INDIAN POTATOES

International Decade of Millets 2024-34

# INDIAN POTATOES LIMITED

Moving Towards Global Leadership in Potatoes & Millets

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INDIAN POTATOES
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LIMITED

# TABLE OF CONTENTS

CONTENTS

INDIAN POTATOES LIMITED

## A.GENERAL INFORMATION

| | | |
|---|---|---|
| 1. | Name | INDIAN POTATOES LIMITED |
| 2. | Regd. Office | Plot No. 115 Industrial Area, Phase - II, Ram Darbar Chandigarh 160002 India |
| 3. | Website | https://ipl.org.in |
| 4. | Contact | +91 9711136325 |
| 5. | Admin Office | 3-Gokul Row House, Vishal Nagar, Pimple Nilakh, Pune 411027 Maharashtra, India |
| 6. | Uttar Pradesh Office | 171, Sector 31-A, Noida, Delhi NCR 201301, India |

## Date of incorporation of the company:

The Company was incorporated on April 21, 2003, under the name of 'Indian Potatoes Limited'.

## Business carried on by the company:

India's First Stake Holder's Company, having a consortium of farmers, agriprenures and other stake holders having transparent and shortest value chain providing one stop solution to the framers by addressing the entire value chain from seed to plate.

## Aim of the Company : A three point agenda

- To address the complete value chain of two major group of crops i.e. Millets & Potatoes including backward and forward linkages including market access development.
- To empower farmers and agriprenures through agribusiness models and act as a bridge between producer and consumers.
- To contribute to Indian Agriculture, National Economy ,Global Food Security and Nutrition Security.

## B.BRIEF PARTICULARS OF THE MANAGEMENT OF THE COMPANY

1. Dr. Satyen Yadav, Founder Chairman and Director has a strong technical background of Agribusiness, Research & Development with more than 3 decades of experience of working on various projects in India and abroad. He is also president of the Horticulture Produce Management Institute, a leading Horti business organization of India. He is also the founder of the India Millet Initiative and contributed significantly to the mission of promoting Indian Millets.
2. Ms. Anupma Yadav, Director, General Secretary -Horticulture Produce Management Institute. She is founder General Secretary of Horticulture Produce Management Institute, a leading Horticulture promotion Institution of India. She has contributed significantly in the field of women's empowerment through Horti business. during last three decades.
3. Dr. Ishan Yadav, Director, a first-generation technocrat having a Ph.D. degree in Horti-business and more than a decade experience of working in different fields of Horti-business.
4. Mr. Ravi Saini, Director, a having a DIN Number 01926733 is a Financial Management and banking expert having 30 years of experience. his is also a Director and Promoter of RS Wellness LLC, USA : Director, Techno Graam incubation council, Alwar, Rajasthan, India and living in Tilak Nagar, New Delhi, India.

INDIAN POTATOES LIMITED

## C. MANAGEMENT SHARE AND OWNERSHIP:

**Shareholding pattern of the Company as on 31st March, 2024**

**EQUITY SHARES:**

| S. No. | Name of Shareholder | Type of Equity | No. of Shares | Amount per Share (In Rupees) |
|---|---|---|---|---|
| 1. | Satyen Yaadav | Equity | 1,50,010/- | 10 |
| 2. | Anupama Yadav | Equity | 3,34,850/- | 10 |
| 3. | Shankar Lal Purohit | Equity | 5,000/- | 10 |
| 4. | Raman Deep Assi | Equity | 2,000/- | 10 |
| 5. | Amit Gaurav | Equity | 100/- | 10 |
| 6. | Pankunj Verma | Equity | 1,000/- | 10 |
| 7. | Vishal Malik | Equity | 2,000/- | 10 |
| 8. | Dr. Kriti Singh | Equity | 5,000/- | 10 |
| 9. | Dharmanand Bhatt | Equity | 10/- | 10 |
| 10. | Laxmi Bhatt | Equity | 10/- | 10 |
| 11. | Rajesh Rajanwal | Equity | 10/- | 10 |
| 12. | Renuka Yadav | Equity | 10/- | 10 |
| | TOTAL | | 5,00,000/- | |

## D. FINANCIAL POSITION OF THE COMPANY

- The Authorized capital of the Company is Rs. 50,00,000 (Rupees Fifty Lakhs) comprising of 5,00,000 (Five Lakh Only) Equity Shares of Rs. 10/- (Rupees Ten Only) each.
- Paid up share capital of the Company is Rs. 50,00,000 (Rupees Fifty Lakhs) comprising of 5,00,000 (Five Lakh Only) Equity Shares of Rs. 10/- (Rupees Ten Only) each.
- A summary of the financial position of the company:

| S. No. | Particulars | FY 2023- 2024 (Amount in Rupees) | FY 2022- 2023 (Amount in Rupees) | FY 2021-2022 (Amount in Rupees) |
|---|---|---|---|---|
| 1. | Total Turnover | 37,32,100 | 30,90,500 | Nil |
| 2. | Net Profit of The Company | 4,58,210 | (78,290) | (39,106) |
| 3. | Net Worth of the Company | (1,97,77,890) | (2,02,31,460) | (2,01,57,845) |

## F. Details of the proposed Project

**The company has the following three projects**

01. Indian Millets Value Chain
02. Indian Potatoes Value Chain
03. Food Value Chain with Farm to energy Approach

## PROJECT 1: INDIAN MILLETS VALUE CHAIN:

### A mission to address food security & nutrition security

It was 18th March,2023 when Indian Prime Minister Mr.Narendra Modi renamed Indian Millets as "SHREE ANNA" in an International Agribusiness Conclave to celebrate International Year of Millets 2023, announced by United Nation's General Assembly (UNGA) in March 2021 and underlined his mission to bring back the Millets to the plates of everyone.

Following the foot prints and taking the mission ahead , Horticulture Produce Management Institute conceptualized and promoted a special platform "INDIA MILLET INITIATIVE" to take the journey of HPMI's President Dr. Satyen Yadav with Millets which was started in 2004 to establish the entire value chain of Millets from seed to plate in India and take it to Global and contribute their efforts in addressing the challenges of food security and nutrition security and achieving the three major goals of Sustainable Development Goals of United Nations through a commercial arm of Group "INDIAN POTATOES LIMITED" as commercial project on "INDIAN MILLETS VALUE CHAIN".

**COMPONENTS OF THE PROJECT:** The entire value chain has the following components of the project to address the backward and forward linkages including market access development with seed to plate approach.

