Prime Customer Services Ltd.
CARE FOREVER

FACTSHEET
December 2019

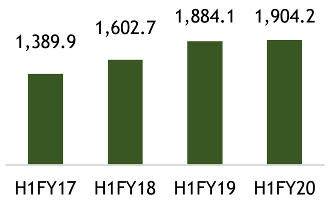
ABOUT PCSL

Prime Customer Services Limited (PCSL) is engaged in the operations of Sourcing, Processing & Distribution of fruits and vegetables .

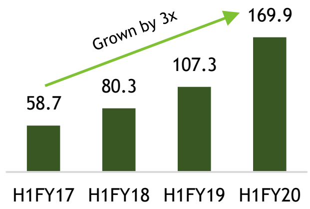
PCSL acts as a one stop solution for business segments (HoReCA, Retail, Modern Trade, Processors, etc.) in the Domestic and export market

FINANCIAL HIGHLIGHTS

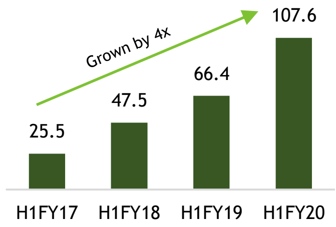
Net Sales (INR Lakhs)



EBITDA (INR Lakhs)



PAT (INR Lakhs)

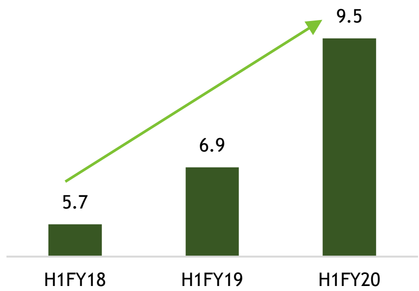


PCSL'S PRESENCE ACROSS THE VALUE CHAIN

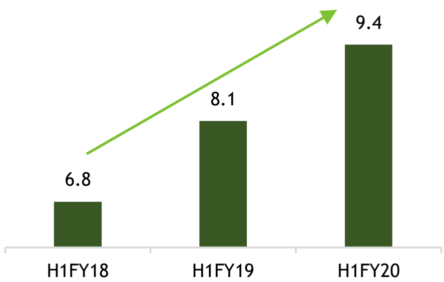
- Farming practices & planning support through agronomist team
- Harvesting planning, scheduling, know how sharing
- Post harvest practices including handling, sorting grading & packaging.
- Logistic & supply chain planning through multiple channels & segments
- PAN India B2B and B2C reach across seasons

KEY RETURN RATIOS

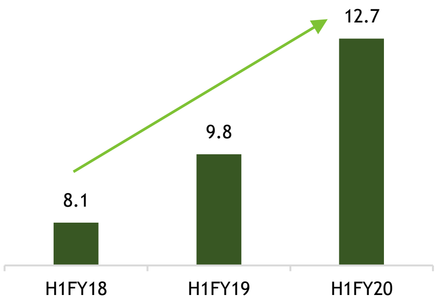
Return on Invested Capital (%)



Return on Equity (%)



Return on Capital Employed (%)



PROFIT & LOSS STATEMENT - HALF YEARLY

Particulars (Rs. Lakhs)	H1FY20	H1FY19	YoY %	H2FY19
Revenue	**1,904.2**	**1,884.1**	**1.1**	**2,433.7**
Expenditure	1,735.3	1,776.8	-2.3	2,320.7
EBITDA	**168.9**	**107.3**	**57.4**	**112.9**
Depreciation	5.3	5.4	-1.7	7.8
EBIT	**163.6**	**101.9**	**60.5**	**105.1**
Other Income	1.0	0.0		0.5
Interest expenses	22.6	14.1	60.4	20.5
PBT	**142.0**	**87.8**	**61.7**	**85.1**
Tax	34.3	21.4	60.5	25.3
Reported Net Income	**107.6**	**66.4**	**62.1**	**59.8**

GEOGRAPHICAL PRESENCE

HIMACHAL PRADESH

- Solan
- Shimla
- Rampur

RAJASTHAN

- Barmer
- Jaisalmer
- Jalore
- Jodhpur
- Dungarpur
- Nagaur
- Sri - Ganganagar

GUJARAT

- Ahmedabad
- Surat
- Vadodara
- Rajkot
- Junagadh
- Bhuj
- Kutch
- Banaskantha
- Mehsana
- Himmatnagar
- Navsari
- Valsad
- Bardoli
- Morbi
- Surendranagar
- Gandhinagar
- Sabarkantha
- Amreli
- Patan
- Bharuch

MAHARASHTRA

- Mumbai
- Pune
- Nasik
- Aurangabad
- Dhule
- Ratnagiri
- Jalna
- Satara
- Sangali
- Akola
- Nagpur
- Kolhapur
- Ahmednagar

CUSTOMER LOCATIONS

Across country primarily Gujarat & Maharashtra. (Ahmedabad - Mumbai – Delhi)

DISCLAIMER

FACTSHEET
December 2019

CLIENTELES

Supply of Fresh Fruits & Vegetables

Warehousing Solutions & Services

Dairy Frozen

Re-pack & Packaging Facility

3 PL (Manpower Management)

C & FA Services

EXECUTIVE MANAGEMENT

JINEN GHELANI (CHAIRMAN)

20 years experience in Retail, FMCG and horticulture in India. His role is pivotal for the company in identifying, negotiating and implementing new business opportunities. His rich experience includes procurement, operations and sales aiding the companies operation in tough business conditions. Through his involvement in the business, he is focussed on increasing the scale of operations and building a stronger network of farmers.

