



File No. FAEL/NSE/2025-26

August 25, 2025

To

National Stock Exchange of India Ltd.

Exchange Plaza,

Plot no. C/1, G Block,

Bandra-Kurla Complex,

Bandra (E) Mumbai - 400 051.

NSE SYMBOL: FRESHARA, ISIN: INE0SFW01015

Dear Sir/Madam,

Subject: Investor Meet under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in continuation to our intimation dated August 18, 2025 submitted to the Stock Exchange, we submit herewith that Freshara Agro Exports Limited has participated in the Alpha Ideas SME Stars 2025 Edition, held on Sunday, the 24th August, 2025. The Investors Presentation discussed during the Investors Meet is enclosed.

The presentation is also made available on the website of the Company at the web-link: <https://www.fresharaagroexports.com/investor-center/investor-presentation>

We request you to kindly take the above information on record. Thanking you

For FRESHARA AGRO EXPORTS LIMITED

Ajay Kumar Rana

Company Secretary & Compliance Officer

Freshara Agro Exports Limited

CIN: L10306TN2023PLC165437

Corporate Office

Old No. 3, New No. 9, Puram Prakasam Road,
Balaji Nagar, Royapettah, Chennai - 600 014.

Factory - Unit I

Sy. No. 380, Velakalnatham Village,
Natrapalli Taluk, Tirupattur District - 635 854.

Factory - Unit II

Sy. No. 30/12A1A, Chengilikuppam Village,
Ambur Taluk, Tirupattur District - 635 751.



Freshara Agro Exports Limited

Investor Presentation

One of the
Pioneering
Exporters of Best
Quality
GHERKINS

Ensuring Highest
Standards In
Quality Of Our
Products



This presentation or any other documentation or information (or any part thereof) delivered or supplied should not be deemed to constitute a prospectus or placement memorandum or an offer to acquire any securities. No representation or warranty, express or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of such information or opinions contained herein. The information contained in this presentation is only current as of its date.

This presentation contains statements that contain “forward looking statements” including, but without limited to, statements relating to the implementation of strategic initiatives, and other statements relating Freshara Agro Exports Limited future business developments and economic performance. While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties, and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include but are not limited to, general market, macroeconomic, governmental, and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. We undertake no obligation to publicly revise any forward-looking statements to reflect future likely events or circumstances.

This presentation cannot be copied and disseminated in any manner. No person is authorized to give any information or to make any representation not contained in and not consistent with this presentation and, if given or made, such information or representation must not be relied upon as having been authorized by or on behalf of the company. The Company or its Book Running Lead Manager 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.

Emerged as the 3rd Largest Gherkin Exporters

Freshara Agro Exports Limited (Freshara, The Company) specializes in procurement, processing, and exporting preserved gherkins and pickled vegetables. Freshara operates 2 state-of-the-art facilities in Tirupattur, Tamil Nadu, adhering to the highest quality standards, and serves 40+ countries, including Europe, USA & Russia.

Freshara supports over 4,000 farmers by promoting sustainable practices, providing technical assistance, and ensuring fair compensation. Freshara's products are certified by IFS, BRCGS, FSSAI, FDA, Star-K Kosher, and APEDA, meeting international quality standards.

Recognized as a 100% Export Oriented Unit, Freshara has earned prestigious accolades for excellence in exports from its inception, including the FIEO MSME Exporter Awards for 2016-17, 2017-18. Tamil Nadu State MSME awards for the Year 2021-22 and the ASSOCHAM Awards for the years 2022-23, 2023-24, 2024-25.



Vision & Mission: Driving Excellence & Sustainability



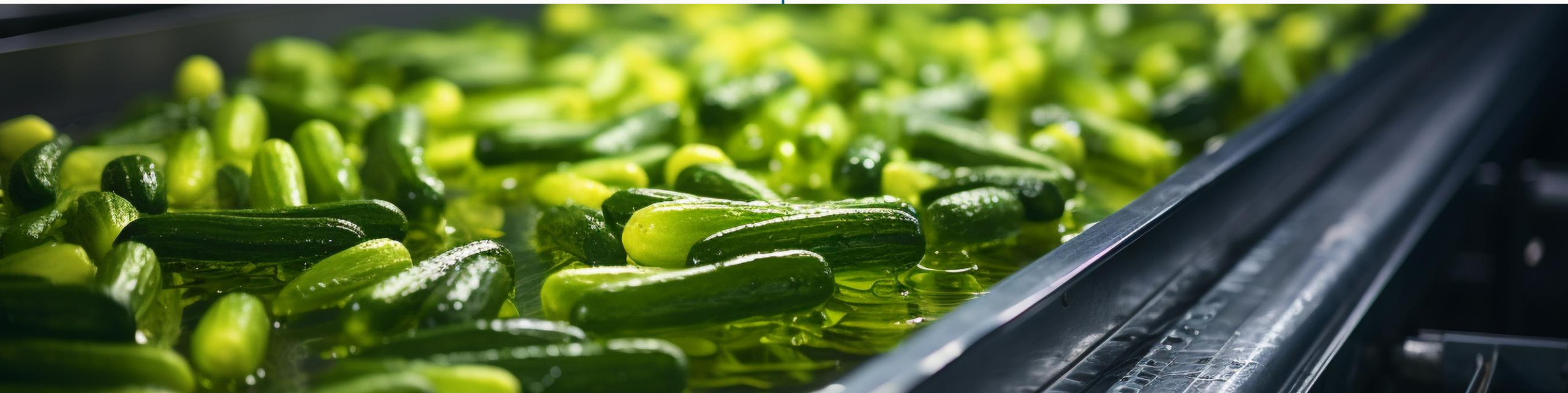
Our Vision

Bringing the taste of authentic pickled Gherkins to every corner of the world, enhancing global gastronomic delights.



Our Mission

To be the leading supplier of premium pickled Gherkins, providing exceptional quality and unmatched customer satisfaction.



Decade of Growth & Excellence



The company embarked on its journey with the launch of Freshara Picklz.

2015

Scaled operations while refining pickle production expertise.

2017

Continued expansion, entering key export markets.

2019

Reached new milestones, recognized for excellence,
Commissioned the retail packaging plant in Unit 1.

2021

Expanded portfolio with diversified offerings, becoming the 3rd largest gherkin exporter and a recognized industry leader.

2023

Enhanced production capacity by commissioning the retail packaging plant in Unit 2.

2025

Overcame early challenges gaining strong market insights.

2016

Achieved sustained growth strengthening global presence.

2018

Adapted to rising demand, capturing global opportunities,
Started production of new products such as Jalapeños, Bell Peppers, Banderillas, etc.

2020

Strengthened capacity to support rising demand,
Commenced construction of Unit 2.