**01-gri-inputs including bioagents, bio-fertilizers and extension support:**

Agri-input management is very important components of the value chain. Since, we are promoting Organic Farming for our produce for which we have identified farmers in specific agro-climatic zone for contract production and they would be provided authentic Agri-inputs and other extension support for entire backward linkages to ensure right produce and right production. Agri-inputs include certified seeds, bio-fertilizers, bio-agents other required support in terms of mechanization and precision farming. This will be an independent profit center under the vertical of "Agri Mart" to be set up in franchisee mode in the clusters, developed by Indian Potatoes Limited and powered by Horticulture Produce Management Institute and India Millet Initiative. This activity will help farmers replacing the normal seeds with these selected varieties and will increase their production as well as quality which will help them in getting remunerative prices and we will get the desired produce with desired nutrients' of India has developed 76 bio-fortified varieties for different crops. This activity needs time to multiply breeder seeds from parent seeds followed by foundation seeds and certified seeds which can be sold through university counters as well as State Seed corporations and directly to registered growers of the company empowered by India Millet Initiative. We have identified centers in Himachal Pradesh,Uttar Pradesh ,Rajasthan, Tamil Nadu, Karnataka and Chhattisgarh for crop specific programs.

**02-Post-harvest infrastructure and management including value addition:**

The Millet crops lack appropriate post-harvest management centers and storage to ensure the right kind of produce, also plan to promote Indian products and high value processed products and this is the need of the hour. To address the need , a Mega Food Park for Millets has been planned in Koppal District in Karnataka in the heart of Millet growing area and 52 acres land has been purchased and the project is likely to start in July with a time bound plan to complete the India's first Mega Food Park in 18 months with all integration of required activities to support end to end solution for addressing the entire value chain to produce high value products with appropriate branding and packaging with all required quality certifications .

**03-Post harvest infrastructure and management including value addition:**

There are lots of gaps in the value chain of Millets. Neither the enough products are available not the market. Everyone is talking about goodness of Millets but where to get, how to get and how to consume. We have prepared 11 recipe books on each Nutri Cereal Crops (Shree Anna) and developed 600 plus products with different Millets and now we plan to promote them and create awareness in India as well as in potential importing countries. We have got an e-Commerce platform, a concept of B to C marketing and an innovative plan to promote "Millet Cafeteria & Store" and "Food Therapy". We are also planning to have Millet Cafeterias in all major countries who supported India's resolution of International Year of Millets 2023.

**FINANCIAL OUTLAY:** Project is estimated to have a financial outlay of about INR 250.00 Cr. (INR 2.5 Billion)

## PROJECT 2: INDIAN POTATOES VALUE CHAIN:

### A mission to address food security & nutrition security

If we see the whole world, we will find only two strong matrices for evaluating the growth to become the world leader in Food & Agriculture i.e. Bio-diversity and technology. The technology can be acquired but bio-diversity cannot be acquired and we have the inherent strength in terms of rich-biodiversity and more arable land. Interestingly, we do not have many threats from any of our competitors, if we realize our strength and exploit it fully.

The China, our neighbor and the major threat for our aim to become **WORLD LEADER IN POTATOES** by 2030. The China has very little arable land in spite of having large geographical area. A large part of China's land is desert and another large part is covered by highlands of Tibet and about 13% of the total land area is woods and only 11% of the whole 9.6 million Sq Km can be used for agriculture. China has only half of the arable land in comparison to India (200 million hectare), which is only one third of the size of the China (106 million hectare). With more meat consuming country, China requires more grains for meat production. About 22% of their grains are being consumed for meat production and in addition to that fast-growing fish farming need about 15 million tons of grains per year.

**POTATOES:** The whole world is talking about Food Safety. In India, also there is threat to Food Security. So, if India recognizes the importance of Potatoes as staple food equal to rice and bread, the food shortage will never be there in India rather it will help poor people fighting malnutrition also in addition to hunger due to its high nutritional values.

If we compare the situation of Potatoes between India and China, we will find that we are at a much stronger situation. China produces about 57 million tons of potatoes by using 4.5-million-hectare land which is about 4.25 of their arable land while India is producing about 34 million tons of potatoes by using 1.8-million-hectare land which is even less than 1% of our arable land. China uses about 40% potatoes for other uses other than food while India uses 100% of its produce as food only. Though, per person availability of Potatoes is 40 kg but it actually it comes 24 Kg while in India it is about 29 Kg per person.

So, if we promote consumption of potatoes in India and remove misconception and prejudices about potatoes, it can serve as staple food for the poor people and help them to fight hunger and malnutrition. Potatoes have all the nutritional values, required for fight malnutrition. Of course, the over consumption may cause dietary diseases but balance consumption will fight both hunger and malnutrition.

Regarding high prices during last one decade are due to limited growing area, the low production, the primitive cultivation method and lack of post-harvest infrastructure and increased awareness about potatoes and its promotion as commercial crop and it's uses by adding value to it, can easily be overcome by filling gaps.

If we see potatoes with a commercial point of view. Our neighboring countries like Nepal, Sri Lanka, Singapore, Malaysia, Gulf countries are the ready market for surplus and if we have planned and targeted production for European countries and Russian countries where potato is a staple food will add to our strength and open up new business opportunity for exports from India, which can be larger than any of the perishables and it will never create scarcity for our countrymen.

So, let's realize our inherent strength and march ahead with our mission to become the World Leader in Potatoes by 2030.

**Background:**

Govt of India had approved an AGRI EXPORT ZONE in UP for Potatoes covering all the potential Districts like Agra, Hathras, Farrukhabad, Kannoj, Meerut, Baghpat, Aligarh, Badaun, Rampur, Ghaziabad, and Firozabad. This announcement was done in 2003 which resulted significant growth in Exports and Price Control mechanism which is a regular problem either due to excess production or due to crop damage due to various reasons.

**Problem:**

During last almost twenty years, Indian Potatoes scaled many heights as well as experienced many roller-coaster kinds of rides and experienced many turmoils and in turn it gave many sleepless nights to policy makers. Many processing units and infrastructural facilities have been set up in West Bengal, Gujarat, Madhya Pradesh and Gujarat but no significant developments took place in UP, which is the largest Potato producing State. We have about 45 million Mt potatoes but we do not have even 10% of the certified seeds and even than we are the world's number three Potato producing country.

**Potential:**

We have a huge gap in seed, we have a huge gap in post-harvest infrastructure and we have a very big gap in value addition sector. These gaps represent the opportunities in this sector.

