



File No. FAEL/NSE/2024-25/5

November 28, 2024

То

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: Presentation – Analyst(s) /Investor(s) Meeting 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 November 25, 2024 submitted to the Stock Exchange, we submit herewith the Investors Presentation to be discussed during the Investor/Analyst Meeting scheduled on November 29, 2024 (Friday).

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

This is for your information and records.

Thanking you

**Corporate Office** 

Old No. 3, New No. 9, Puram Prakasam Road,

Balaji Nagar, Royapettah, Chennai - 600 014.

#### For FRESHARA AGRO EXPORTS LIMITED

Ajay Kumar Rana Company Secretary & Compliance Officer M. No. A27952

#### **Freshara Agro Exports Limited**

CIN: L10306TN2023PLC165437

#### Factory - Unit I

Sy. No. 380, Velakalnatham Village, Natrampalli 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

Freshara Dickle

Whole Gherkins

Freshura Dickle

Bell Pepper

Freshara Dickle

Cherry Tomato

Freshara Dickle

Sliced Jalapeno

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One of the Pioneering Exporters of Best Quality GHERKINS

Freshina Dickle

Banderilla

Freshina Dickle

Mixed Vegetab

Freshara Dickle

Baby Corn

Ensuring Highest Standards In Quality Of Our Products

hilli Peppe

Freshana Dickle

And

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### Freshara Agro Exports Limited: Connecting Farmers To The World



Freshara Agro Exports Limited (Freshara, The Company) specializes in procurement, processing, and exporting preserved gherkins and pickled vegetables. Freshera operates a state-of-the-art facility in Tirupattur, Tamil Nadu, adhering to the highest quality standards, and serves 33 countries, including Europe, the USA, and Australia.

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

Recognized as a 100% Export Oriented Unit, Registered with the Madras Exports Processing Zone (MEPZ). The company has received several awards, including MSME of the Year (2023, 2024) and the ASSOCHAM award (2022).

Investor Presentation

### Vision & Mission: Driving Excellence & Sustainability







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

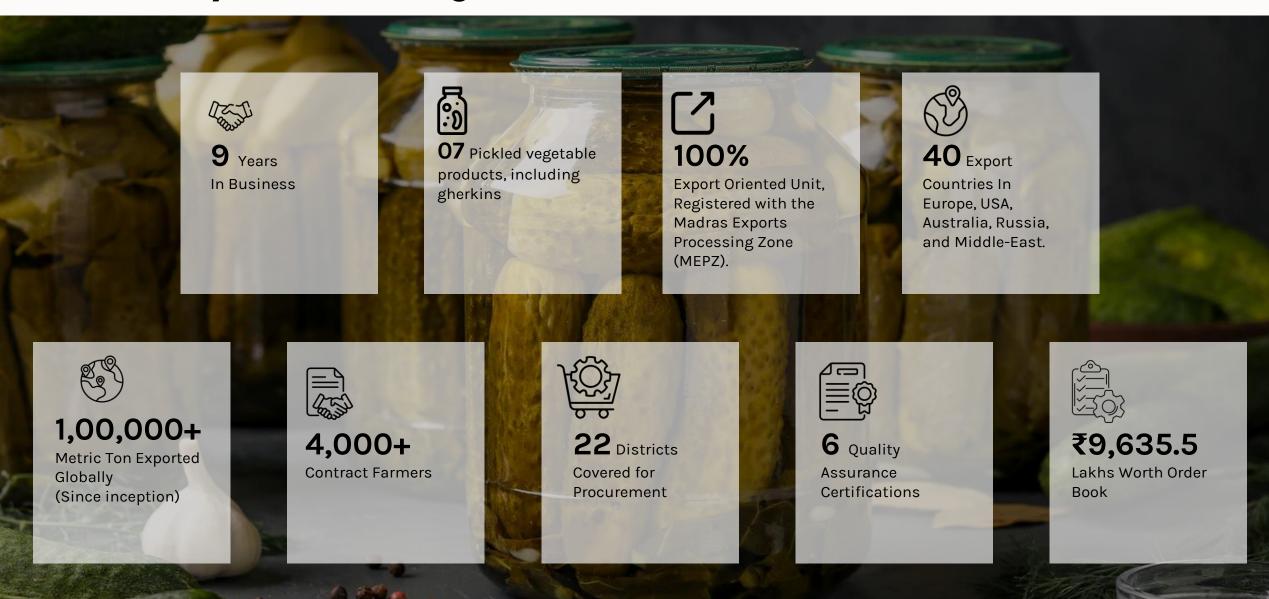


#### **Our Mission**

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

#### Freshara Key Business Insights





## H1 FY25 Business Highlights



#### **Exceptional Growth**

- 38.81% YoY Growth in production compared to H1 FY24.
- 12,525 Metric Tons of pickled vegetables produced.
- 10,000 Metric Tons successfully exported.

#### Sustainability Initiative



- Proposal to install a 97KW Solar Power System at Unit-II in Tirupattur District, Tamil Nadu.
- Aiming to reduce greenhouse gas emissions and contribute to combating climate change.

#### Strengthened Market Presence



- Exported Gherkins worth ₹17 crores in October 2024.
- Further solidifying position in the global pickled vegetable market.