2022

Achieved a key milestone with listing on the **NSE** exchange.

2024

Key Business Insights



10 Successful
Years In
Business



07 Pickled vegetable
products, including
gherkins, baby corn &
chillies.



100%
Export Oriented Unit,
Registered with the
Madras Exports
Processing Zone
(MEPZ).



40+ Export
Countries In
Europe, USA &
Russia.



1,00,000+
Metric Ton Exported
Globally
(Since inception)



4,000+
Contract Farmers



22 Districts
Covered for
Procurement

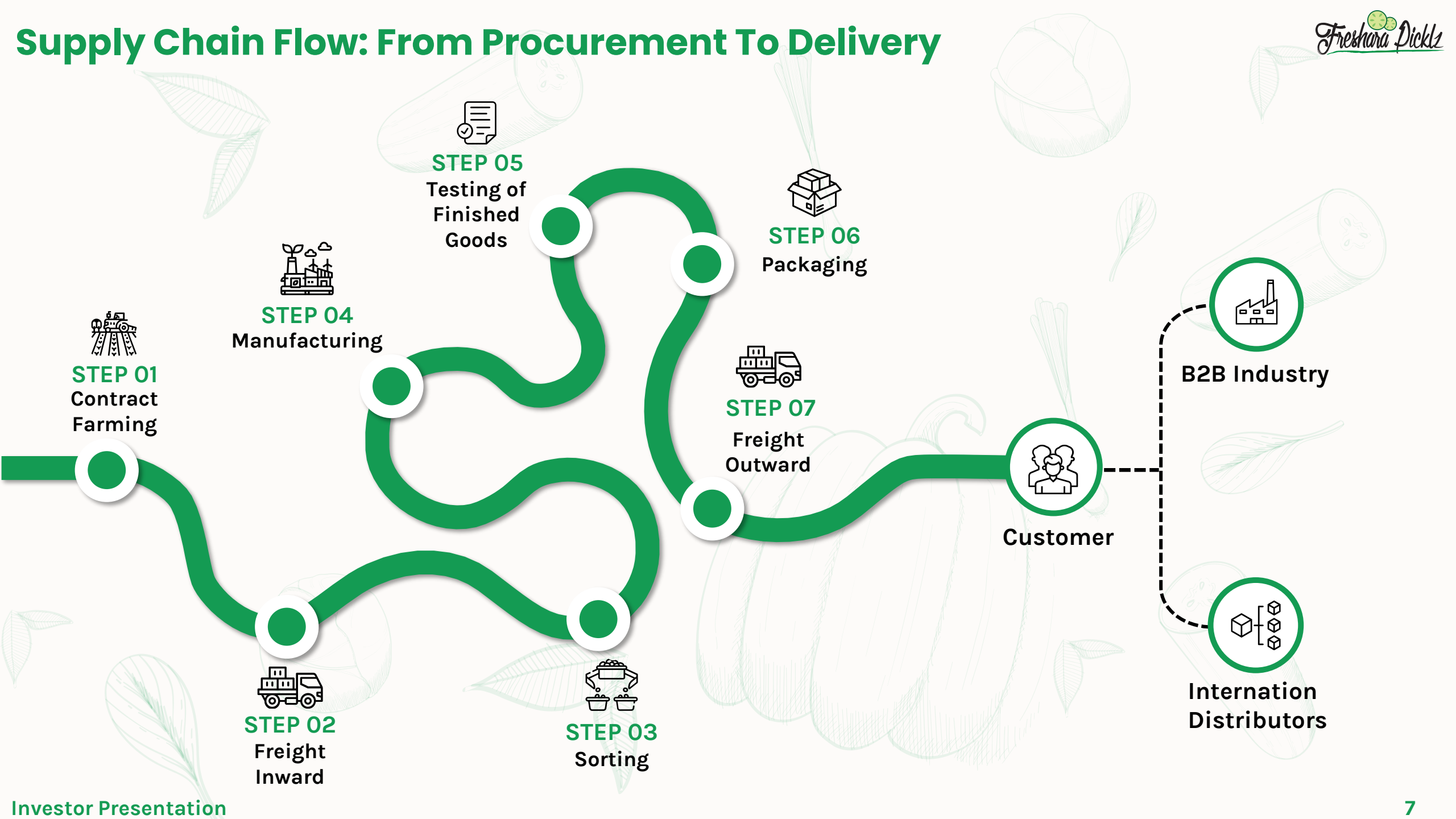


3 Quality
Assurance
Certifications



₹8,203.48
Lakhs Worth Order
Book

Supply Chain Flow: From Procurement To Delivery



Gherkin & Pickled Vegetable Export Market

India's Gherkin Export Powerhouse: 15% of Global Production, Supporting 90,000 Farmers, and Reaching 40+ Countries

The gherkin industry in India began in the early 1990s in Karnataka and expanded to Tamil Nadu, Andhra Pradesh, and Telangana.

The industry significantly contributes to rural employment, supporting around 90,000 small and marginal farmers.

India now accounts for approximately 15% of the world's gherkin production.

The annual production area for gherkins in India is 65,000 hectares.

Gherkins are exported under two categories: preserved by vinegar or acetic acid, and provisionally preserved.

Processed gherkins are exported both in bulk as industrial raw material and in jars as ready-to-eat products.

India's gherkins are exported to over 40 countries, including the USA, France, Germany, Canada, Spain, South Korea, Japan, Belgium, Russia, China, Sri Lanka, and Israel.

Approximately 51 major companies in India are engaged in the production and export of gherkins.

Rising Global Demand For Indian Gherkins: Export Growth & Key Markets

- Spain registered a modest increase in gherkin imports, rising to \$13.55 million in FY24 as compared to \$13.43 million in FY23, reflecting a steady demand from the market.
- The UK market showed strong momentum, with exports climbing from \$6.18 million in FY23 to \$8.11 million in FY24, recording a growth of 31.2% and highlighting the country's rising preference for Indian gherkins.
- Iraq also emerged as a growing buyer, with imports expanding by 25% year-on-year, moving from \$3.69 million in FY23 to \$4.61 million in FY24, underlining its increasing reliance on India's supply.
- Beyond these, several other countries such as the Netherlands, Chile, China, Saudi Arabia, Italy, South Korea, Brazil, Kazakhstan, and Greece reported higher volumes of Indian gherkin imports, further diversifying India's export base.
- India retained its position as the largest global supplier of gherkins, shipping 244,244 metric tonnes to over 90 countries in FY24, catering to nearly 15% of worldwide demand and reinforcing its leadership in this segment.

