

GroPure

GroPure Organic

FROM SOIL TO SOUL

Bringing Nature's Best to Your Table!

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KNOW MORE**



Be A Part of The Organic Revolution

COMPANY

GroPure Organic was started with a purpose of Organically grown, chemical contamination free food to every household in the country.

Established in 2016

Headquarters: Pune

6 farms across Madhya Pradesh and Maharashtra – 4 Operational and 2 under development

1200 acres of Farmland – 750 acres owned by Promoters and 450 acres owned by Investors

1500 acres of farmland at various stages of acquisition

A total of 58 products in more than 160 SKUs



PROMOTERS

Rekha Chandak – FOUNDER DIRECTOR

o Rekha is a Graduate from Delhi University and a keen Food Enthusiast. Her passion for Pure Food & the concern for Environment led to the birth of GroPure Organic Farm. She has been the force behind this venture from the time of inception as a Founder Director.

Pankaj Chandak– FOUNDER DIRECTOR

o Pankaj is a Mechanical Engineer from NIT, Durgapur & MBA from IMI, New Delhi. He has been associated with Automobile Industry in various capacities. In his career spanning over 20 years, he has worked for Hyundai Motors, General Motors & Fiat- Chrysler Group in different National & International assignments. He has the distinction of achieving various awards, including the award from WORLD AUTO FORUM in 2013.

o He was last working as Vice President/Director in Fiat-Chrysler Automobiles and gave up the corporate life for his passion in Organic Farming. He has been associated with GroPure Organic since its inception as a Founder Director

ORGANIC FARMING

o From Soil to Soul!!!

§All food products are grown on our Farmlands because we believe in transparency and accountability. Organically grown without any chemicals, pesticides with minimal processing done to preserve the nutrition and taste.

o Helping Marginal Farmers

§We are providing rural employment around our farms by training the farmers in Organic Farming techniques and then buying the produce directly from them. We engage farmer families, deliver better returns and help create a sustainable livelihood for them.

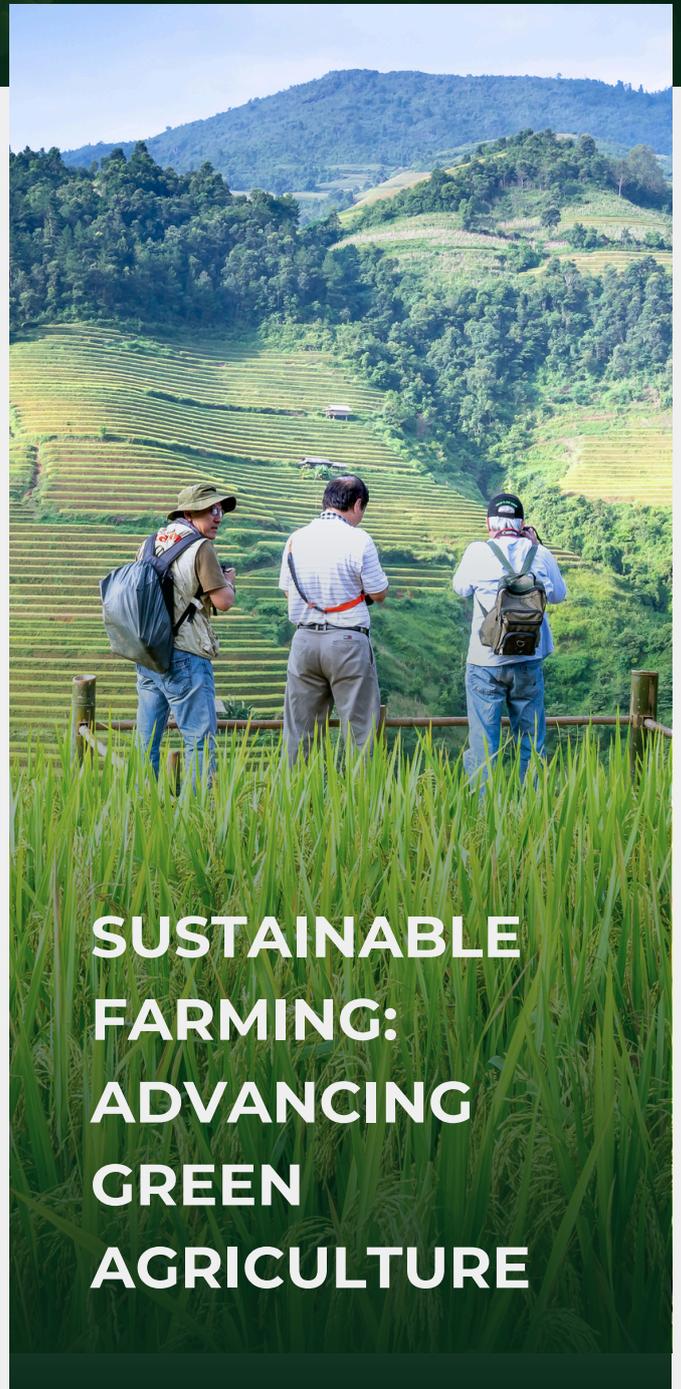
o Sustainable Farming (Circle of Life)