**Concept:**

To address the whole value Chain and supply chain of Potatoes in UP covering all the important production area with a "FARM TO ENERGY APPROACH" ensuring the win-win situation among all the value chain partners and sustainability of the model.

**Components:**

We will have all the components from Seed to Market and farm waste/process waste to energy and hence the following components will be taken into consideration to have a one stop solution to address the entire value chain and supply chain.

01. **Certified seeds:** This will require tissue culture, aeroponics and basic seed multiplication facilities and the storage facilities to store 2 million MT certified seeds.
02. **Varietal improvement through introduction of new process grade varieties:** This requires the research & development facility to support the need of process grade varieties to ensure the availability of process grade potatoes.
03. **Contract multiplication of various stages of Potato Seeds:** The contract farming will be promoted through Farmers Producer Companies in all the AEZ Districts covering all the western UP Districts, suitable for seed multiplication.
04. **Processing Units:** In the central processing area as well as in satellite processing are to process for various products including potato chips, French fries, frozen snacks, potato granules/flakes, vodka, starch and other products.
05. **Cold Chain:** It is integral part of the Potato project to handle seeds, ware potatoes and finally the frozen processed products. The cold chain will connect the farm to market as well as the ports.
06. **"THE POTATOES":** Potato Shops, the retail potato shops will be set up in UP, NCR region as well as in the non-potato producing States to maintain the price consistency as well as to ensure the availability of good quality produce and products at a competitive price.
07. **Ancillary units:** The ancillary units will be set up to produce packaging material and other required items for different products.
08. **Incubation Centre:** will ensure all possible support to the participating units with its central product development, analytical facilities, logistics support and other support system including disease forecast system and plant protection lab.
09. **Skill Development Centre:** The state of art modern training centers at central facility center as well as at all the 11-satellite centers will be set up to train the farmers for their pre-harvest and post- harvest requirement.

## G. STEPS TO BE TAKEN FOR EXECUTION:

**A mission to address food security & nutrition security**

01. Sensitization meeting for all stake holders followed by the beneficiary members registration.
02. Registration of Potato Farmer Producer Organizations.
03. Preparation of (Techno-economic feasibility report)
04. Submission of the project for Bank Appraisal.

05.	Stake Holders Meeting for their response on execution of the project
06.	Execution

**Components of the Project:**

01.	Seed Production of 2 million MT with storage & distribution network in Potato Producing areas.
02.	Supply Chain Management in NCR Region / Mumbai-Nasik Corridor and in non- potato producing States.
03.	Food Processing Complexes in UP
04.	Vodka Processing Unit at Firozabad
05.	Potato Shops for B to C Marketing Network
06.	Pack houses in all Potato production areas.

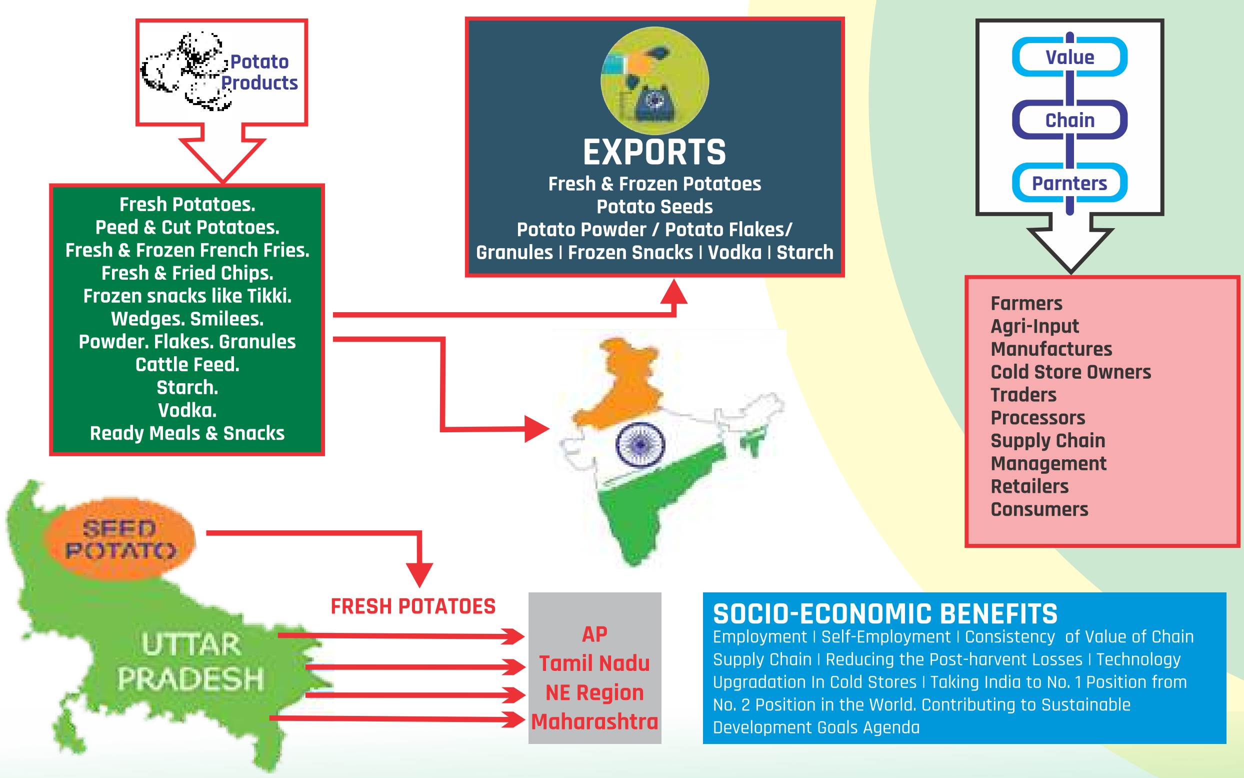
**Execution Schedule:**

With a Zero Date "9th October, 2024, the entire project will be implemented before 31st December, 2025 to catch the season starting from February 2026.

**Total Project Cost:**

Rupees 1800 Cr. (INR 1.5 Billion) to be funded through Debenture, equity and International Funding. Let's Join hands together to share prosperity through Humble Potatoes:

## INDIAN POTATO VALUE CHAIN



## PROJECT 3: FOOD VALUE CHAIN MANGEMENT :Farm to Energy Approach

**BACKGROUND OF THE COMPANY:**

We have conceptualized this project to address the issues well as an MOU was signed in February ,2018 between the promoters and UP Govt. to empower 95,000 farmers and 2000 agriprenures through self-employment and achieve the following goals:

01. Empowerment of farmers & Agriprenures through "FARM TO FORK MODEL".
02. To address the Global Food security & Nutrition Security Challenges
03. Employment/self-employment generation through Agribusiness Models

Further to the above issues, availability of safe food with traceability system and GAP (good agricultural practices) in place with TAGS (transparent guarantee system) with shortest value chain (FARM TO FORK extended to FARM TO ENERGY) to ensure the win-win situation for producer and consumer.