Sustainable Contract Farming & Global Supply Chain Network



Tamil Nadu

Efficient Supply Chain

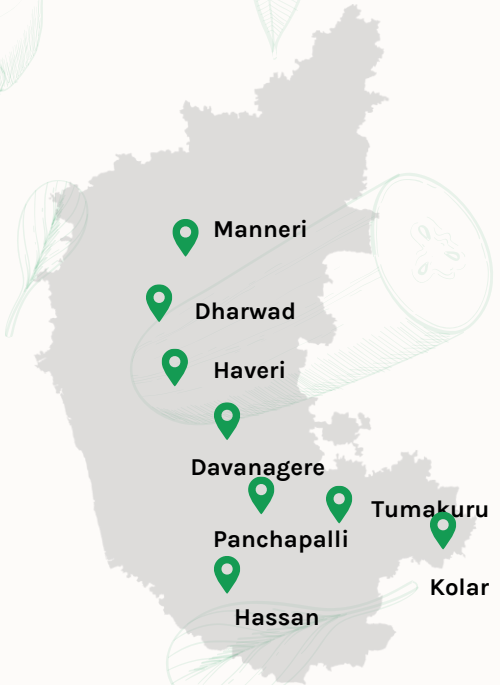
- Robust, integrated supply chain from sourcing to delivery
- Handles large-scale global shipments & customized local orders
- Ensures timely, cost-effective distribution & garners customer trust



Andhra Pradesh

Ethical Farming Initiatives

- Supports **4,000+ farmers** by promoting sustainable practices
- Provides technical assistance, training & high-quality seeds to local farmers
- Follows best agricultural practices to maximize yields & enhance quality
- Fair agreements with competitive pricing & timely payments, earning community trust

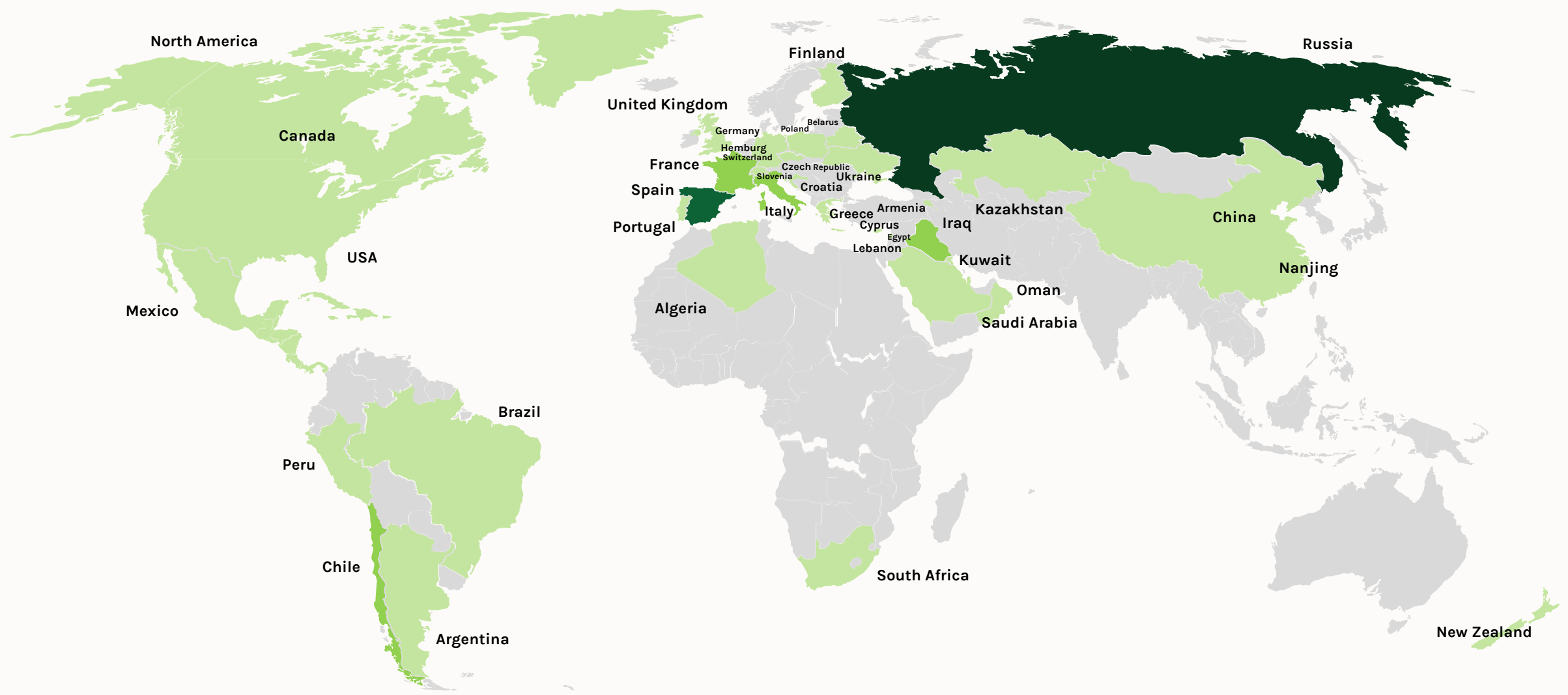


Karnataka

Risk Mitigation

- Sources raw materials from multiple regions to mitigate risks
- Ensures a stable supply chain, supporting exports & consistent quality

Global Footprint: Freshara Exporting To 40 Countries



Freshara's State-of-the-Art Processing & Packaging Hub



Freshara's Strategic Expansion Second Unit Now Operational



Expansion Overview

- Facility Size: 8 Acres
- Built-up Area (Production + Warehouse): 1,25,000 Sq.ft
- Open Yard Storage: 3,00,000 Sq.ft
- Power Efficiency: 100KW Solar Plant to reduce electricity costs



Production Capabilities

- Processing Capacity: 75-100 Metric Tons per Day



Retail Packing Capacity

- 6,000 Jars per Hour
- Expandable to 18,000 Jars per Hour



New Product Additions

- Green Pepper Corns
- Corn Kernels
- Olives
- White Onions



Financial Commitment

- Total Investment: ₹30-35 Crores
- Revenue Potential at Full Capacity: ₹200-250 Crores



Current Status

- Completion: 95% as of June 2025
- Production: Industrial & Retail Packaging started

First Unit: Delivering Global Standard Products



Processing Facility
Sy No. 380,
Velakalnatham
Village,
Natramaplli Taluk,
Tirupattur Dist.-
635854



Packaging
Food - grade
drums, glass
jars, metal tins



Product Testing
In-house laboratory
with a dedicated
team



Production Capacity
5 MT/hour

Leveraging the Expansion: Unlocking Multi-Product Growth



Product & Packaging Portfolio



Product Range

- Gherkins, Baby corn, Jalapenos, Chillies, Green Pepper Corns, Corn Kernels, Olives, White Onions



