GHELANI  
9909032633