**MECHANISM:**

There are following strategical channel partners playing their pre-defined roles:

**01-** **Indian Potatoes Limited (IPL):** A company having twenty one years' experience of agribusiness, with special reference to market access development will provide the requisite infrastructure required for Ginkgo Mart and ensure supply chain.

**02-** **Horticulture Produce Management Institute (HPMI):** The Technical Resource Agency, responsible for providing the backward linkages and forward linkages to the beneficiaries.

**THE MODEL:**

The proposed model is called "FARM TO ENERGY". In 2003 , We had developed a model "FARM TO FORK" for Ministry of Agriculture with an example of Uttar Pradesh and demonstrated it for the first time in Punjab jointly with Punjab Markfed and now we have modified my model from "farm to fork" to "farm to energy" (all human being and the animal take food to take energy as ATP and release the waste as excretion which is a waste which can be further converted into energy which will be used to empower them further by fueling their agribusiness operations, so the current model will be called "farm to energy").

**BASIC ASSUMPTIONS OF THE MODEL**

Business model is very simple but looks little complicate due to its inter-connectivity and interdependence on linkages which will be linked with two main pillars i.e. PRODUCER (farm produce producer or produce processor) and CONSUMER (which can be an individual or an organization).

These two pillars will be linked with the chain having all the stake holders which will be independent for their sustainability and will grow together rather growing on each other and creating an internal competition and here we will call them value chain partners. Two very influential factors will be in-built in the model i.e. TRANSPARENCY IN ENTIRE VALUE CHAIN (through Transparent Agribusiness Guarantee System) AND RISK SHARING MECHANISM (by adopting participatory mode with win-win situation) which will ensure the adoptability and sustainability of the model.

**THE RESULT:**

Following the Nature's principal (creating the energy, giving the path and taking the result), we also proposed to create an energy (the thought converted into model), give a path (to implement the model) and take the result i.e. FARMERS AND AGRIPRENURES EMPOWERMENT.

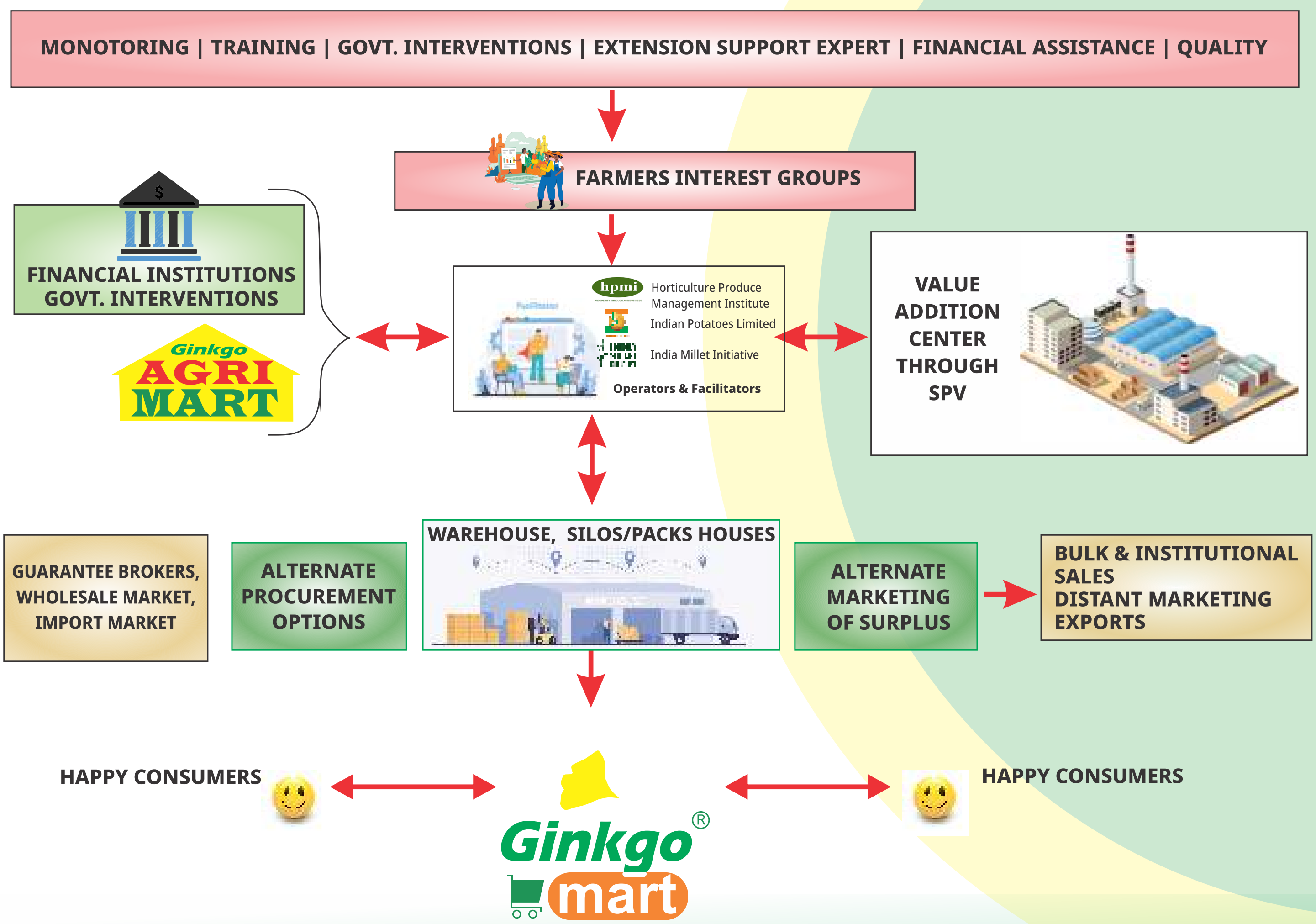
**TARGET:**

With a humble beginning, we are targeting the EMPOWERMENT OF 19,000 farmers and 20,000 Agriprenures in 730 Days with effect from 9th October 2024.

