



AJOONI BIOTECH LIMITED

Regd. Office: D-118, Industrial Area, Phase VII, Mohali-160055 (Pb.)

Phone: 0172-5020758-69 Website: www.ajoonibiotech.com

E-mail: ajooni.biotech@gmail.com / info@ajoonibiotech.com

CIN: L85190PB2010PLC040162

Date:-14/05/2024

To
The Secretary
National Stock Exchange of India Limited
Exchange Plaza, BandraKurla Complex
Bandra (East), Mumbai - 400051

SUBJECT: Updates on Developments at Ajooni Biotech Limited

Dear Sir/Madam,

As we continue to push boundaries and drive growth, we're thrilled to share some exciting updates that demonstrate our commitment to innovation and expansion.

PURE VEG Cattle Feed and Supplements

We specialize in offering high-quality, pure veg cattle feed & pure veg supplements that cater to the dietary needs of cattle. Our products are designed to promote healthy growth, improve fertility, and enhance overall well-being in cattle. With our focus on animal health and welfare, we're committed to providing farmers with the best possible solutions for their cattle.

Growing Dealers and Distribution Network

Company has a strong contact manufacturing presence and count large corporates among its customers. To expand our business and customer base we are proud to announce that we've taken the bold step of dealing in our own brand, which will enable us to have greater control over quality, pricing, and customer satisfaction. This strategic move will allow us to better serve our customers and stay ahead of the competition.

We're now entering the B2C market, marking a significant expansion of our business scope. This new initiative will allow us to reach individual consumers directly, offering them a wider range of products and services. It will also improve the top line and bottom line of the Company.

We're in the process of appointing new dealers and in the first month more than 100 dealers itself have already been appointed on PAN India basis by the company. We're Strengthening Our Dealers and Distributors network and proud to announce that we have assembled a high-performing team of who share our vision and are committed to delivering exceptional results. Their expertise and dedication will play a crucial role in driving our growth and success.



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By the end of this quarter, we're expecting to have a distribution network of over 300+ locations on PAN India basis, solidifying our position as a first pure veg cattle feed and supplements leading player in the industry. This expanded network will enable us to reach more customers, increase our market share, and provide better services to our partners.

We've appointed a team of veterinary doctors and experts who will work closely with marketing team to ensure the highest standards of pure veg animal health and welfare. Their expertise will be invaluable in helping us develop innovative products and services that cater to the needs of farmers and pure veg animal owners.

Backward Integration

We're committed to maintaining direct contact with farmers, ensuring that we're always aware of the latest developments in the agricultural sector. This close relationship will enable us to source high-quality products, respond quickly to changing market conditions, and provide value-added services to our customers.

We're excited about the future prospects and look forward to continuing our journey with you.

Thanking You,
Yours Truly,
For Ajooni Biotech Limited

Jasjot Singh
Managing Director
DIN: 01937631