Packaging Types

- Industrial Packaging
- Food Service Packaging
- White Label Packaging



New Packaging Methods (Planned)

- Vacuum Packing
- Dehydration

Expected Business Impact



Revenue Growth

- 10-30% Year-on-Year



Profit Margins

- Improved through higher volumes and operational efficiencies



Opportunities

- Increase in market share
- Enhanced product positioning across B2B and retail segments

Cutting-Edge Facilities at a Glance: Modern Infrastructure & Global Standards



Freshara's Signature Gherkins & Pickles



Pickled Baby Corns



Pickled Banderillas



Pickled Bell Peppers



Pickled Cherry Tomato



Pickled Chillies



Pickled Gherkins



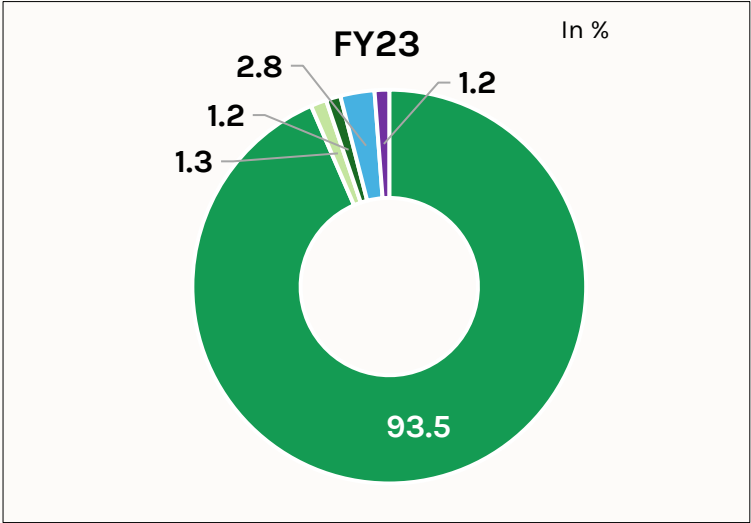
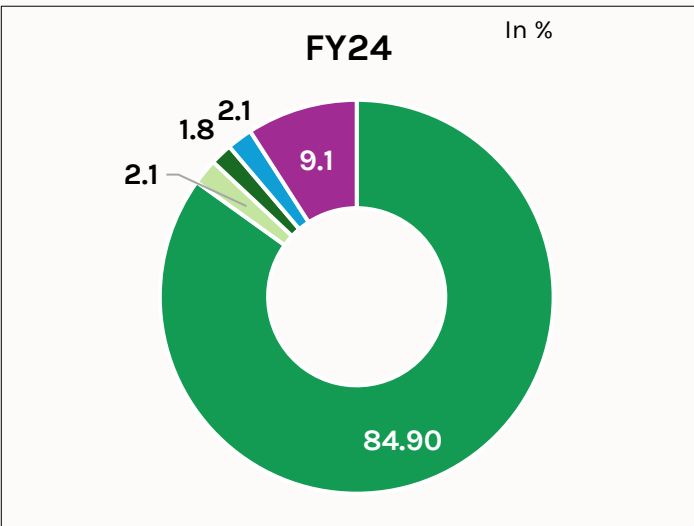
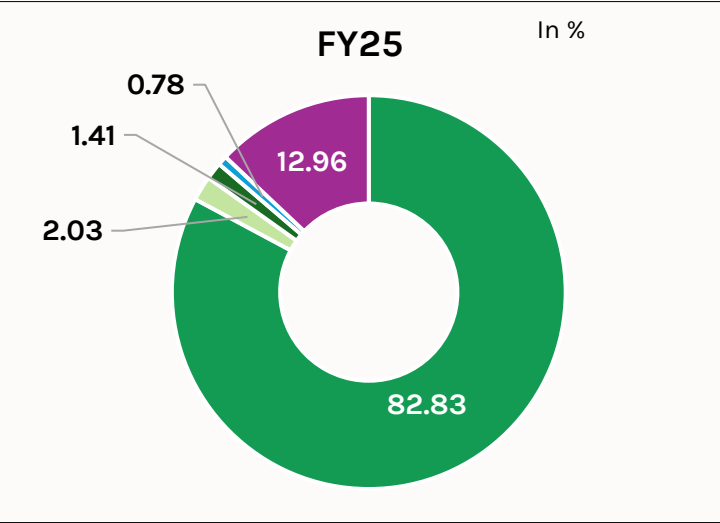
Pickled Jalapenos

Versatile Packaging: For Every Segment



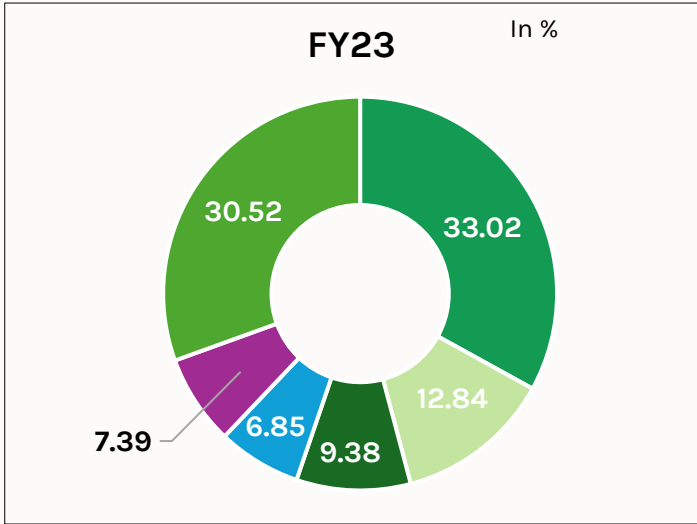
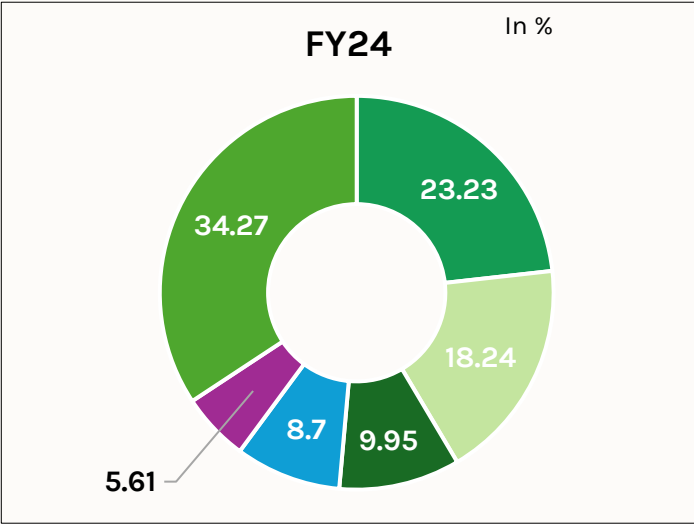
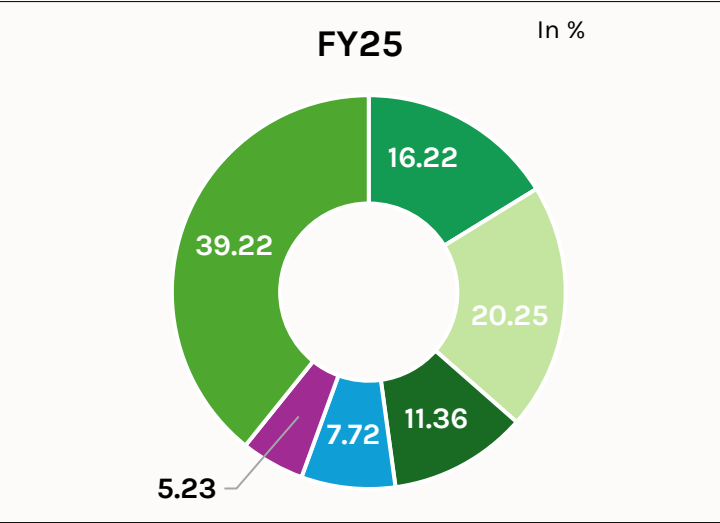
	Gherkins	Chilies	Baby Corns	Banderillas	Bell Peppers
Retail Packaging Available In Pouch 230 ML, Jars 370 ML – 2 Liters					
Food Services Packaging Available In 4250 ML Can – 3100 ML, Can				N/A	
Industrial Packaging Available In Pails 20 Liters, Barrels 240 Liters – 260 Liters					