**COMPONENTS OF THE MODEL:**
We will have two major components i.e. "HPMI AGRI MART" to address the issues related to backward linkages to connect the farmers or producer and connect with "GINKGO MART" to address the issues related to forward linkages and connect with consumer. The Agri Mart will be a tool to empower the farmers through guidance, facilitation and interventions and Ginkgo Mart will agriprenures through livelihood options with complete hand holding from concept to execution and continuous support till financial sustainability.

**BUSINESS MODEL:**
The business model is divided into two parts i.e. FARM TO ENERGY and following is the FARM TO FORK model where all the farm produce is going to be supplied to end users including individual house hold, institutions and the importers.

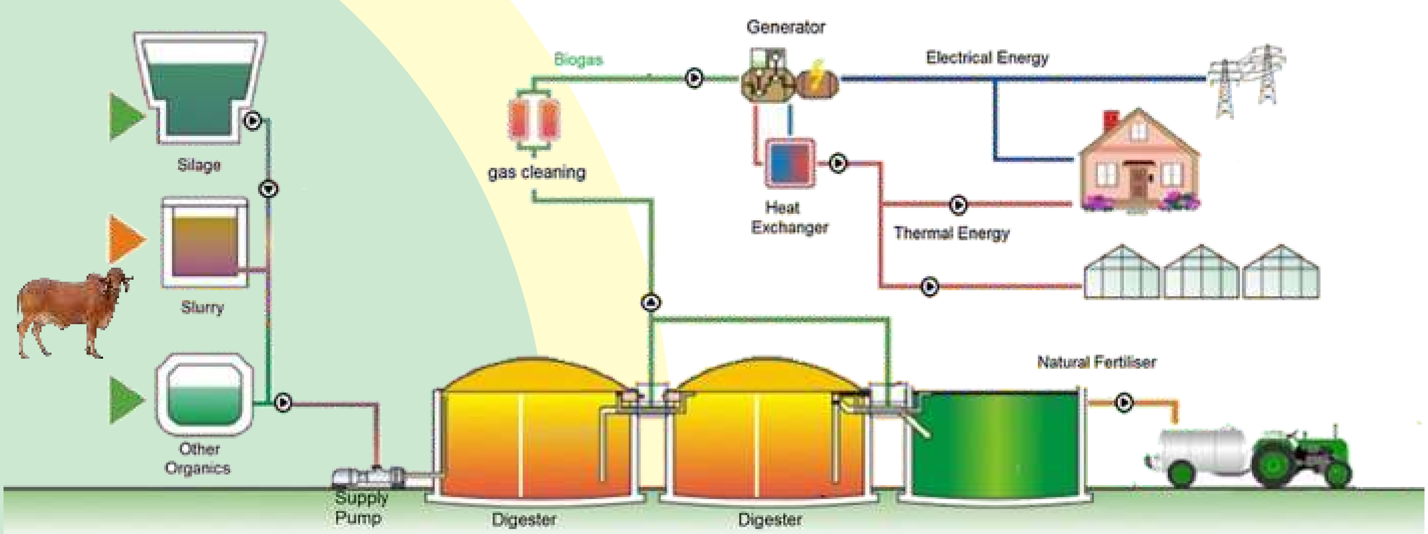
## INTEGRATED FARM TO FORK MODEL



INDIAN POTATOES LIMITED

The model is very well tested for its suitability for Farmer Producer Companies as well as Cooperative based network. This has the dependability on financial inclusions and various interventions available under various schemes for farmers and agriprenures.This model is a single point convergence of all the backward linkages requirements as well as all the forward linkages requirement. The model is also compatible with all the schemes (centrally sponsored as well as State sponsored). The financial inclusion through different funding schemes will play a critical role. In another model which we call FARM TO ENERGY model where we convert all the biological waste weather it is agriculture waste or human waste or animal waste into Biogas (for cooking), electricity (for consumption) and the CNG (for commercial use) and hence we recycle the whole energy which is present in the farm produce and cycles through living system and go back to pen system from where it comes back through biological systems.

## Energy Flow from Organic Waste to Energy Application




**EXISTING VALUE CHAIN:**

The existing value chain is very long and competing with each other and growing at each other's cost creating a unhealthy business competition and hence we have made it very short and perhaps this is the shortest possible value chain which is explained below:

## EXISTING VALUE CHAIN

**FARMER**
↓
**Local Traders**
↓
**Consolidation**
↓
**Wholesale**
↓
**Commission Agent**
↓
**Wholesaler**
↓
**Retailers**
↓
**CONSUMER**

**Ginko Mart Value Chain**

## Fruits & Vegetable Marketing Chain

**GAP ANALYSIS:**

To understand the existing commercial value chain versus proposed value chain, a gap analysis was done and a proposed value chain cost was estimated to have a win-win situation among all the proposed value chain partner with minimum inter-dependability and competition within the value chain which is summarized below:

## GAP ANALYSIS

| | | | | |
|---|---|---|---|---|
| Farm | → | Consumer | → | 100-400% |
| Local Mandis | → | Consumers | → | 100-200% |
| APM(s) | → | Consumers | → | 100-200% |
| Factories | → | Consumers | → | 65-70% |
| Ginkgo Mart | → | Consumers | → | 42% |

## OUR EXPERIENCE OF TESTING THE PROPOSED MODEL:

Retail of food stuff and especially fresh produce is one of the most difficult retail businesses and many big corporates have burnt their fingers and finally closed their operations. Due to the involvement of middle men in the fresh produce retail, both the value chain partners i.e. farmers and consumers are suffering and advantage goes to middle men only. Keeping in mind the price increase and the problems being faced by the consumers and farmers, this concept has been developed and tested by our principal M/S Indian Potatoes Ltd at Chandigarh, Rohini and Noida and it is found that this is the one of the best solution to implement FARM TO FORK concept and remove middle men and ensure the suitable prices for the farmers and ensuring supply of hygienic food stuff to the consumer's door step at the competitive prices, which is notified in advance.

The above experience was an outcome of an initiative taken jointly by Punjab Markfed & HPMI and during 2003 which was a pilot project to demonstrate FARM TO FORK MODEL, developed for Ministry of Agriculture and Cooperation, Govt. of India in 2003 to avoid the middle men and benefit farmers and consumers. So, we have requisite understanding about the project and experience of handling it.

## 1. OPERATIONAL MODEL:

Business model will include all the stake holders as independent value addition center which will strengthen and supplement without competing with each other with a transparency in the operation to avoid any kind of operational confusion and clash and the all the stake holders will be knit closely through FRANCHISEE model with a 100% sense of ownership and belongingness to ensure its success and smooth operation.

