

Date: 30.10.2026

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai — 400001

Scrip Code: 540404

Subject: Business update - Historic Agri Boost: Honourable PM Modi ji Launches 12 Horticulture Clusters, Prime Fresh Entrusted with Nashik Vegetable Cluster.

Ref.1: Intimation dated 19th August 2025 regarding Business Update with respect to submission of Two (2) Detailed Project Reports (“DPRs”) and Business Plans with National Horticulture Board of India (“NHB”) for Cluster Development Programme.

Ref. 2: Intimation dated 13th September, 2026 regarding receipt of In-principle approval for Nashik CDP by NHB for Implementation of Periurban Vegetables Cluster Project

Ref. 3 : Intimation dated 15th October, 2026 regarding Signing of Grant Agreement with the National Horticulture Board (NHB) for Implementation of Peri-Urban Vegetable Cluster Project at Nashik on 15th October, 2026

Dear Sir/Madam,

In continuation of our earlier intimations dated **19th August 2025** regarding the submission of Two (2) Detailed Project Reports (“DPRs”) and Business Plans with the National Horticulture Board of India (“NHB”) under the Cluster Development Programme (“CDP”), dated **13th September, 2026** regarding receipt of In-Principle Approval from the National Horticulture Board of India (NHB) and dated **15th October, 2026** regarding Signing of Grant Agreement with the National Horticulture Board (NHB) for the Nashik Cluster Development Programme, we wish to inform you that the Hon’ble Prime Minister of India, Shri Narendra Modi, has launched 12 horticulture clusters across the country, including the Nashik Vegetable Cluster Project, which is entrusted to Prime Fresh to be implemented.

The initiative aims to strengthen the horticulture value chain, promote efficient post-harvest management, improve market linkages and enhance the overall infrastructure for the horticulture sector.

The Nashik Vegetable Cluster Project is expected to provide opportunities for the Company to leverage its expertise in agricultural supply chain management, procurement, handling and distribution of fresh produce, while contributing to the development of an integrated and efficient horticulture ecosystem. A detailed information about the initiative is enclosed as **Annexure A** to this intimation.

The Company will make further disclosures regarding material developments, if any, in accordance with the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This disclosure is being made in compliance with the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the above information on record.

Thanking you,

For Prime Fresh Limited

JASMIN
JAYKUMAR
DOSHI
Date: 2026.10.30
19:49:16 +05'30'

Jasmin Doshi
Company Secretary
M.No:A36029



Annexure A: Business update

Historic Agri Boost : Honourable PM Shri Narendra Modi Launches 12 Horticulture Clusters Nationwide; Prime Fresh to Implement Nashik Vegetable Cluster Project

- Nashik cluster to develop integrated agricultural infrastructure with an estimated investment of ₹124 crore
- Project aims to directly benefit around 11,000 farmers across 10,000 hectares

Mumbai | October 30, 2026:

Honourable Prime Minister Shri Narendra Modi officially commenced the on-ground activities of 12 approved horticulture clusters across the country from Banaskantha, Gujarat, under the Cluster Development Programme (CDP) of the National Horticulture Board (NHB), Ministry of Agriculture & Farmers Welfare, Government of India.

The nationwide initiative spans approximately 1.46 lakh hectares collectively and is expected to benefit over 1.3 lakh farmers. As part of this mega rollout, Prime Fresh Limited has been designated as the Implementing Agency for the Nashik Peri-Urban Vegetable Cluster.

To mark the occasion, a special event was organized at Nandur Shingote in Nashik district on October 30, 2026, enabling local farmers and stakeholders to participate virtually in the national launch. This follows Prime Fresh signing a Grant Agreement with the National Horticulture Board on October 15, 2026.

₹124 Crore Proposed Investment and Modern Infrastructure

According to the Detailed Project Report (DPR), the Nashik Cluster Development Programme entails an indicative total project investment of approximately ₹124 crore, focusing on farmer-level interventions and advanced infrastructure development.

The project aims to build a robust farm-to-market ecosystem connecting production, aggregation, post-harvest management, cold-chain logistics, processing, and organized market access. Key infrastructure highlights include:

- Aggregation Hubs: 2 collection and aggregation centers alongside 1 integrated packhouse.
- Storage Capacity: 6,000 MT of cold-storage capacity and 3,000 MT of frozen-storage capacity.
- Farm-Level Support: 14 farm-gate packhouses and 10 refrigerated vehicles.
- Processing Units: Facilities for vegetable freezing, dehydration, and value addition.
- Agri-Tech Solutions: Quality control systems, digital traceability, farm-management technology, and farmer-training infrastructure.



PRIME FRESH LIMITED

Empowering Over 11,000 Farmers

The project will execute agricultural interventions across approximately 10,000 hectares, targeting training and skill development for around 11000 farmers. Prime Fresh aims to provide farmers with access to quality planting material, modern agricultural practices, direct market linkages, and technical assistance.

This integrated approach is designed to minimize post-harvest losses, ensure better realization of crop prices, and strengthen rural livelihoods. Furthermore, the company aims to expand this network to over 10,000 hectares and 11,000+ farmers within the next two years.

A Significant Step Toward Farmer Empowerment: Hiren Ghelani

Commenting on the development, Mr. Hiren Ghelani, Director of Prime Fresh Limited, stated, "The launch of the Cluster Development Programmed by Hon'ble Prime Minister Shri Narendra Modi is a monumental step toward strengthening India's agricultural ecosystem. Entrusting us with the Nashik cluster is a crucial milestone for Prime Fresh. By introducing modern technologies, robust cold-chain networks, and direct market linkages, our core objective is to enhance farmer incomes, reduce crop wastage, and make Indian agriculture globally competitive."

Glimpses from Nashik Region: PFL Team, Farmers, Stakeholders and NHB Officials Witness Historic Nationwide Launch of 12 Horticulture Clusters by Hon'ble Prime Minister Shri Narendra Modi Ji.

Prime Fresh Limited Entrusted with Implementation of Nashik Vegetable Cluster.



Prime Fresh Felicitates Farmers at Nashik Vegetables Cluster Launch During Honourable PM's National Horticulture Initiative.