§Our Farms are Self Sustainable and the resources required in farming are created within the farms. We do water harvesting and use ground water. Apply natural solutions to control pests, use biofertilizers and decomposers made on the farm.

o Products

GroPure cultivates a total of 58 products in more than 160 SKUs. The Diverse portfolio of products includes:

- Food grains and Millets
- Pulses
- Spices
- Sweeteners
- Ayurvedic herbs and Superfoods



**SUSTAINABLE
FARMING:
ADVANCING
GREEN
AGRICULTURE**

CURRENT BUSINESS

GroPure Organic operates in Multiple Verticals:

Sale of Organic Food

All the cultivated products are cleaned, packed and shipped. No artificial or synthetic substances are added and any processing if at all is done only using natural methods without involving or adding or using any form of chemicals

The products are distributed throughout the country in bulk trade to aggregators as well as the retail sector through various E-Commerce platforms. A small percentage of the products is also exported to certain European countries.



Farm Management

GroPure Organic offers an option for Self/Managed farming to Investors. All investors who acquire Agricultural land within GroPure's gated communities have the option of doing

- o **Self/Managed Farming** - GroPure manages all the farming activities on behalf of the Investor- all the harvest belongs to the Investor which can be sold to GroPure.
- o **Leasing of land** in exchange for Fixed annual/monthly lease rent while GroPure has complete independence in the farming activities

Eco Tourism and Wellness Resorts

- o GroPure intends to set up Eco Tourism/Wellness Resorts in its farms in Maharashtra and MP.
- o The resorts will be managed by specialist operators who will be responsible for Operations, Management, Maintenance and attracting Tourists.
- o GroPure will take responsibility for setting up stay Infrastructure as in Farmhouses for the tourists which will then be leased to the Wellness Resort Operator for revenue sharing as mutually agreed. Investors will also be able to build such farm houses on their land.



GroPure

INVESTMENT PROCESS

ALL INVESTORS WHO WISH TO PURCHASE AGRICULTURAL LAND IN GROPURE'S GATED COMMUNITIES CAN FOLLOW A SIMPLE PROCESS AS DETAILED BELOW:



- o An Expression of Interest (EOI), is signed between GroPure Organic and Investor. Minimum size of farm unit will be 2.5 acres
- o Transfer of Token advance
- o Balance payment to be made as per agreed schedule
- o Based on Investor's availability for travel, GroPure will book a Registration slot
- o Once the registration is completed, GroPure will submit the documents for Mutation.
- o After the mutation process is complete, Investor can choose between Self/ Managed Farming or Leasing option
- o A legal lease agreement will be signed between Investor and GroPure Organic (if the Investor selects the lease option)
- o If the investor wants to engage in Self or Managed farming then details for this can be decided based on mutual discussions and consent.