Each District will have a common infrastructural facility as a Master Franchisee to cater the operational demand of HPMI Agri -Mart and Ginkgo Mart as a Franchisee. All these franchisees will be given required training, orientation and support from developing concept till execution including project funding, market linkages and continuous support during their operations to ensure the feasibility and sustainability of the enterprise.

The model will be implemented in a three-tier system i.e. Ginkgo Marts, Mobile Ginkgo Marts and Village Ginkgo Marts having 65 different livelihood/business model under food mart concept. These food marts will be the forward linkage arm of Agri-Mart which will be their backward linkages arm. Each Agri-Mart at block level will only cater to identified and registered shareholders of respective FARMERS PRODUCER COMPANY which will have two members from Corporate and Technical Resource Agency (as per the Govt. of India norms for providing technical and commercial support and hand holding).

## GINKGO MART CONCEPT:

This model ensures the home delivery of all kind of Fresh Fruits & Vegetables, Cereals, Pulses, Spices, Dairy Products, Processed Foods, Certified Organic Produce and products and other processed foods & FMCG products at a pre-defined price.

INDIAN POTATOES LIMITED

We, at GINKGO MART- Franchisee, will get the supply of required food stuff through our principal who will source the produce and products from adopted farmers of Indian Potatoes Limited as well as from produce markets, if required. Similarly, we will market all non-perishable, staples, processed food and FMCG products from GINKGO Mart at a very competitive price directly to the consumers at their doorsteps and that too at highly competitive and pre-defined prices with 100% quality guarantee.

## OPERATIONAL MODEL:

We will take up the franchisee from the GINKGO MART and will get all required infrastructure required and will book the orders from the pre-identified customers for purchase of fresh fruits & vegetables and value-added products as per the marketing protocols. The order will be taken in advance and the same would be delivered next day. The GINKGO MART will ensure the dully graded, packed food stuff as per the individual customers and will pack them in a basket or crate and deliver it to the Franchisee at the respective out let or Franchisee will collect the packed deliveries from the Pack House to be delivered to the respective customers against cash payment. The entire sale proceed will be deposited in the collection account of IPL and in turn IPL will release the agreed sales commission and other payables on every 3rd of the respective month.

In addition to the home delivery, there will counter sales of cold & hot beverages and snack foods.

## PRODUCTS TO BE SOLD AT COUNTER:

1. Cane Sugar juice
2. Orange/Citrus/Pomegranate juice
3. Vegetable juices
4. Tea/Coffee/Soups
5. Snack foods
6. Cooked Food
7. Ready to Eat Food
8. Milllets & Millet Products through millets café & store and Food Therapy
9. Potatoes and Processed Potato products through "Aalloos"

## PRODUCTS TO BE SOLD (Under Home Delivery):

1. Graded, washed fresh fruits and vegetables
2. Pre-cut fruits and vegetables with a shelf – life of 7 to 10 days by using patented German technology called "FOOD FRESHLY" from Food Freshly GmbH, Germany
3. Value added products and food as well as non-food FMCG products
4. Certified organic and climate smart produce and products

## ADVANTAGES:

1. Convenience, hygienic, value for money
2. Highly competitive and pre-notified prices valid for six days
3. 100% unconditional quality guarantee

## HOW WE ARE COMPETITIVE:

We have eliminated the middle man from farmer/Producer to consumer i.e. Farmer – Local Traders Consolidator – Wholesale - Commission Agent – Wholesaler – Retailers - Consumer.
In Ginkgo Mart, we are the only agency to facilitate and we work on minimum overheads, the margin of the operator as well as all franchisee's margin while other existing models are operating at very high prices.

## MECHANICS AND ECONOMICS FOR A FRANCHISEE:

As per the market survey and feasibility studies a GINKGO MART operator can earn about Rs. 15,000 to 60,000/- per month or even more, depending upon the model selected out of three options i.e. GINKGO MART, GINKGO MOBILE MARTS & GINKGO VILLAGE MART.

## OUTCOME OF THE PROJECT:

01. Happy Farmers due to increase in their per capita income.
02. Happy Agriprenures due to their sustainable self-employment.
03. Happy Consumers as they get best food at their door steps at pre-notified price
04. Increase area under Horticulture Crops
05. Reduction in migration from rural area to urban area.

## 2- OPERATIONAL & FINANCIAL PART

The project is being implemented with a unique philosophy to adopt participatory mode with risk sharing mechanism with a win-win situation with all stake holders. The following model will be implemented

**MODELS:**

| S. No. | Particulars | Description | Cost of The Model in INR |
|---|---|---|---|
| 1. | Ginkgo Mart (Basic) | Ginkgo Mart will be mounted on Cycle Riksha | One Lakh |
| 2. | Mobile Nandi Ginkgo Mart | The Ginkgo Mart will be mounted on a specially designed cart which will be pulled by Trained Bulls | Five Lakhs |
| 3. | Mobile Electric Vehicle Mart | The Ginkgo Mart will be mounted on a Battery operated Riksha | Five Lakhs |
| 4. | Village Ginkgo Mart | Stationary Ginkgo Mart at Gram Panchayat Level | Five Lakhs |
| 5. | Stationary Ginkgo Mart | Stationary Ginkgo Mart for Urban Areas | Twenty-Five Lakh |
| 6. | Stationary Ginkgo Mart | Stationary Ginkgo Mart (Advanced & Big) | Fifty Lakh |
| 7. | Pack house I | Pack House having the facilities to handle the produce and products for various Ginkgo Marts | Two Crores |
| 8. | Pack House II | Pack House having the facilities to handle the produce and products for various Ginkgo Marts (Advanced) with Processing Facilities | Five Crores |

## FRANCHISEE MODEL:

The concept of a franchise model has revolutionized the way businesses expand and thrive in the modern marketplace. This innovative approach to business growth empowers entrepreneurs and companies to duplicate their success by allowing independent investors, known as franchisees, to operate under their established brand and business framework. The model is well suited to implement "direct to consumer" or a "Farm to Fork" sales company, with special reference to convenience foods and frozen foods. Frozen food, once viewed as a convenience option, has evolved into a global industry worth billions of dollars, driven by changing consumer preferences and a growing desire for high-quality, nutritious, and ready-to-eat meal solutions. Our company, Indian Potatoes Limited, with its unwavering commitment to quality, taste, and convenience, stands at the forefront of this industry. With a mission to provide wholesome frozen food options, we believe that the time is ripe for expansion through a franchise model, enabling us to reach a broader audience and contribute to a growing market demand.