#### **New Business Milestones**

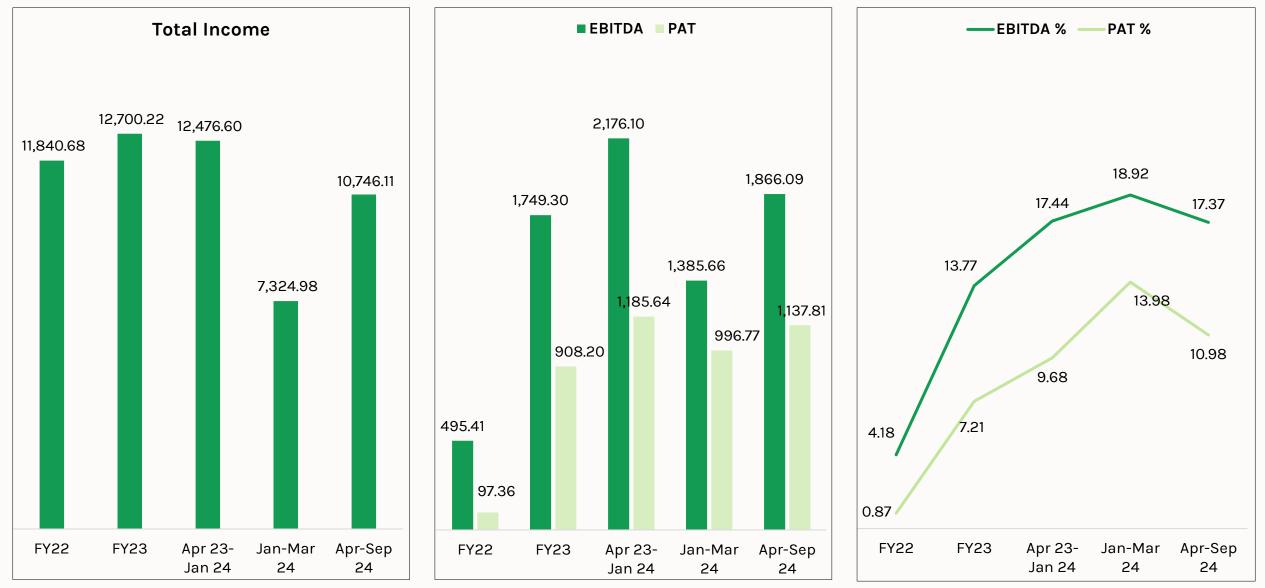


- Orders from a major Russian importer and a retail chain.
- Valued at approximately ₹30 crores.



## Key Financial Highlights: Delivering Consistent Financial Excellence



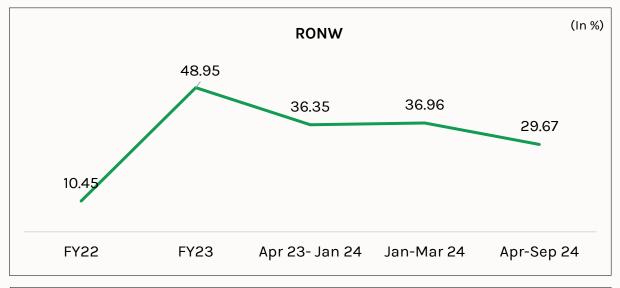


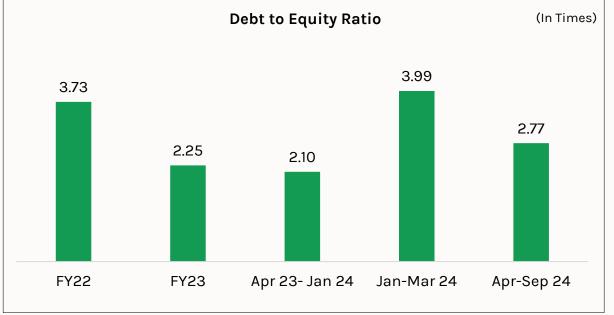
All Amount In ₹ Lakhs & Margins In %

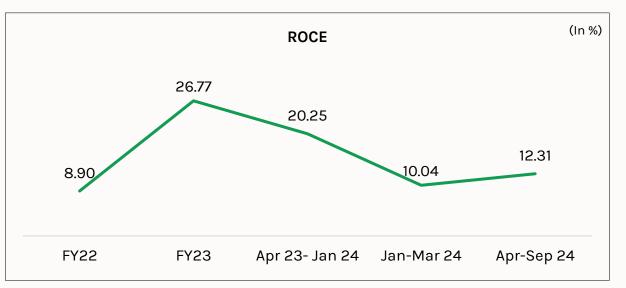
Note: All the figures are based on restated financial statements and, until Jan '24, are of the partnership firm.

