

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

A TOP 2000 BSE LISTED COMPANY

www.primefreshlimited.com

#### 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



• 300+ Tons F&V handled daily

**Business** 

- 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

## 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)

### 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



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



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



## 1+000 C000

## **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

2007-2008

2009-2010

• **Commitment** – of providing hygienic and best quality Agro produce to Domestic as well as global consumers.



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

#### 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

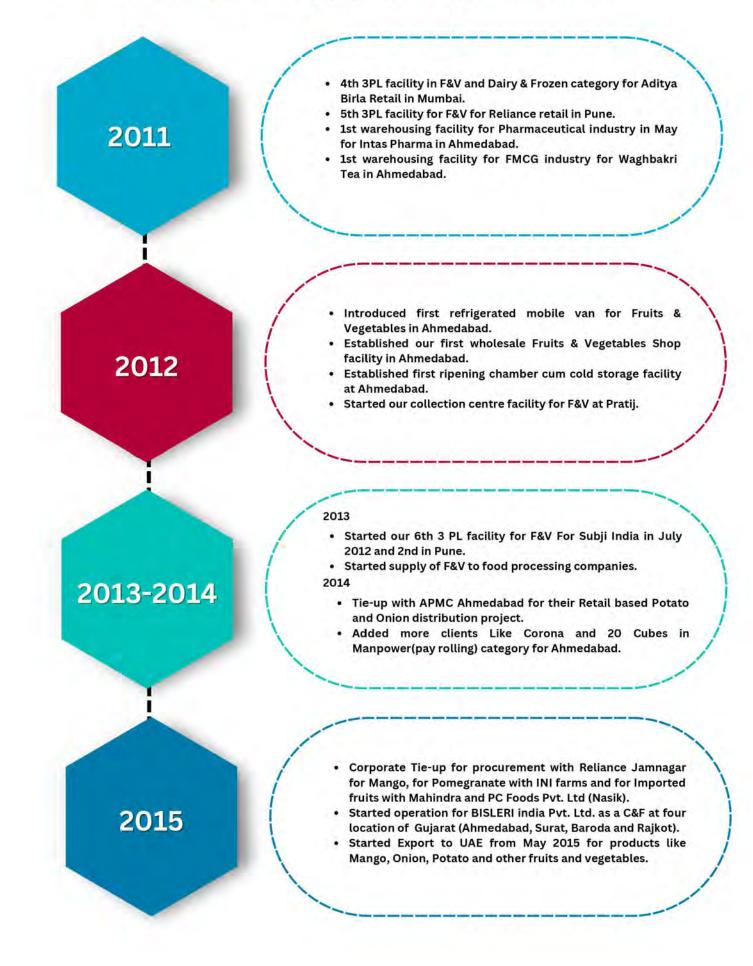
#### 2009

- 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.

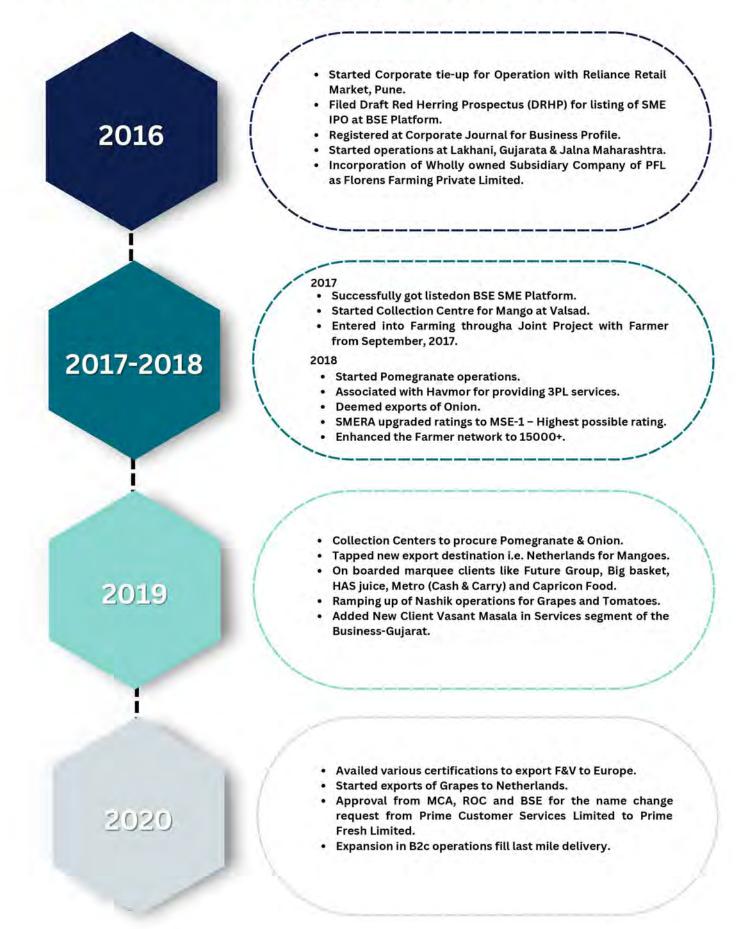
#### 2010

- 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



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



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