The franchise model offers a win-win proposition for both our company and potential franchisees. For us, it provides an avenue for rapid growth and brand exposure. For aspiring entrepreneurs, it presents a unique opportunity to enter a thriving industry with the support and backing of an established brand and proven business model. This report will meticulously outline the framework and dynamics of implementing a franchise model within our company, thereby allowing us to leverage our strengths, mitigate risks, and embark on a journey of unprecedented growth.

As we delve into the franchise model for our frozen food manufacturing and direct-to-consumer sales company, we will explore the market dynamics, the business plan, franchisee selection and training, supply chain management, marketing strategies, financial projections, legal and regulatory aspects, and risk assessment. By the end of this report, it will become evident that our endeavor to franchise is not merely a business strategy; it is a commitment to delivering high- quality frozen food to more households while fostering entrepreneurship and economic growth. Through this venture, we aim to enrich the lives of consumers while creating a network of successful franchisees who share our passion for excellence.

**OBJECTIVE:**
The primary objective of implementing the franchise model is to expand our frozen food manufacturing and direct-to- consumer sales business into new geographic regions and markets. We aim to establish a strong presence and increase brand recognition in areas where we currently have limited or no presence. Primarily we are targeting the State of Uttar Pradesh ,Gujarat ,Maharashtra, Karnataka and Rajasthan as of now because of the potential buyers of our products in these regions. We had a details market study of these regions and these regions possess enough prospect to give us a huge Jump in our business.

**REVENUE GROWTH:**
Through the franchise model, we seek to achieve substantial revenue growth by tapping into local markets and leveraging the entrepreneurial spirit of franchisees. We aim to increase our overall revenue in next three years to be able to go for a public offer to expand our wings.

**BRAND CONSISTENCY:**
Maintain and enhance our reputation for providing high-quality, delicious food stuff including frozen food products and convenience foods with consistent quality, taste, and safety across all franchise locations. Brand consistency is crucial for building and retaining customer trust.

**FRANCHISEE SUCCESS:**
Ensure the success and profitability of our franchisees by providing comprehensive training, operational support, and ongoing assistance. Our goal is to help franchisees establish and grow their businesses while generating consistent returns on their investment.

**STRATEGIES:**
**Selective Franchisee Recruitment:** Implement a rigorous selection process to identify motivated and capable franchisees who share our company's values, vision, and commitment to quality. This process will include background checks, financial evaluations, and interviews to ensure the suitability of potential partners.

**Comprehensive Training Programs:** Develop and offer robust training programs for franchisees, covering product knowledge, food safety, operational procedures, customer service, and marketing. This will empower franchisees to operate efficiently and maintain brand consistency.

**Marketing and Branding:** Provide franchisees with marketing and advertising support, including access to marketing materials, social media guidelines, and regional advertising campaigns. Personalized campaigns and awareness development about products and their goodness will be our specialized and focused agenda. This will help establish a consistent brand image across all franchise locations.

**Supply Chain Integration:** Establish an efficient and reliable supply chain management system to ensure the timely delivery of high-quality ingredients and products to franchisees. This will enable franchisees to consistently provide customers with top-tier food products with a special focus on the delivery of perishables and frozen food products involving state of art cold chain.

**Operational Support:** Continuously offer operational support, regular performance assessments, and guidance to franchisees to address challenges and ensure smooth business operations. This includes periodic visits from corporate representatives to assess compliance and provide assistance.

**Innovation and Menu Expansion:** Regularly introduce new and innovative products in the basket to keep the menu fresh and exciting, enticing new customers and retaining existing ones. This strategy aims to capture evolving consumer preferences. This activity will be supported by a market intelligence network and business development team's recommendations based on their team's market research.

**Technology Integration:** Implement and maintain a robust technology infrastructure for franchise management, including point-of-sale systems, inventory management, and order processing to streamline operations and enhance customer experiences.

By pursuing these objectives, strategies, and goals, we aim to create a thriving network of franchise locations that not only contribute to our company's growth but also offer entrepreneurial opportunities to aspiring business owners while maintaining our commitment to delivering high-quality frozen food to consumers across diverse regions.

**FINANCIAL STRUCTURE:**

**a. Franchise Fees and security:**

A reasonable Franchisee fees @ 10% of the project cost will be applicable for all the models giving in the table explaining all the models for Ginkgo Marts as well as for Pack Houses. The fee will act as a bridge between franchisee and franchisor cementing their commitments as well as a significant source of revenue which typically covers the cost of onboarding and training. The security @ 10% of the project cost will be taken as FD in the name of beneficiary with a lien of the company .

**b. Franchisee's Revenue :**

There are basic revenue options i.e. on gross sales @ 12% on counter sales, @ 15% in case of promotional sales and 10% on deliveries plus delivery cost @ Rs. 30/ on each order of Rs. 500/-, collected by the franchisee as well as by the central order procurement agency. Franchisee will also get the incentive on business development, minimum target achievement as well as excellent performance etc. There are loyalty programs also which will benefit the consumers as well as franchisees for retaining their customers.

**c. Financial Reporting:**

We have set standards for financial reporting by franchisees to monitor their financial health and ensure compliance with financial obligations. A distinguished team has been set up who shall be responsible for the tracking and management of the same.

**d. Financing Assistance:**

We have joined hands with few Financial Institutions, who are willing to support the franchisees towards fulfilment of the franchise fees and other capital requirements. The franchisees are at liberty to choose if they want to take support from the institutions or work individually. We have also established a mechanism through which regular payments to the institutions shall be monitored. Overall, it shall be a tripartite arrangement between IPL, Financial Institutions and the franchisee to successfully complete the whole transaction.

**h. Renewal and Transfer Fees:**

We have a clear and well-structured legal and financial framework, our franchise system can ensure compliance with regulations, protect the interests of both the franchisor and franchisees, and facilitate a transparent and mutually beneficial partnership. Engage legal and financial professionals experienced in franchising to help develop and oversee the legal and financial aspects of the franchise system.