Product Wise Revenue Bifurcation



Product	FY25		FY24		FY23	
	Amount	%	Amount	%	Amount	%
Gherkins	20,759.30	82.83	16,444.02	84.90	11,782.45	93.50
Baby Corns	507.83	2.03	400.49	2.10	158.02	1.30
Banderilla	353.49	1.41	352.98	1.80	149.08	1.20
Chillies, Bell Pepper, Jalapeno	195.31	0.78	408.90	2.10	356.54	2.80
Mixed (Gherkins, Chillies, Banderillas)	3,247.62	12.96	1772.24	9.10	153.34	1.20
Total	25,063.55	100.00	19,378.65	100.00	12,599.45	100.00

Country Wise Revenue Bifurcation

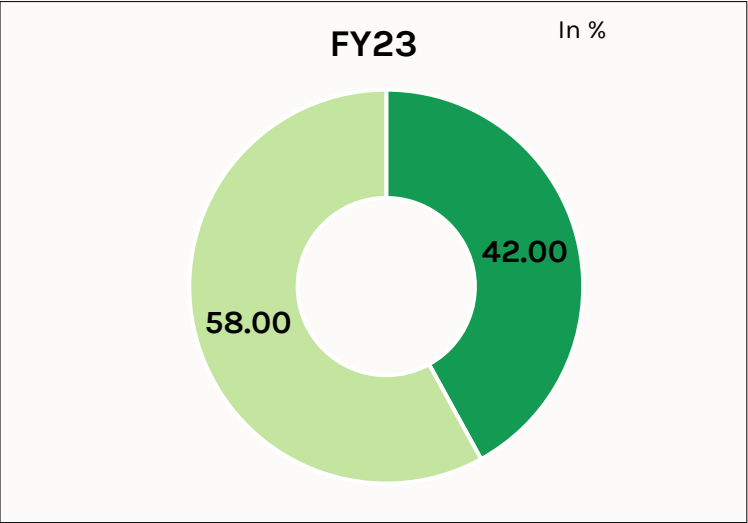
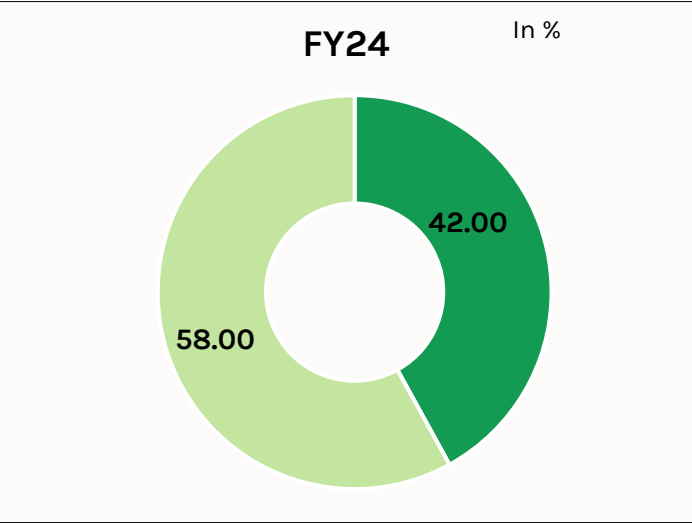
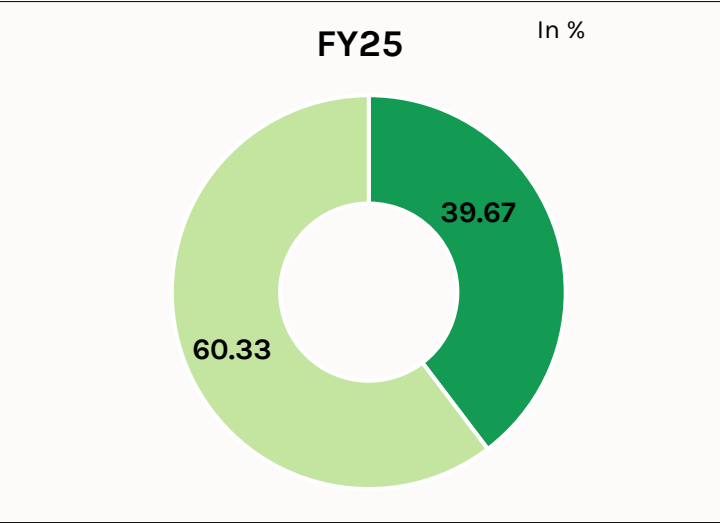


Russia Spain Iraq Chile Italy Italy

(₹ in Lakhs)

