

Unaudited Financial Results for H1FY2024

Press Release, November 1, 2023. www.proventusagro.com

Proventus Agrocom Limited (ProV) reports PAT of INR 248.45 lakhs in H1FY24

Healthy ProV Brand Growth * Widening Consumer Base* Innovative Products

Half Year Ended September 2023 Highlights:

- *Proventus Agrocom Limited posts Consolidated PAT of INR 248.45 lakhs; FY23 PAT: INR 367.18 lakhs*
- *H1FY2024 Revenue (Consolidated) – INR 20105 lakhs; FY23 Revenue (Consolidated): INR 42033 lakhs*
- *H1FY24 ProV Brand Revenue Sales – INR 14200 lakhs; FY23 Brand Sales was INR 21200 lakhs.*

Speaking on the occasion, Mr. Durga Prasad Jhawar, CEO and MD, Proventus Agrocom Limited said:

I am pleased to announce that Proventus Agrocom Ltd has achieved a healthy ProV brand growth and profit growth in the first half of the fiscal year 2023-24. Our focus on operational efficiency, cost optimization, and strategic planning has led to a robust financial performance.

One of the most astonishing highlights of our performance is the phenomenal growth of our ProV brand. In the first six months of the current fiscal year, ProV brand sales have surged to INR 14200 lakhs vs INR 9200 lakhs of H1FY23. This growth underscores the trust our customers place in our brand and the dedication of our sales and marketing teams.

Our ProV brand is now a recognized and trusted name across the length and breadth of India. We have managed to establish a PAN India presence, thanks to our tireless efforts and the unwavering support of our distribution network. We have further solidified our commitment to providing top-quality products to our customers.

In our quest to constantly innovate and cater to evolving customer preferences, we are thrilled to announce the launch of several new premium products in the first half of FY24. These additions to our portfolio have not only expanded our product range but also enhanced our competitive edge in the market.

In addition to expanding our distribution network, we are intensifying our focus on brand building. We understand the significance of a strong brand in today's competitive market, and we are committed to investing more resources into this aspect of our business. We have increased our budget for brand building and marketing initiatives, ensuring that our brand not only reaches every corner of the country but also leaves a lasting and impactful impression on our target audience.

Our aim is to create a consistent and compelling brand image that resonates with our customers, fosters loyalty, and drives growth. With wider distribution network and increased investment in brand building and marketing, we are confident that ProV will continue to grow and thrive in the market, capturing the hearts and minds of consumers nationwide.

Proventus Agrocom Limited
(Formerly known as Proventus Agrocom Private Limited)

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CIN: U74999MH2015PLC269390

We firmly believe that ethical and professional practices are integral to our growth and success. Proventus Agrocom Ltd is committed to maintaining fair corporate policies that prioritize transparency, accountability, and sustainability. By adhering to high standards of integrity, we are not only building trust with our customers but also ensuring long-term sustainability of our business.

At Proventus Agrocom Ltd, customer satisfaction is at the core of our business philosophy. We believe that truly understanding and meeting our customers' needs is what will propel us to the top. Through active engagement, feedback collection, and rapid response to customer concerns, we ensure that our products and services align with their expectations. Our aim is to not just meet but consistently exceed customer satisfaction, making ProV the preferred choice for consumers in our industry.

In conclusion, I want to express my heartfelt appreciation to all our stakeholders, including our shareholders, employees, distributors, and customers, who have played a pivotal role in making our success possible. Proventus Agrocom Ltd is entering an exciting phase of growth and innovation, and I am confident that with your continued support and our dedication, we will continue to achieve great milestones in the future.

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About Proventus Agrocom Limited

Proventus Agrocom Limited (ProV) is an integrated health food brand with presence in entire range of dry fruits, nuts, seeds and berries and healthy snacking products across the value chain. ProV approach in the space focuses on diversifying across the baskets and intensifying our presence across the value chain; in the end, being a 'one-stop shop' for our consumers. The motto of Proventus is to create expertise in healthy food products and build the revenue stream by moving across the value chain from origination to distribution and creating an integrated business model - from "farm to homes". The fundamental cornerstone of our approach is to capture the demand and supply stream by developing a stable base of sourcing and distribution.

ProV stands for Protein in every bite, loaded with multivitamins that are vegan, natural, and extremely healthy. It focuses on three essential pillars of success - quality produce, farm-to-table approach, and a multitude of convenient choices for consumers.

The "ProV" brand is used for the consumer packs sold through retail channel such as General Trade, E-Commerce, Modern Stores and own website www.provfoods.in

ProV has six brand segments, namely.

- ProV Select - Economical at home daily consumption category,
- ProV Premium - Flagship high quality category,
- ProV Regal - Luxury jumbo sized produce category,
- ProV Flavours - Augmented with flavours,
- ProV Fusion - Exquisite trail mixes,
- ProV Minis - Pick-and-go needs.
- ProV Lite - Activated

Founded by DP Jhawar, Deepak Kumar Agrawal and Shalin Khanna.

Corporate Identification Number: U74999MH2015PLC269390.

Proventus Agrocom Limited Social Handle

 <https://twitter.com/provfoods> ;  <https://www.linkedin.com/showcase/provfoods/>

For more details please contact:

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Safe Harbour

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