HIREN GHELANI (DIRECTOR)

A business enthusiast with passion for research has leveraged this competence in the field of F&V operation. A Veteran of the capital markets with a plethora of experience of 20 years in networking, resource allocation, team building and identifying new business opportunities. Being a key member and a wheel of growth for the companies operations , he is involved in constructing and implementing strategies that add value to the business and enhance the overall shareholders value

UMESH PATEL (INDEPENDENT DIRECTOR)

30 years of deep & solid experience of Food processing sector and APMCs trade in Fruits and Vegetables sector . Expertise in food processing & procurement bandwidth for Mangoes and Tomatoes aids in making further in-roads deeper in to Gujarat and Maharashtra . As a part of the PCSL family, his assistance towards improving efficiency and increasing productivity are of prime importance

BRIJESH K MISRA (INDEPENDENT DIRECTOR)

30 years of experience and a strong understanding of the industry with a degree in B.Sc. (Agri.) and M.S. (Agri.) in Horticulture. He is proficient in agro-product marketing in generating, monitoring and managing sales of the products, licensing of central & state agriculture and quality control department, product trials & demonstrations and farmers meetings. His vast experience and wide network relationships are source for expansion in various F&V producing regions.

PROFIT & LOSS STATEMENT - ANNUALLY

Particulars (Rs. Lakhs)	FY15	FY16	FY17	FY18	FY19
Revenues from operations	**1,959.5**	**2,103.5**	**2,386.8**	**3,611.7**	**4,317.8**
Total expenses	1,890.3	2,002.1	2,292.3	3,437.3	4,097.5
EBITDA	**69.1**	**101.4**	**94.6**	**174.4**	**220.2**
EBITDA margin (%)	**3.65**	**4.87**	**4.07**	**4.85**	**5.11**
Depreciation and Amortization	29.7	31.8	19.9	16.4	13.2
EBIT	41.8	70.7	77.3	158.8	207.5
Other income	2.4	1.2	2.6	0.8	0.5
Interest	29.6	31.4	29.9	19.1	34.6
EBT	12.2	39.3	47.4	139.7	172.9
Tax expense	3.9	12.2	14.9	39.6	46.7
Profit after tax	**8.3**	**27.1**	**32.4**	**100.1**	**126.2**

BALANCE SHEET RATIOS

Particulars (Rs. Lakhs)	FY15	FY16	FY17	FY18	FY19	H1FY19	H1FY20
Share capital	91.6	152.2	349.3	349.3	349.3	349.3	349.3
Reserves and Surplus	155.2	218.5	302.2	402.2	528.4	468.6	798.1
Non-current liabilities	205.7	53.1	5.1	282.1	179.9	223.1	141.9
Current liabilities	158.5	283.6	779.7	357.2	461.0	129.3	377.3
Total Equity and Liabilities	**611.0**	**707.4**	**1,436.3**	**1,390.8**	**1,518.6**	**1,170.3**	**1,666.6**
Non-current assets	149.4	123.9	127.9	112.1	98.6	110.4	94.9
Current assets	461.6	583.4	1,308.3	1,278.7	1,420.0	1,059.9	1,571.7
Total Assets	**611.0**	**707.4**	**1,436.3**	**1,390.8**	**1,518.6**	**1,170.3**	**1,666.6**

STOCK INFORMATION

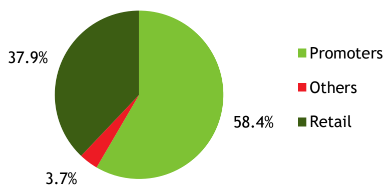
Market cap (INR)
4,717 lakhs

Shares outstanding
34.9 lakhs
(as on Sept 2019)

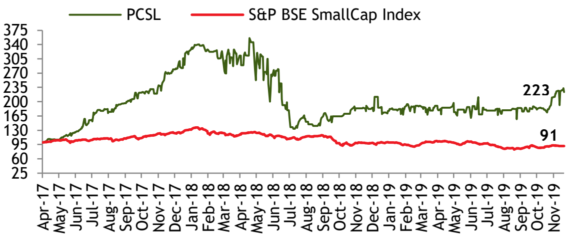
Exchange code
540404 (BSE)

Bloomberg code
PRIME:IN

Shareholding pattern (as on Sept 2019)



Relative stock price chart



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Designed By : Karvy Fintech Pvt Ltd.