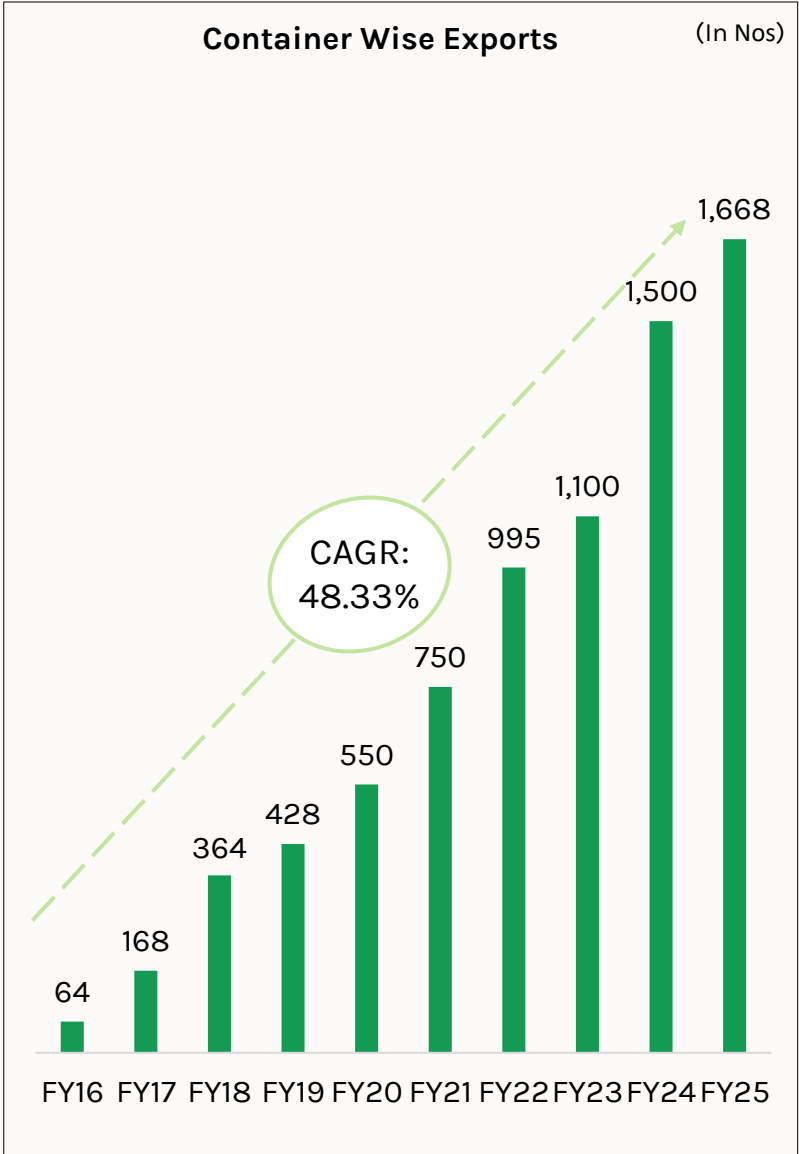
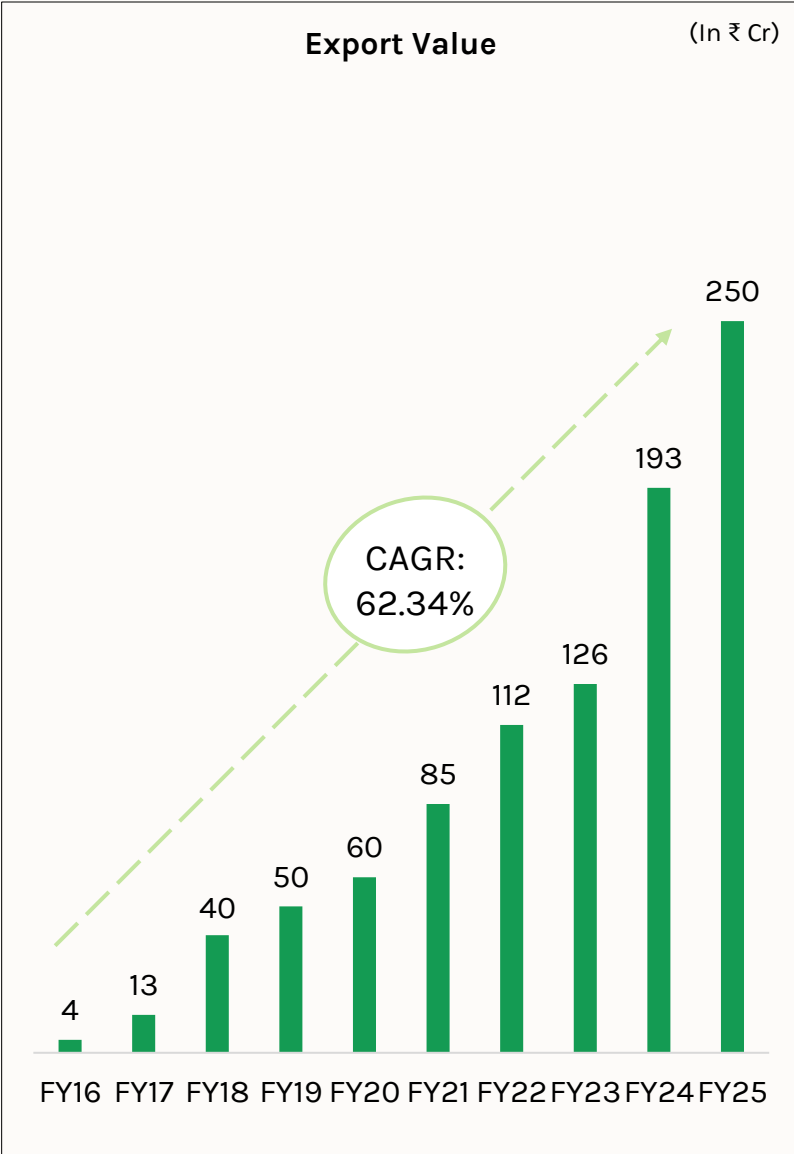
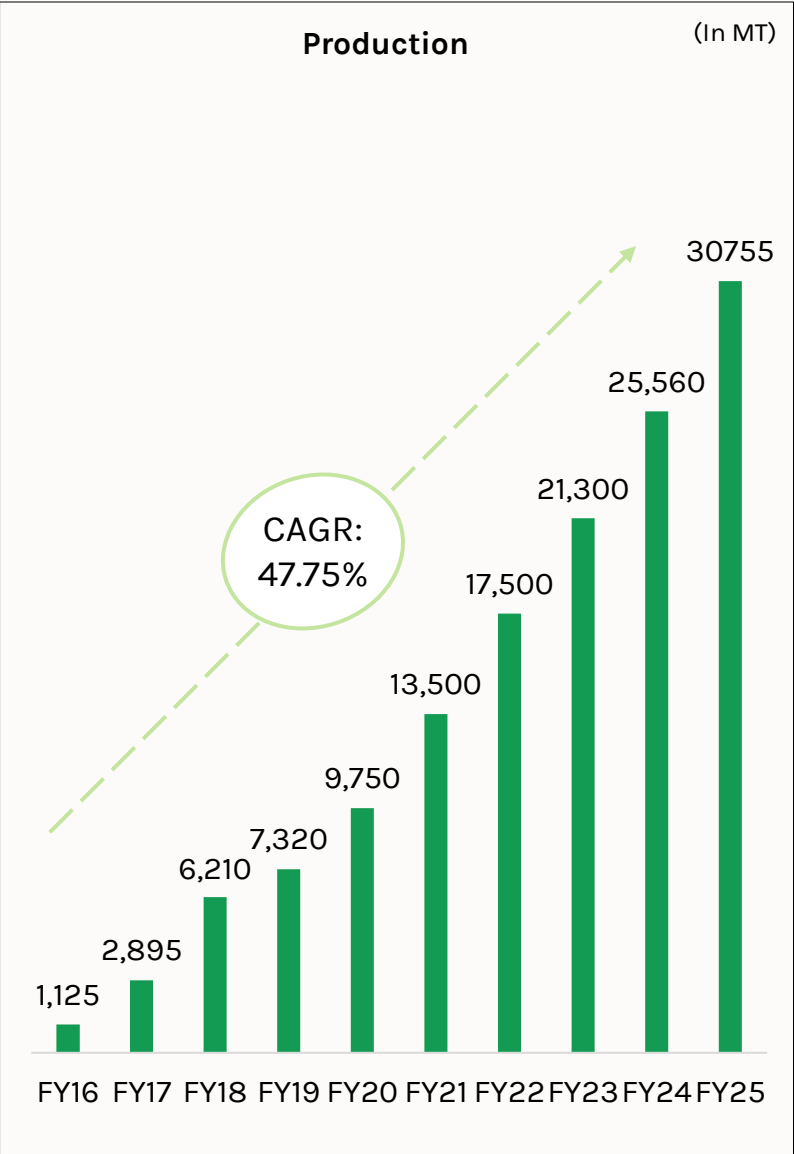
Country	FY25		FY24		FY23	
	Amount	%	Amount	%	Amount	%
Russia	4,066.25	16.22	4,501.68	23.23	4,160.50	33.02
Spain	5,074.76	20.25	3,535.21	18.24	1,617.42	12.84
Iraq	2,848.20	11.36	1,927.65	9.95	1,182.14	9.38
Chile	1,934.19	7.72	1,686.74	8.70	863.59	6.85
Italy	1,311.25	5.23	1,086.35	5.61	930.62	7.39
Others	9,828.90	39.22	6,641.02	34.27	3,845.18	30.52
Total	25,063.55	100.00	19,378.65	100.00	12,599.45	100.00

