



TAPI FRUIT PROCESSING LIMITED

www.tapifood.com | E-mail : cs@tapifood.com | CIN:L15400GJ2018PLC103201

Date: August 18, 2023

To,
Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra East Mumbai - 400051.

Dear Sir/Madam,

Subject: Launching of E-market Website and Mobile Application.

Reference: Tapi Fruit Processing Limited (Symbol: TAPIFRUIT)

Tapi Fruit Processing Limited ("the Company") delights to announce that the Company has launched an e-market platform - <https://www.shoptapi.in/> for easy availability of company's products to the end consumers. Along with an e-market platform, the Company has also launched its Mobile Application named - "TAPI FOOD" which is available in Play Store as well as App Store.

With Tapi's app, the Company is able to reach a wider target audience. Tapi's app can make people more aware of our business and make it easier for them to find us and use our product or services.

The Brief Details of the Application/ e-market platform are as under;

Sr. No.	Details
Name of the Application	Play Store as well as App Store Application - "TAPI FOOD" e-market platform - https://www.shoptapi.in/
Date of launch	18/08/2023
Type of the Application	Play Store as well as App Store Application & e-market platform
Whether caters to domestic/international market	Domestic/International Market
Name of the countries in which the product is launched (in case of international)	India
Features of Tapi's app	➤ provides a direct and personalized channel of communication with customers. ➤ convenient way for customers to browse and shop for products or services anytime and anywhere ➤ strategically suggest related or complementary products during the shopping process, encouraging customers to add more items to their cart

Registered Office : 212-214, Sunrise Chambers, Mini Bazar, Sardar Chowk,
Varachha Road, Surat - 395 006. (Guj.) India. Tele: +91 261 2551206

Factory : Block No.124-125, Plot No.17-A, Opp.Gupta Industries, N.H. No.8,
Pipodara, Tal.Mangarol, Dist.Surat.-394 110 (Guj.) India. Tele: +91 - 73836 80150



Sr. No.	Details
Benefits of Tapi's app to Company	➤ Companies can use push notifications to inform users about new products, promotions, discounts, and other special offers. ➤ This increased engagement can lead to higher sales as customers are more likely to make purchases when they feel connected to the brand. ➤ This accessibility can lead to increased sales as customers are more likely to make impulsive purchases or revisit the app whenever they need something. ➤ This can increase the average order value and overall sales. ➤ Apps can provide valuable insights into customer behaviour and preferences. By analyzing this data, companies can refine their marketing strategies and product offerings to better align with customer needs, ultimately boosting sales.

This is for your information and records.

Thanking you,

For, Tapi Fruit Processing Limited

KASHYAPKUMAR
AR NAGJIBHAI
PANDAV
Digitally signed by
KASHYAPKUMAR
NAGJIBHAI PANDAV
Date: 2023.08.18
17:00:34 +05'30'



Kashyapkumar Pandav
Company Secretary & Compliance Officer
Membership No.: A69677