

14th December, 2020

BSE Limited

Corporate Relations Department,
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai- 400001

SUB : White Organic's sets up technology for Geographical Indication tagging on Veggies and Fruits in Maharashtra, India.

Since the general public is becoming more and more aware nowadays about the benefits of Organic farming practices over traditional farming. The biggest question of the customer is the origin and authenticity of any organic food products consumed. Organic Agro Practices and its food-related logistic services in the future shall be considered as one of the most essential business in India. Increased efforts are needed to ensure that food value chains function well and promote the production and availability of diversified, safe and nutritious food for all. Objective in doing this, is to give transparency and belief to the customers are of paramount importance.

Imagine, consuming the vegetables and fruits on daily basis with a knowledge of its accurate geographical longitude and latitude position along with time stamp of harvesting details. The management is pleased to have setup the technology for the first time, to provide our customers with fresh quality fruits and vegetables.

Geographical Indication (GI) is a sign used on a product which cannot be replicated anywhere else in the world with its exact uniqueness and Quality except the indicated geographical region. Geographical Indications (GI) is a sign used on products to indicate its specific geographical region of Origin and its unique qualities imparted from that geographical region. Products that indicate a unique quality obtained from a specific region due to traditional practices, vegetation, topography are called as GI Products.

As a pilot project, for its retail division, would be setting up the pilot project for GI Tagging on its fruits and vegetables and this would be our major step towards providing transparency to customers, within the enormous scope of organic agro activities. The management has initiated the certification process for getting the GI Tagging for its products and it shall be done in due course. The management believes this step will certainly boost the customers faith and belief in the products.

White Organic Agro Limited

Sd/-

Darshak Rupani

DIN: 03121939

Managing Director

Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.