Top 10 Customer Revenue Bifurcation



■ Top 10 Customers ■ Others

(₹ in Lakhs)			
Particulars	FY25	FY24	FY23
TOP 10 Customers	9,962.86	8,336.27	5,357.97
Others	15,100.69	11,042.38	7,241.48
Total	25,063.55	19,378.65	12,599.45





Certifications



Accreditation



Excellence Recognized: Freshara's Achievement Awards



2016-17 Excellence Award By FIEO

"Top MSME Exporter In The Southern Region Silver Award"



2017-18 Excellence Award By FIEO

"Emerging Exporter In Southern Region - MSME - Gold"



2019-20 Excellence Award By MEPZ

"Highest Exports In Food & Agro Products 2nd Place"



2021-22 Excellence Award By MSME Ministry, Government Of Tamil Nadu,

"State Level - Best Agro-based Enterprise"



2022 - Excellence Award By ASSOCHAM - Kolkata

"Small And Succeeding MSME Of The Year 2022"



2023 - Excellence Award By ASSOCHAM - Ahmedabad

"Best Exporter Of The Year 2023"



2023 - Excellence Award By ASSOCHAM - New Delhi

"MSME Of The Year 2023 (Winner)"

"Quality Excellence Of The Year 2023 (Runner Up)"



2024 - Excellence Award By ASSOCHAM - New Delhi

"MSME Of The Year 2024 (Winner)"

"Quality Excellence Of The Year 2024 (Runner Up)"



2024 - Ahmedabad Foodpro Innovation & Excellence Award 2024

"Best Exporter of the year 2024" by ASSOCHAM

Executive Leadership Team



Mr. Junaid Ahmed
Managing Director /
Chairman



**Mr. Iqbal Ahmed
Khudrathullah Mohammed**
Whole Time Director



Ms. Asma Syed
Whole Time Director



**Mr. Perumal
Ravikumar**
Independent Director



**Mr. Gnanasambandam
Venkatraghavan**
Independent Director



**Mr. Loganathan
Karthik**
Independent Director

Strategic Strengths: Freshara's Foundations For Sustainable Growth



Experienced Leadership Team

- Led by Mr. Junaid Ahmed and Mr. Iqbal Ahmed Khudrathullah Mohammed with 10+ years in gherkin exports.
- Expertise in engineering and management drives global expansion.

Efficient Supply Chain

- Ensures high-quality, timely deliveries to boost exports.
- Builds long-term customer relationships through reliable order fulfillment.

Advanced In-House Facilities

- Equipped with modern processing units ensuring hygiene and safety standards.
- Focused on cost competitiveness through efficiency and innovation.



Strong Vendor Partnerships

- Secures raw material availability even in off-seasons through local farmer tie-ups.
- Provides training, fair agreements, and quality inputs to enhance yields and reduce supply risks.

Quality Assurance & Accreditations

- Sources top-grade raw materials with strict inspections.
- Earned multiple awards for consistency and quality control.

Comprehensive Product Portfolio

- Offers adaptable products meeting both local and global tastes.
- Delivers high quality and service to build lasting partnerships.

Proven Financial & Business Model

- Strong growth driven by strategic investments and marketing.
- Balances profitability with efficient cost and pricing management.

Growth Strategies: Expanding Horizons & Enhancing Capabilities



Leveraging Expertise to Diversify Customers and Expand Product Portfolio

Freshara will expand its customer base and wallet share by developing new products, partnering with Middle Eastern retailers, and entering new markets while ensuring regulatory compliance.

Adding contract farmers in various states to ensure year-round raw material supply

Expanding contract farmers across states ensures steady raw material supply, reduces disruptions, lowers costs, and strengthens market adaptability.



Expand our product reach globally and increase our production capacity

Freshara plans global expansion and increased manufacturing capacity to boost growth.