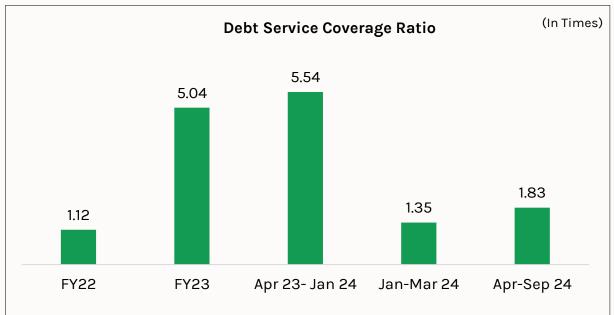
### **Key Ratios: Indicators Of Financial Stability**







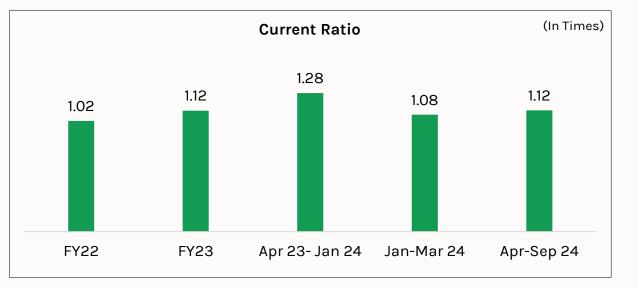


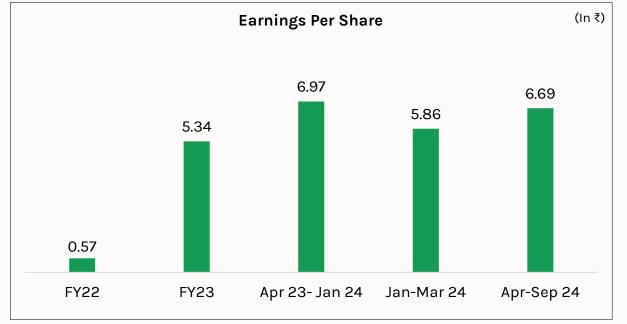


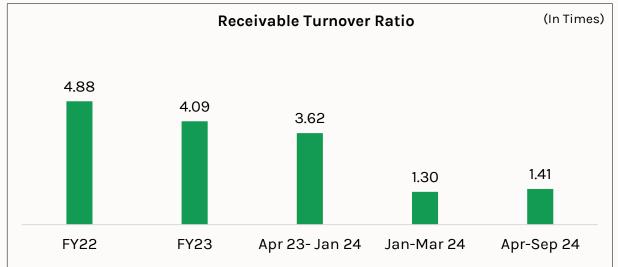
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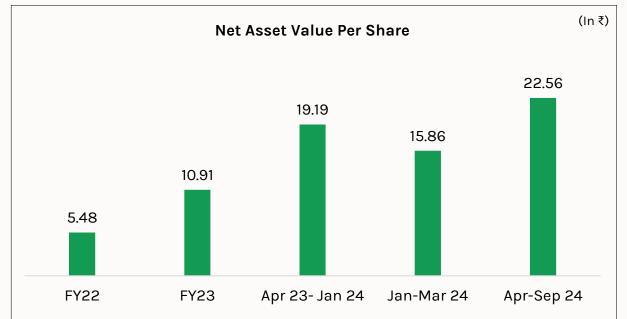
**Investor Presentation** 

## **Key Ratios: Indicators Of Financial Stability**









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**Investor Presentation** 



### **Certified Excellence: Recognized Quality Standard**





### Certifications





## Accreditation

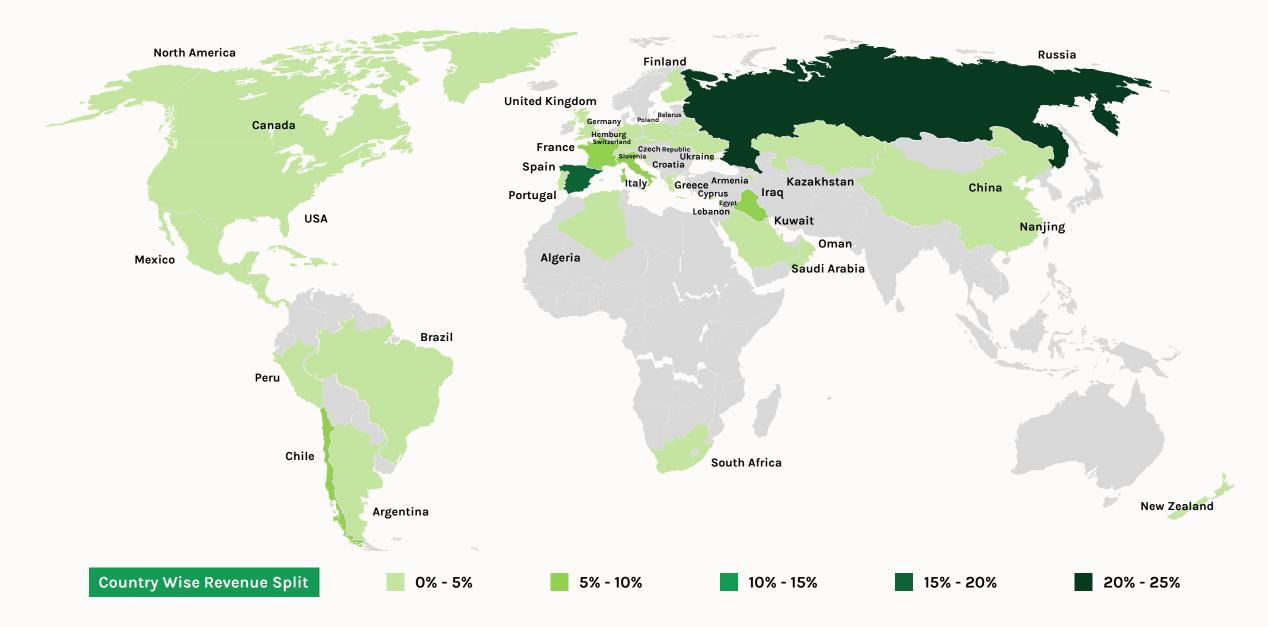






#### **Global Footprint: Freshara Exporting To 40 Countries**





### **Advanced Processing Unit: Delivering Global Standard Products**









#### **Processing Facility**

Survey No.380, Velakalnatham Village, Natrampalli Taluk, Tirupattur District, Tamil Nadu



