



PRIME FRESH LIMITED

Date: 19.08.2025

To,
Listing Department,
The BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street
Fort, Mumbai-400001

Company Code: 540404

Dear Sir/Ma'am,

Subject: Press Release

In Compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Press Release titled "**Prime Fresh Limited Planning for Strategic Investment of ₹150+ Crore in Maharashtra to Develop Peri-Urban Vegetable Clusters in and around Nashik and Pune**".

Kindly take note of the above on record.

Thanking You.

For,
PRIME FRESH LIMITED

JASMIN DOSHI
COMPANY SECRETARY



Prime Fresh Limited Planning for Strategic Investment of ₹150+ Crore in Maharashtra to Develop Peri-Urban Vegetable Clusters in and around Nashik and Pune

Mumbai, August 19, 2025 – *Prime Fresh Limited* (BSE: 540404), a leading integrated agriculture value chain company specializing in fruits and vegetables, is pleased to announce a major strategic initiative aimed at transforming the Agri-supply chain landscape in Maharashtra.

As part of its long-term growth strategy, the company is planning to invest **over ₹150 crore** over the next 2–3 years to establish **two fully integrated Peri-Urban Vegetable Clusters** in and around **Nashik and Pune**. This transformative investment will significantly strengthen PFL's procurement capabilities, deepen backward integration, and expand its product portfolio.

On **August 18, 2025, at 11:30 PM IST**, Prime Fresh Limited formally submitted two detailed project proposals to the **National Horticulture Board (NHB)**. These projects are designed to build a robust, technology-driven supply chain ecosystem encompassing **pre-production, production, post-harvest management, market linkages, and value addition**, spanning multiple villages and talukas across Maharashtra. The initiative will focus on **more than 12 key fruit and vegetable (F&V) crops**.

Prime Fresh Limited is one of the company to have received preliminary approval for two projects applications during the evaluation stage.

Driving Growth Through Procurement Strength and Export Potential

This initiative will anchor PFL's value chain with a strong and stable procurement base, ensuring consistent quality and supply. It also positions the company to effectively cater to **growing domestic demand**, driven by urbanization and rising incomes, while tapping into **emerging export markets**, in alignment with India's goal of becoming a global hub for high-value horticultural exports.

Empowering Farmers and Building a Resilient Agri-Ecosystem

The cluster development model will support and consolidate small and marginal farmers by establishing both backward and forward linkages:

- **Backward Linkages:** Access to high-quality inputs, advanced farming technologies, irrigation systems, mechanisation, and capacity-building programs.
- **Forward Linkages:** Establishment of aggregation centres, processing hubs, cold chain logistics, branding, and marketing infrastructure.

Expected Impact and Benefits

This landmark initiative is expected to deliver significant economic and social outcomes:

- **Employment Generation:** Creation of over **25,000 direct and indirect jobs** across Maharashtra.
- **Farmer Income Growth:** Enhancement of incomes for **15,000+ farmers** by an estimated **35–50%** over the next 3–4 years.
- **Post-Harvest Efficiency:** Significant reduction in losses with improvements in **quality and traceability**.
- **Market Supply & Export Boost:** Strengthening of domestic supply chains and expansion of export capabilities, contributing to the vision of a **self-reliant India (Atmanirbhar Bharat)**.
- **Prime Fresh Limited is one of the Company to have received preliminary approval for two projects applications during the evaluation stage.**

These projects will also promote **collaboration across the Agri-value chain**, bringing together stakeholders to build a next-generation agricultural ecosystem grounded in **efficiency, transparency, innovation, and sustainability**.

About Prime Fresh Limited (BSE: 540404)- Established in 2007, Prime Fresh Limited is a fully integrated agriculture value chain company with a specialized focus on the fruits and vegetables sector. Through innovation, sustainability, and farmer-centric initiatives, PFL continues to redefine excellence in Agri-supply chain management.

Disclaimer:

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. Prime Fresh Limited (PFL) 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.

For more Information on Prime Fresh Ltd,

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