

**16<sup>th</sup>**  
**ANNUAL**  
**REPORT**  
**2022 - 2023**

**PRIME FRESH LIMITED**

A TOP 2000 BSE LISTED COMPANY





## Glimpse of PFL's Collection and Distribution Centers (DC & CC)





# PRIME FRESH AT A GLANCE

## Introduction



- Founded in 2007 & Head Quartered in Ahmedabad
- 24\*7 operations across 19+ locations round the year
- Listed on BSE SME since Mar 2017
- Leading F&V Post harvest management company
- 20+ core team members of Agri professionals
- Presence across 17 states in India

## Market Reach



- Export network in 6 countries
- 2400 suppliers & Local Area aggregators
- 85+ APMC partners
- 20+ Exporters
- 4000+ SME (GT buyers)
- Network across 35+ pack houses and cold storage facilities in Gujarat, Maharashtra & Rajasthan
- Company's own 6 DC across Gujrat, Maharashtra, Hyderabad, and Delhi
- Selling capacity is 60000 TPA

## Business



- 300+ Tons F&V handled daily
- 16+ Locations of Procurement, Operations & Sales.
- 5.5 Lacs+ tones p.a. of operational capacity(inward, outward, sorting, grading, cleaning, loading, unloading)of various Agri produce
- 16+ seasonal and full time collection centers for various FnV produce

## Certifications



- FSSAI
- APEDA
- Rated by CRISIL
- ISO: 9001:2015

## USP



- 110000+ Farmers Network, PAN India Presense
- Strong relations with 30+ Ecomm and retail giants
- Help farmers in minimizing Post-harvest loss
- 75+ SKUs (core portfolio of 9 products)
- Omni chanel sales Model
- 150000 TPA capacity of FnV procurement (150 Tones per day of Onion)

## Financials



Last 5 years Growth in CAGR terms in:-

- Sales Revenue – 21.39%
- PAT – 37.64%

**Note:** (As of Fy2023)

# PRIME FRESH LIMITED

## CORE VALUES



### Integrity

To be ethical, honest and transparent



### Prospect

Equal growth opportunity for all



### Teamwork

Valuing diverse perspectives and working together to achieve common goals.



### Empowerment

To be ethical, honest and transparent



### Farmer Centric

Upliftment of quality life of our Farmers



### Build

To build a sustainable long-lasting institution.



### Transformation

Technology lead transformation – to walk with the trend and master it.



### Organised Approach

Becoming significant player in formalization of FnV sector.



### Collaboration

Collaborate to create the synergy effect.



### Adaptability

Embracing change and being agile in response to evolving market conditions and customer needs.



### Accountability

Being reliable and delivering on promises made to stakeholders.



### Excellence

Striving for high-quality products, services, and performance.



### Sustainability

Operating in a way that considers the long-term impact on the planet and society.



### Community Engagement

Supporting social initiatives and making a positive impact beyond profits.



### Safety

Prioritizing the safety and well-being of employees, customers, shareholders and the public.





# IN PURSUIT OF PROGRESS

## Scalability with Efficiency, Sustainability and Effectiveness

- Incredible existence of 16+ years in F&V Supply Chain, with 300+ tons of fresh produce handled daily and being driven by a core team of 20+ professionals.
- Revolutionising the industry with innovative solutions, sustainable practices, and exceptional service to ensure fresh, hygienic and nutritious fruits reach every corner of the world.
- Adding value to farmers for embracing modern agricultural practices and technology to optimize farm management.
- Encouraging and supporting sustainable farming practices, that avoid overuse of pesticides, chemicals and water to preserve biodiversity by supporting a healthier ecosystem such as organic farming, permaculture, and regenerative agriculture.
- Connecting growers, suppliers, logistic partners, Agri Infrastructure owners, retailers and consumers seamlessly across the nation by leveraging cutting-edge technology, sustainable practices and a passionate team.
- Improving **transparency** throughout the **supply chain** to track the origin, handling, and transportation of fresh produce.
- Strengthening and utilizing the **storage and cold chain infrastructure** to maintain the quality and freshness of produce from the farm to the consumer.
- Efficient and **optimising transportation** to reduce product losses and maintain the nutritional value of fruits and vegetables.
- Developing **sustainable and eco-friendly** packaging solutions that protect produce while reducing environmental impact.
- Addressing **food waste** at every stage of the supply chain.
- Implementing robust **quality control measures** to ensure only high-quality produce enters the supply chain.
- Encourage **diversification** of markets for both producers and supply chain partners.
- Fostering **collaboration** and information sharing among stakeholders in the supply chain.
- **Educating consumers** about the benefits of buying fresh fruits and vegetables.
- Responsibly contributing to **reduction of Greenhouse Gas Emissions** by implementing efficient transportation, distribution and storage methods.
- Educating the farmers & business associates about **water conservation, waste reduction, pre & post harvest practices, better packing solutions, sustainable and ethical practices** can help protect natural resources and support responsible agricultural practices.



## Our Founding Principles and Sustainable Vision:

Creating sustainable Agri supply chain eco system for the benefit of stakeholders at large with the focus on equality and committed to delivering the freshest and highest-quality fresh produce while empowering communities and promoting environmental stewardship throughout the supply chain along with related services.



## Mission: Focus on Growth, Empowerment and Commitment – GEC

- **Growth** – of our Customers and Stakeholders
- **Empowerment** – of our Farmers
- **Commitment** – of providing hygienic and best quality Agro produce to Domestic as well as global consumers.