**Packaging** Food-grade drums, glass jars, metal tins







**Product Testing** In-house laboratory with a dedicated team



**Production Capacity** 5 MT/hour

### Product Portfolio: Freshara's Signature Gherkins & Pickle





### Variety In Packing Solutions



#### Bulk Packing



#### **Pails Packing**



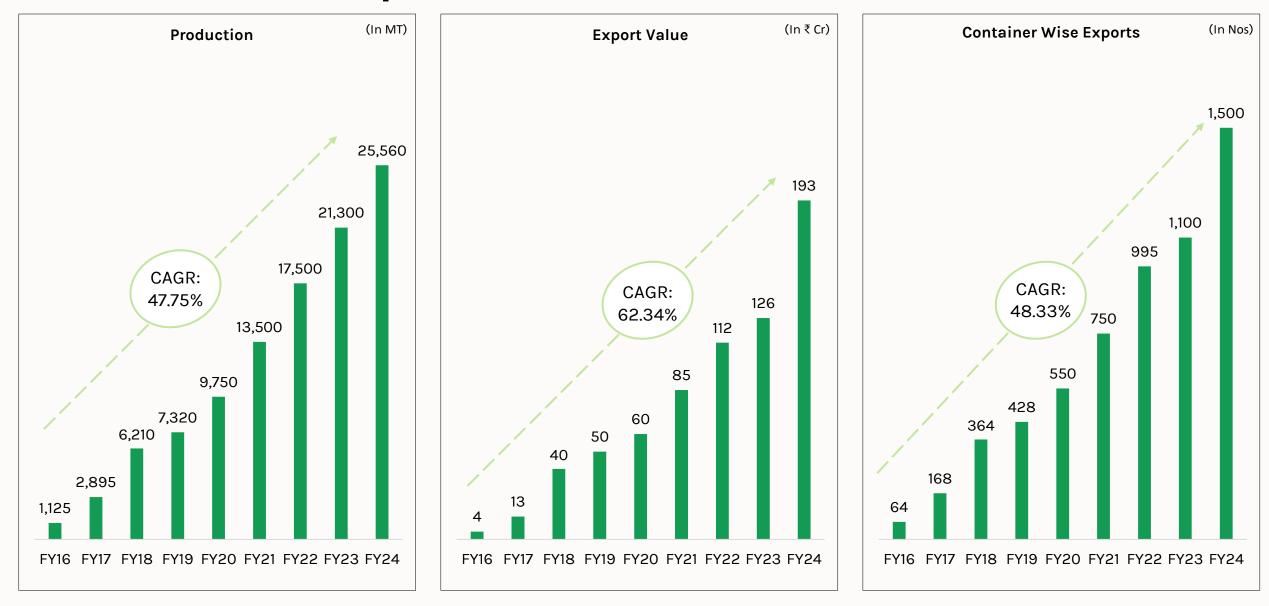
## Versatile Packaging: For Every Segment



	Retail Packaging	Food Services Packaging	Industrial Packaging
Gherkins	Forbel Sold Parked Chendre Control Control of Control o	Fredhava Dickie Pickled Operkins	
Chilies		Freekow DickLe Pickled Chillos	
Baby corns	States Date	Stratend Dett.	
Banderillas	Park Eur Park Eur	N/A	
Bell Peppers	9%k/ki /bl/ Bell Papper	Freshma Dick/ Pickled Red Bill Peppers	
	Available In Pouch 230 ML, Jars 370 ML – 2 Liters	Available In 4250 ML Can – 3100 ML, Can	Available In Pails 20 Liters, Barrels 240 Liters – 260 Liters