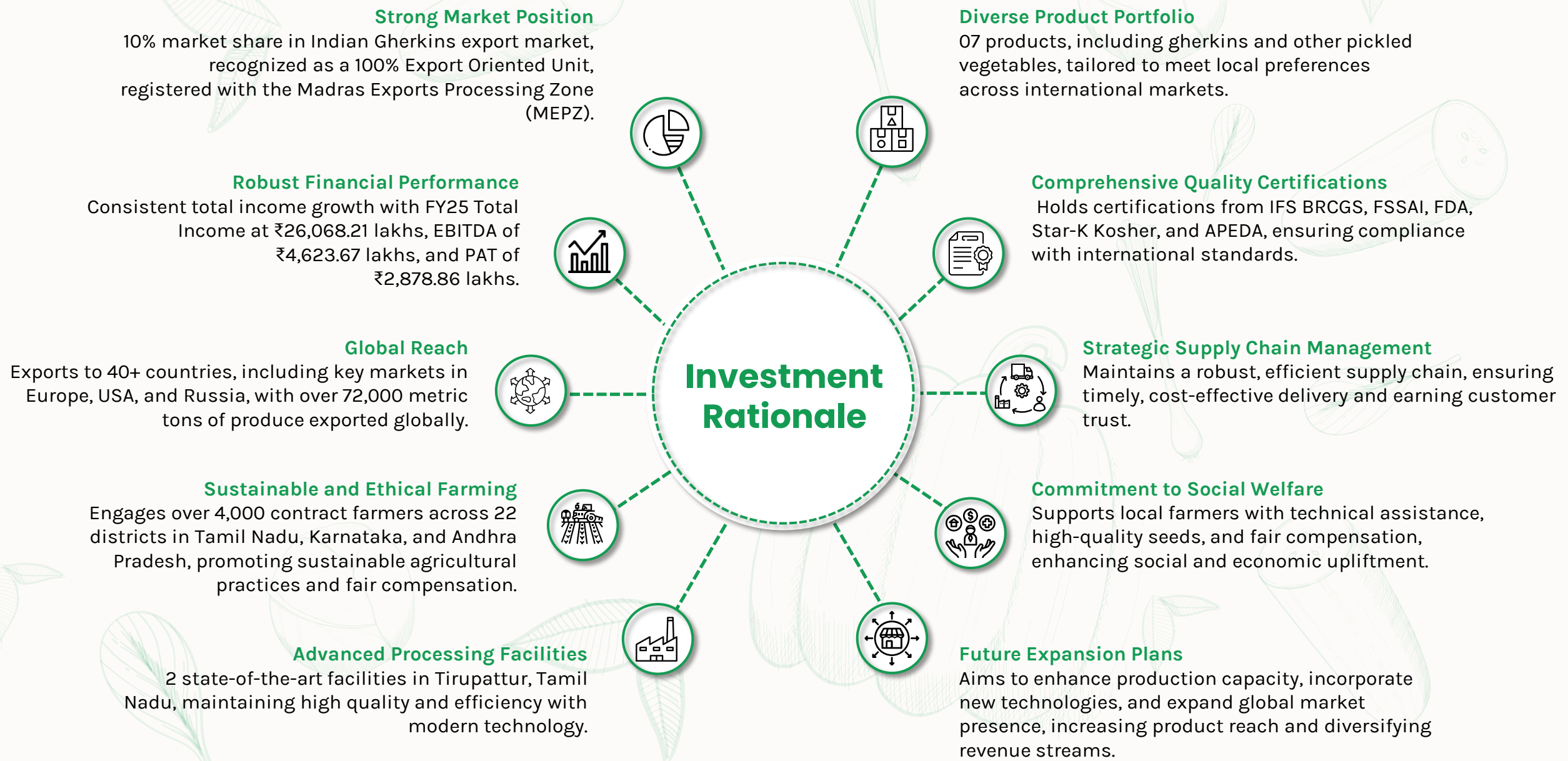
Entering new markets diversifies revenue, while a scalable, tech-driven facility enhances production and supports future growth.

Reduce costs, improve efficiency, and deploy new technology

Boosting production capacity lowers raw material costs, improves efficiency, and enhances profit margins.



Why Freshara Agro: Strategic Investment Rationale



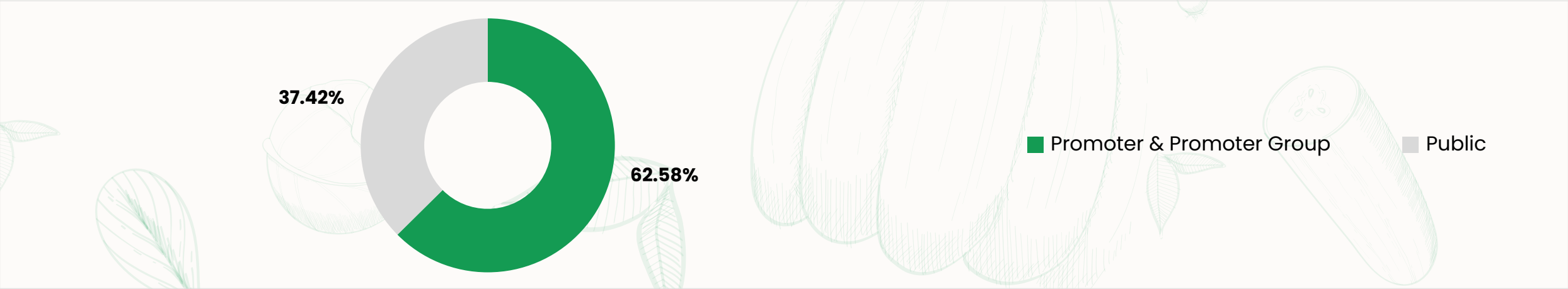
NSE Code: FRESHARA | ISIN: INEOSFW01015

As on 22-08-2025

Share Price (₹)	203.35
Market Capitalization (₹ Cr)	477.86
No. of Shares	2,34,99,200
Face Value (₹)	10
52 Week High-Low (₹)	221.95 – 110.00

Share Holding Pattern

As on MAR-2025



Source - [NSE](#)

Thank You



Freshara Agro Exports Limited

Old No. 3 New No.9,

Puram Prakasam Road,

Balaji Nagar, Royapettah,

Chennai – 600 014

E-mail: cs@fresharaagroexports.com

Phone: 044-43570138

Website: <https://fresharaagroexports.com/>

Factory Unit-I & Processing Facility

Sy No. 380, Velakalnatham Village,

Natramaplli Taluk,

Tirupattur Dist.- 635854

Factory Unit-II & Processing Facility

Sy no. 30/12A1A,

Sengilikuppam Village,

Ambur Taluk,

Tirupattur District, Tamil Nadu- 635751