## Prime Fresh Journey(1/4) – Key Milestones

2007-2008

2007

- Started with a small FnV warehouse.
- ideated and initiated home delivery in special designer vans
- Started with our 1st facility of 3PL services for Fruits & Vegetable in Ahmedabad for Aditya Birla Retail.
- Started with trading & Value added FnV services.

2008

- Started with our second facility of 3PL services for Fruits & Vegetables and Dairy Frozen Category for Reliance Retail
- Started providing Training, HR Management and Manpower placement services to the corporate clients

2009-2010

2009

- Started services of hygienic packed food to the corporate in Ahmedabad in April 2009
- Started our bulk trading of fruits in APMC Ahmedabad September 2009.

2010

- Started providing skilled manpower to the corporates
- Started our first 3 PL services for Intas Pharma in the packaging industry in the Pharmaceutical sector



## Prime Fresh Journey(2/4) – Key Milestones

2011

- 4th 3PL facility in F&V and Dairy & Frozen category for Aditya Birla Retail in Mumbai.
- 5th 3PL facility for F&V for Reliance retail in Pune.
- 1st warehousing facility for Pharmaceutical industry in May for Intas Pharma in Ahmedabad.
- 1st warehousing facility for FMCG industry for Waghbakri Tea in Ahmedabad.

2012

- Introduced first refrigerated mobile van for Fruits & Vegetables in Ahmedabad.
- Established our first wholesale Fruits & Vegetables Shop facility in Ahmedabad.
- Established first ripening chamber cum cold storage facility at Ahmedabad.
- Started our collection centre facility for F&V at Pratij.

2013-2014

2013

- Started our 6th 3 PL facility for F&V For Subji India in July 2012 and 2nd in Pune.
- Started supply of F&V to food processing companies.

2014

- Tie-up with APMC Ahmedabad for their Retail based Potato and Onion distribution project.
- Added more clients Like Corona and 20 Cubes in Manpower(pay rolling) category for Ahmedabad.

2015

- Corporate Tie-up for procurement with Reliance Jamnagar for Mango, for Pomegranate with INI farms and for Imported fruits with Mahindra and PC Foods Pvt. Ltd (Nasik).
- Started operation for BISLERI India Pvt. Ltd. as a C&F at four location of Gujarat (Ahmedabad, Surat, Baroda and Rajkot).
- Started Export to UAE from May 2015 for products like Mango, Onion, Potato and other fruits and vegetables.

## Prime Fresh Journey(3/4) – Key Milestones

2016

- Started Corporate tie-up for Operation with Reliance Retail Market, Pune.
- Filed Draft Red Herring Prospectus (DRHP) for listing of SME IPO at BSE Platform.
- Registered at Corporate Journal for Business Profile.
- Started operations at Lakhani, Gujarat & Jalna Maharashtra.
- Incorporation of Wholly owned Subsidiary Company of PFL as Florens Farming Private Limited.

2017-2018

2017

- Successfully got listed on BSE SME Platform.
- Started Collection Centre for Mango at Valsad.
- Entered into Farming through a Joint Project with Farmer from September, 2017.

2018

- Started Pomegranate operations.
- Associated with Havmor for providing 3PL services.
- Deemed exports of Onion.
- SMERA upgraded ratings to MSE-1 – Highest possible rating.
- Enhanced the Farmer network to 15000+.

2019

- Collection Centers to procure Pomegranate & Onion.
- Tapped new export destination i.e. Netherlands for Mangoes.
- On boarded marquee clients like Future Group, Big basket, HAS juice, Metro (Cash & Carry) and Capricon Food.
- Ramping up of Nashik operations for Grapes and Tomatoes.
- Added New Client Vasant Masala in Services segment of the Business-Gujarat.

2020

- Availed various certifications to export F&V to Europe.
- Started exports of Grapes to Netherlands.
- Approval from MCA, ROC and BSE for the name change request from Prime Customer Services Limited to Prime Fresh Limited.
- Expansion in B2c operations fill last mile delivery.



## Prime Fresh Journey(4/4) – Key Milestones

2021

- Launched the B2Cecommerce website for B2C customers.
- Started imported fruits business.
- Started Onion supply to Udaan & Ninjacart.
- Started supplying fruits for Ahmedabad operations for Amazon.
- Supply & packing for Adani Fresh – Pomegranate & Mango for Farmvik brand in Ahmedabad.
- Started B2C packing with Prime Fresh Brand for Jiomart

2022

- Started Private pomegranate Mandi at Ranjasthan-Dechu
- Started F&V supply to e-commerce retail giants namely swiggy, zomato, dunzo, zepto.
- Started full fledged onion supply chain facility at Pimplener, district Dhule.
- Started full fledged onion supply chain facility at Satana, district Nashik.
- Started F&V collection center at Chitegaon- District Nashik
- Expanded Mumbai 10 operations through increase in infrastructure, facility and team.

2023

- Started Distribution Centers at Pune, Delhi, Hyderabad and expanded with TWO more facilities at Ahmedabad and Mumbai.
- Started F&V supply to TATA Motors, Nestle, Adani, Big Basket, Milk basket, and HoReCa.
- Expanded existing Pomegranate CC at Sangola – Maharashtra.
- Added 2 more 3PL operations at Bhiwandi and Taloja (Maharashtra) for Reliance Retail.
- Added additional Capacity for F&V procurement in Satana & other areas of Maharashtra.



# STRONG CLIENT BASE

## Key Clients : Supply of F&V



## Key Clients Others

Warehousing Solutions & Services,  
Re-pack & Packaging Facility



3rd Party Logistics (Manpower  
Management)



C &FA Services