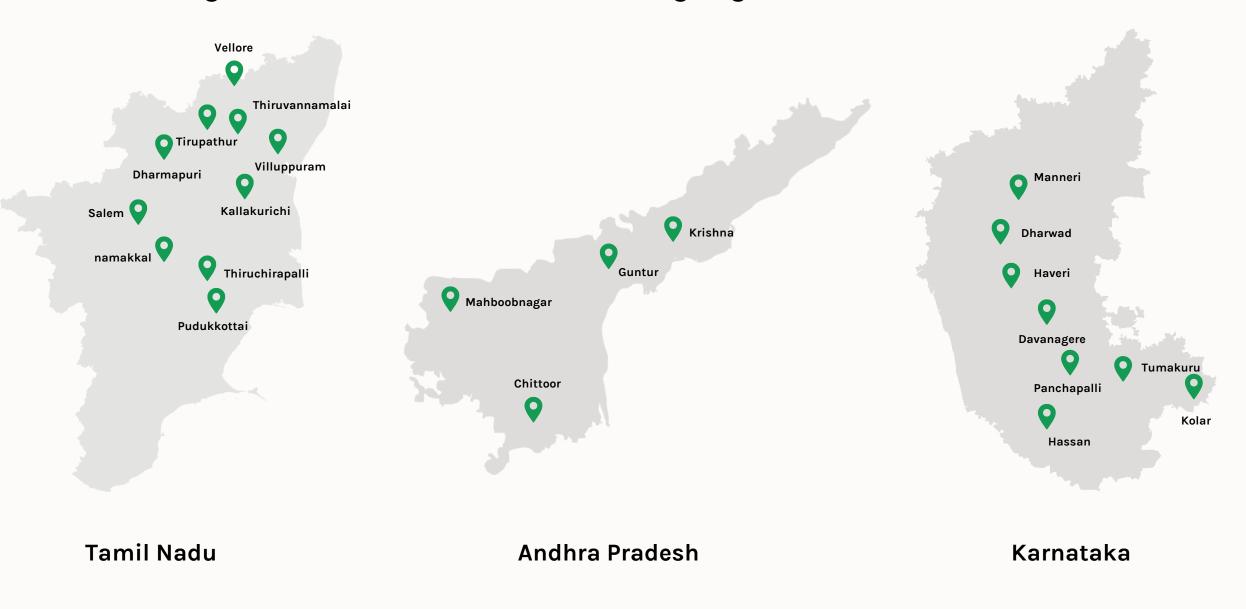
### **Production Metric & Export Growth Trends**





#### **Robust Sourcing Network From Gherkin-Producing Regions In Southern India**





## Strategic Supply Chain Management & Ethical Farming Initiatives



#### Efficient Supply Chain

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

#### **Ethical Farming Initiatives**

Provides technical assistance, training, and high-quality seeds to local farmers. Follows best agricultural practices to maximize yields and enhance quality. Fair agreements with competitive pricing and timely payments, earning community trust.

#### **Risk Mitigation**

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

#### **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 - Foodpro Innovation & Excellence Award by ASSOCHAM- Ahmedabad

### **Executive Leadership Team**

Mr. Junaid Ahmed Chairman & Managing Director



Mr. Igbalahmed Khudrathullah Mohammed Whole Time Director



Mrs. Asma Syed Whole Time Director



Mr. Perumal Ravikumar Independent Director



Mr. Gnanasambandam Venkatraghavan Independent Director



Mr. Loganathan Karthik Independent Director

### **Key Managerial Personnel**



**Chief Financial Officer** 

Mr. Ajay Kumar Rana

Company Secretary & **Compliance Officer** 

## India's Dominance In Gherkin & Pickled Vegetable Exports



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, Australia, 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	India's Gherkin Export Powerhouse: 15% of Global Production, Supporting 90,000 Farmers, and Reaching 20+ Countries

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



- Spanish imports of gherkins increased marginally to \$13.55 million until January FY24, compared with \$13.43 million in FY23.
- Exports to the UK saw a significant rise from \$6.18 million in 2022-23 to \$8.11 million until January 2024, marking an increase of 31.2%.
- Iraqi purchases grew by 25%, from \$3.69 million in 2022-23 to \$4.61 million until January 2024.
- Other countries that reported increased imports of Indian gherkins include the Netherlands, Chile, China, Saudi Arabia, Italy, South Korea, Brazil, Kazakhstan, and Greece.
- India, the world's largest supplier of gherkins, exported 244,243.54 metric tonnes to over 90 countries as of January FY2024, meeting nearly 15% of the global gherkin demand.



India Leads Gherkin Exports: 244K MT to 90+ Countries

### **Financial Metrics: Profit & Loss Breakdown**



In ₹ Lakhs

	Freshara Agro I	Exports Limited	Freshara Pi	Freshara Picklz Exports Partnership firm			
Particulars	Apr-Sep 24	Jan- Mar 24	Apr 23- Jan 24	FY23	FY22		
Revenues	10,365.55	7,130.99	12,247.66	12,599.45	11,127.91		
Other Income	380.56	193.99	228.95	100.76	712.77		
Total Income	10,746.11	7,324.98	12,476.60	12,700.22	11,840.68		
Cost Of Revenue Operation	8,199.60	5,682.94	9636.83	10,281.73	10,824.05		
Employee costs	364.42	151.14	318.59	314.91	234.45		
Other expenses	307.89	95.68	307.96	330.14	261.50		
Total Expenditure	8,871.91	5,929.76	10,263.38	10,926.78	11,320.00		
EBITDA	1,866.09	1,385.66	2,176.10	1,749.30	495.41		
EBIDTA (%)	17.37	18.92	17.44	13.77	4.18		
Finance Costs	275.37	90.73	286.32	286.62	265.62		
Depreciation	72.32	24.90	97.78	103.68	94.20		
РВТ	1,526.52	1,279.59	1,829.12	1,383.14	160.87		
Тах	388.71	282.82	643.48	474.94	63.51		
Net Profit	1,137.81	996.77	1,185.64	908.20	97.36		
NPM (%)	10.98	13.98	9.68	7.21	0.87		

Note: The Figures are based on Restated Financial Statement

**Investor Presentation** 

### **Financial Metrics: Balance Sheet**



	Freshara Agro Fre Exports Limited			shara Picklz Exports Partnership firm			Freshara Agro Exports Limited		Freshara Picklz Exports Partnership firm		
Equities & Liabilities	Apr-Sep 24	Jan- Mar 24	Apr 23- Jan 24	FY23	FY22 Assets	Apr-Sep 24	Jan- Mar 24	Apr 23- Jan 24	FY23	FY22	
Equity	1,700.00	1,700.00	3,261.68	1,855.49	931.58	Non-Current Assets					
Reserves	2,134.58	996.77	0.00	0.00	0.00	Fixed Assets	3,461.74	2 854 69	2,390.62	1,917.61	1,716.81
Net Worth	3,834.58	2,696.77	3,261.68	1,855.49	931.58		0,101.71	2,001.00	2,000.02	1,017.01	1,710.01
Non-Current Liabilities						Non-Current Investments	110.00	60.00	50.00	10.00	0.00
Non-Current Borrowings	1,035.89	1,132.37	1,156.28	658.27	871.76	Other Non-Current Assets	25.76	0.00	0.00	30.70	108.28
Deferred Tax Liabilities	116.00	108.00	143.00	119.00	99.00	Total Non-Current Assets	3,597.50	2,914.69	2,440.62	1,958.31	1,825.09
Long Term Provision	24.57	19.93	19.03	14.35	11.11	Current Assets					
Total Non-Current Liabilities	1,176.46	1,260.30	1,318.31	791.62	981.87						
Current Liabilities						Inventories	3,732.75	3,165.73	3,578.24	1,996.75	462.36
Current Borrowings	9,589.33	9,623.61	5,705.84	3,515.62	2,607.33	Trade receivables	7,010.83	7,733.14	3,508.93	3,250.72	2,908.23
Trade Payables	1,238.17	2,076.86	1,344.07	1,512.67	1,126.15	Cash & Bank Balance	92.32	375.44	380.30	328.21	134.37
Short Term Provision	512.32	793.01	526.84	344.79	23.57	Short Term Loans and	2,166.33	2,468.80	2 287 20	956.65	557.59
Other Current Liabilities	248.87	207.33	136.49	470.45	217.14	advances	2,100.00	2,100.00	2,207.20	000.00	007.00
Total Current Liabilities	11,588.69	12,700.73	7,615.30	5,843.53	3,974.19	Total Current Assets	13,002.23	13,743.11	9,754.67	6,532.33	4,062.55
Total Equity & Liabilities	16,599.73	16,657.80	12,195.29	8,490.64	5,887.64	Total Assets	16,599.73	16,657.80	12,195.29	8,490.64	5,887.64

### **Financial Metrics: Cashflow Statement**



ports Limited	Freshara Pi	cklz Exports Partnei	rship firm
Jan-Mar 24	Apr 23- Jan 24	FY23	FY22

Particulars	Freshara Agro I	Exports Limited	Freshara Picklz Exports Partnership firm			
	Apr-Sep 24	Jan-Mar 24	Apr 23- Jan 24	FY23	FY22	
Cashflow from Operations	842.15	-1,757.81	-2,002.30	-0.83	-460.77	
Cashflow from Investments	-728.62	-498.38	-609.66	-310.32	-398.52	
Cashflow from Financing	-396.65	2,251.33	2,664.05	505.00	832.09	
Net Cash Flow	-283.13	-4.86	52.09	193.84	-27.20	

### **Product Wise Revenue Bifurcation**

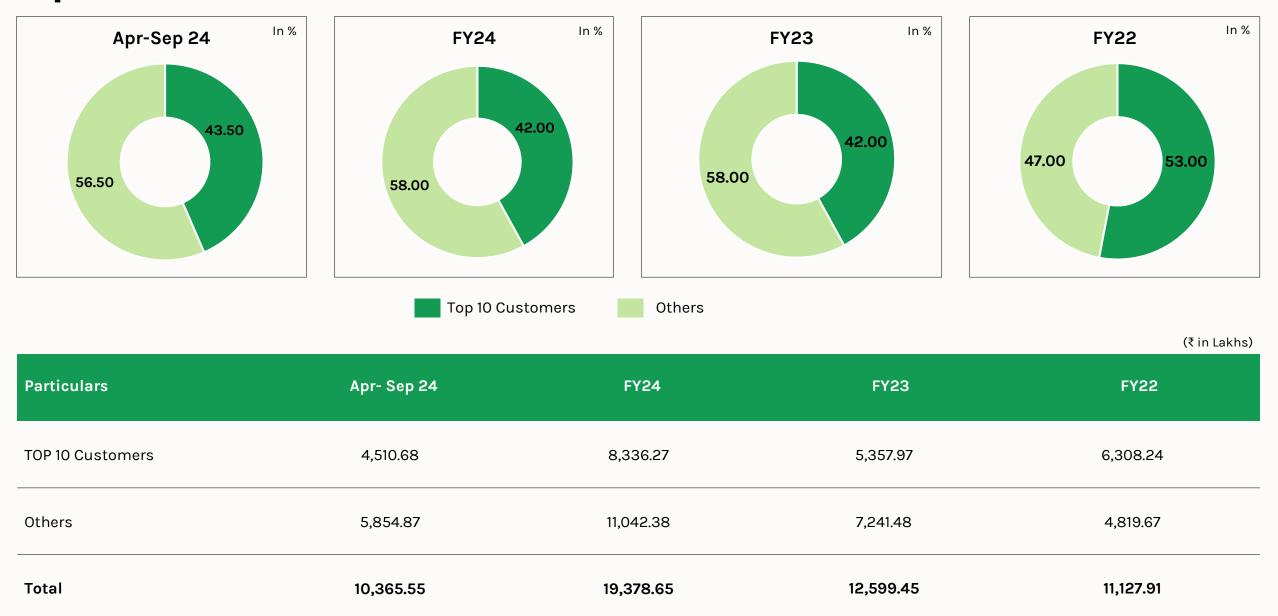


			Produc	t Wise Revenu	e Bifurcation			(₹ in Lakhs)	
Droduct	April- Sep 24		FY24	FY24		FY23		FY22	
Product	Amount	%	Amount	%	Amount	%	Amount	%	
Gherkins	8,809.11	85.00	16,444.02	84.90	11,782.45	93.50	10,708.57	96.02	
Baby Corns	137.63	1.30	400.49	2.10	158.02	1.30	279.11	2.50	
Banderilla	97.12	0.90	352.98	1.80	149.08	1.20	41.64	0.40	
Chilies, Bell Pepper, Jalapeno	65.83	0.60	408.90	2.10	356.54	2.80	0.00	0.00	
Mixed (Gherkins, Chilies, Banderillas)	1,231.70	11.90	1772.24	9.10	153.34	1.20	0.00	0.00	
Others	24.15	0.20	0.00	0.00	0.00	0.00	0.00	0.00	
Total	10,365.55	100.00	19,378.65	100.00	12,599.45	100.00	11,127.91	100.00	
			Countr	y Wise Revenue	e Bifurcation			(₹ in Lakhs)	
0	Ap	oril- Sep 24		FY24	F١	(23	F١	(22	
Country	Amount	%	Amount	%	Amount	%	Amount	%	
Russia	1,895.15	18.30	4,501.68	23.23	4,160.50	33.02	4,257.83	38.26	
Spain	2,559.61	24.7	3,535.21	18.24	1,617.42	12.84	918.74	8.26	
Iroa	905 25	7 9 0	102765	0.05	1 100 14	0.20	1 5 2 0 21	12.66	

Total	10,365.55	100.00	19,378.65	100.00	12,599.45	100.00	11,127.91	100.00
Others	3,969.14	38.30	6,641.02	34.27	3,845.18	30.52	2,349.44	21.11
Italy	469.29	4.50	1,086.35	5.61	930.62	7.39	322.18	2.90
Chile	667.11	6.40	1,686.74	8.70	863.59	6.85	1,759.51	15.81
Iraq	805.25	7.80	1,927.65	9.95	1,182.14	9.38	1,520.21	13.66
Spain	2,559.61	24.7	3,535.21	18.24	1,617.42	12.84	918.74	8.26



#### **Top 10 Customer Revenue Bifurcation**



### **Strategic Global Expansion & Capacity Enhancement**



- Global Reach and Increased Production Capacity
- The company's goal is to enhance production capacity, ensure scalability to handle growing volumes, and incorporate new manufacturing technologies.
- By expanding their product reach globally, they aim to diversify revenue streams, reduce reliance on established markets, and access broader and more diverse markets.
- This strategy will increase sales volume, improve brand awareness and reputation, and meet higher demand during peak seasons.
- The new manufacturing facility, equipped with advanced machinery and technologies, is designed to boost productivity, maintain excellent quality, and allow for future expansion and the addition of new production lines.



#### Location

Survey No. 30/12A1A, Sengilikuppam Village, Ambur Taluk, Tirupattur District, Tamil Nadu - 635751.



### Strategic SWOT Overview

## Freshara Dicklz

#### Strength

- Good Relationship with Contract farmers
- Quality Assured and Quality Control
- Advanced In-house Processing Facility
- Comprehensive Product Portfolio

#### Opportunity

- Acquisition of quality client
- Adding contract farmers in different states
- Favorable clients and soil condition
- Learning new skills

#### Weakness

- Climatic changes
- Risk of Cultivating New Crop

Threats

- Non-acceptance of new crops by farmers
- Poor culture acceptability

### Strategic Strengths: Freshara's Foundations For Sustainable Growth



### Strong vendor ties ensure off-season raw material availability

Freshara supports local farmers with training, quality inputs, and fair agreements, enhancing yields and livelihoods while minimizing supply risks through diverse sourcing.

### An efficient supply chain fosters long-term, deep customer relationships

Freshara's efficient supply chain delivers high-quality, timely products, boosting exports and ensuring reliable order fulfillment.

Quality assurance and control have earned us multiple awards and accreditations

The company ensures quality by sourcing top raw materials and conducting thorough inspections and testing throughout production..



#### Advanced in-house processing facilities with focus on cost competitiveness

Their advanced production facilities follow strict hygiene and safety standards, ensuring product integrity. Investments in manufacturing and cost efficiency highlight their commitment to customer satisfaction.

#### A comprehensive product portfolio enables us to serve our customers spread across the globe

Their adaptable product portfolio meets local tastes, ensuring global appeal. High quality and exceptional service build lasting, trusted partnerships.

#### Demonstrated history of financial performance and a scalable business model

Freshara achieves strong revenue growth through strategic investments, targeted marketing, and innovation, balancing profitability with cost management and pricing strategies for long-term success.

#### Experienced promoter and management team

Led by Mr. Junaid Ahmed and Mr. Iqbalahmed Khudrathullah Mohammed, with over 9 years in gherkins export, the company thrives under Mr. Ahmed's engineering and MBA expertise, driving global market expansion.

### **Growth Strategies: Expanding Horizons & Enhancing Capabilities**



#### Leveraging Expertise to Diversify Customers and Expand Product Portfolio

Freshara's 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.

#### 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, techdriven facility enhances production and supports future growth.

#### 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.

## Reduce costs, improve efficiency, and deploy new technology

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

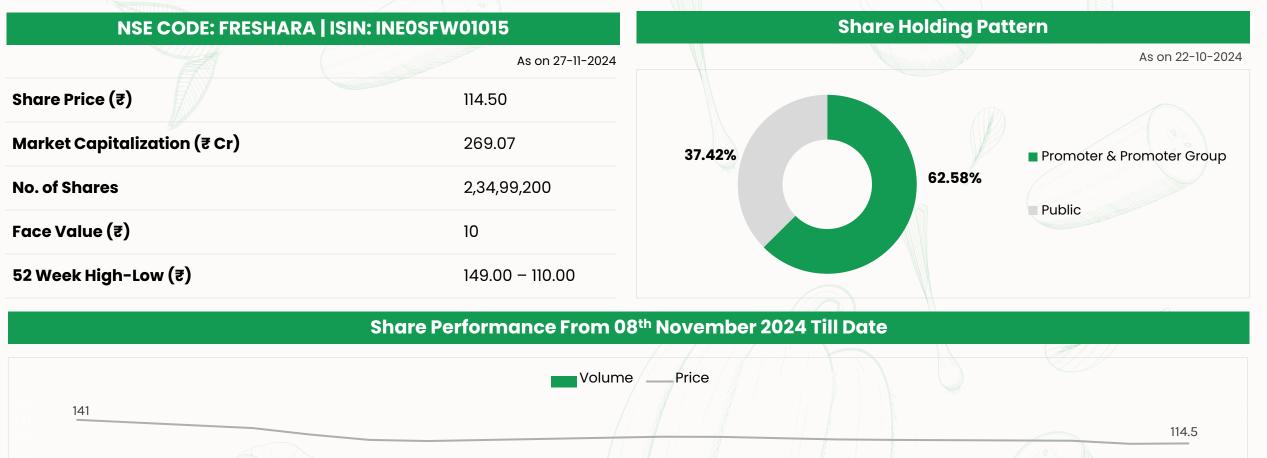
## Why Freshara Agro: Strategic Investment Rationale

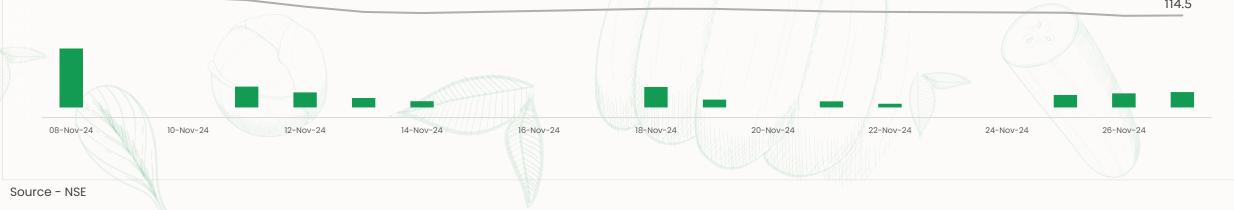


Strong Market Position	<b>Robust Financial Performance</b> Consistent revenue growth with	Global Reach	Sustainable and Ethical Farming	Advanced Processing Facilities
10% market share in Indian Gherkins export market, recognized as a 100% Export Oriented Unit, Registered with the Madras Exports Processing Zone (MEPZ).	Sep 24 revenues at ₹10,365.55 lakhs, EBITDA of ₹1,866.09 lakhs, and PAT of ₹1,137.81 lakhs.	Exports to 40 countries, including key markets in Europe, USA, Australia, Russia, and the Middle-East, with over 72,000 metric tons of produce exported globally.	Engages over 4,000 contract farmers across 22 districts in Tamil Nadu, Karnataka, and Andhra Pradesh, promoting sustainable agricultural practices and fair compensation.	State-of-the-art facility in Tirupattur, Tamil Nadu, maintaining high quality and efficiency with modern technology.
Diverse Product Portfolio	Comprehensive Quality Certifications	Strategic Supply Chain Management	Commitment to Social Welfare	Future Expansion Plans
07 products, including gherkins and other pickled vegetables, tailored to meet local preferences across international markets.	Holds certifications from FSSAI, FDA, Star-K Kosher, APEDA, IFS, and BRCGS, ensuring compliance with international standards.	Maintains a robust, efficient supply chain, ensuring timely, cost-effective delivery and earning customer trust.	Supports local farmers with technical assistance, high- quality seeds, and fair compensation, enhancing social and economic upliftment.	Aims to enhance production capacity, incorporate new technologies, and expand global market presence, increasing product reach and diversifying revenue streams.
	NO.		V She -	A CONTRACTOR OF

#### **Stock Data**







**Investor Presentation** 

# **Thank You**

Freshara Dicklz

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