**QUALITY ASSURANCE:**

Quality assurance is a cornerstone of our business project, underscoring our unwavering commitment to delivering food products of the highest caliber to our customers. Our quality assurance procedures encompass every stage of our food manufacturing process, from sourcing raw materials to packaging and distribution. We employ stringent quality control measures, implementing regular inspections and testing to guarantee that our products meet and exceed industry standards and safety regulations. By adhering to a robust quality assurance framework, we mitigate the risk of product defects, ensure consistency, and safeguard the trust and satisfaction of our customers. The continuous pursuit of excellence in quality is not just a principle for our business; it's a promise to our customers, reflecting our dedication to providing safe, delicious, and reliable food items that meet their expectations and elevate their dining experiences. Quality assurance is not merely a part of our business strategy; it is the bedrock of our brand's reputation and customer loyalty.

**PRODUCTION AND MANUFACTURING:**

**Production Planning:**

Production planning is the engine that drives our business project, ensuring that we optimize resources and processes to meet customer demand while maintaining efficiency and quality. In our food manufacturing and marketing company, production planning is a carefully orchestrated process that balances raw material availability, production capacity, and market demand. We meticulously assess historical sales data, industry trends, and customer behavior to forecast demand accurately. By aligning our production schedules with this demand, we strive to minimize waste, reduce lead times, and guarantee on-time delivery to our customers. This meticulous planning not only enhances our operational efficiency but also allows us to consistently deliver high-quality food products that meet the dynamic and evolving needs of our target market. In our project, production planning is not just about meeting numbers; it's about creating a seamless, reliable, and customer-centric experience that underscores our dedication to quality and satisfaction.

**Inventory Management:**

Inventory management plays a pivotal role in our business project by optimizing the balance between supply and demand. Our food manufacturing and marketing venture places a premium on efficient inventory control to ensure that we maintain adequate stock levels without excess or shortages. The goal of our inventory management process is to reduce carrying costs, prevent product obsolescence, and streamline order fulfilment. By implementing sophisticated tracking systems, setting par levels, and employing just-in-time practices, we aim to keep our inventory agile and responsive to customer needs. This meticulous approach not only enhances cost-effectiveness but also bolsters our commitment to providing fresh and safe food products, contributing to customer satisfaction and loyalty. In our project report, inventory management stands as a testament to our dedication to operational excellence and the seamless delivery of high-quality goods to our valued customers.

**Performance Evaluation:**

The performance evaluation of our franchisees is an integral component of our project report. We recognize that the success of our franchise model relies on the sustained performance and growth of each individual franchisee. To ensure this, we employ a structured evaluation process that assesses key performance indicators, such as sales, customer satisfaction, and operational efficiency. Our project report will outline how we monitor franchisee compliance with brand standards, adherence to operational guidelines, and financial performance. This evaluation process is instrumental in providing valuable feedback, enabling us to support franchisees in areas where improvement is needed and to celebrate their successes. It underscores our commitment to not only expand the reach of our brand but also to nurture and empower our franchisees to achieve their entrepreneurial goals. The performance evaluation of our franchisees is a testament to our dedication to the mutual growth and success of our franchise network.

**TECHNOLOGY INTEGRATION:**

**Information Systems:**

we underscore the pivotal role of information systems and cutting-edge technologies in enhancing supply chain visibility, data analytics, and real-time tracking. These integrated solutions form the backbone of our supply chain management, enabling us to achieve operational excellence and deliver a seamless customer experience. Our report will emphasize how we leverage sophisticated software and data analytics tools to monitor every stage of the supply chain, from sourcing raw materials to final product distribution. Real-time tracking not only ensures that we can respond promptly to changes or disruptions but also enhances transparency, allowing us to provide customers with precise delivery estimates. This commitment to advanced technology is not just an efficiency driver; it reflects our dedication to delivering quality food products to our customers in a timely, reliable, and transparent manner, a testament to our unwavering pursuit of excellence in our business project.

**Data Security:**

Data security is a paramount concern in our project, as it encompasses the safeguarding of sensitive information critical to our operations. Our project report underscores our commitment to protecting the confidentiality, integrity, and availability of data within our organization. We maintain rigorous data security protocols, employing encryption, authentication measures, and access controls to ensure that sensitive business data, including customer information, financial records, and proprietary intellectual property, remains secure. In an age marked by increasingly sophisticated cyber threats, our robust data security framework not only protects our interests but also upholds the trust and confidence of our customers. This commitment to data security is not merely a matter of compliance but reflects our dedication to responsible business practices, safeguarding the interests of our stakeholders, and maintaining the reputation and credibility of our project.

**MARKETING AND ADVERTISING:**

Marketing and advertisement are fundamental pillars of any project, and we employ a multi-faceted approach that embraces the power of digital media, mobile cart self-marketing, and word-of-mouth promotion. In today's digital age, digital media plays a central role in our marketing strategy. Through strategic social media campaigns, website optimization, and engaging content, we connect with a vast online audience, creating brand awareness and driving customer engagement.

Our mobile cart self-marketing is a dynamic and interactive way to reach customers directly. By deploying mobile carts at strategic locations, we make our products easily accessible, and these carts themselves become marketing tools as they showcase our offerings and attract foot traffic.

Word-of-mouth marketing is another influential force in our strategy. We prioritize customer satisfaction and rely on happy customers to become our brand advocates. Their recommendations, reviews, and referrals serve as powerful endorsements of our products, amplifying our reach and reinforcing our reputation.

This combination of digital media, mobile cart self-marketing, and word-of-mouth promotion enables us to create a strong and lasting presence in the market, engage customers where they are, and harness the power of organic, customer-driven growth in our project.

**FIRST PHASE:**

01. Uttar Pradesh
02. NCR Delhi
03. Bangalore
04. Pune-Nasik-Mumbai Corridor
05. Rajasthan
6. Himachal Pradesh

**IMPLEMENTATION TIME LINE:**

Our implementation time line unfolds over a well-planned 36 months period with effect from October, 2024 , carefully structured in distinct phases. In the first phase, which encompasses the first year, we focus on the foundational elements of our project. This phase involves setting up the franchise infrastructure, including legal and financial frameworks, supply chain management systems, and initial franchisee selection and training. The primary objective is to establish a strong, reliable foundation for our expansion.

Moving into the second year, our project transitions into the growth phase. During this period, we concentrate on the recruitment and onboarding of additional franchisees, expanding our network across strategic locations. Marketing efforts intensify, and we work to increase brand recognition and customer engagement. Continuous training and support for franchisees remain a core focus, ensuring operational excellence.

As we enter the third year, our project evolves into the optimization phase. By this point, our franchise network is well-established, and we shift our focus toward enhancing operational efficiency, cost management, and further market penetration. We continue to adapt to evolving market trends and customer demands while reinforcing the support structure for our franchisees. In this phased approach, we set the stage for a sustainable and thriving food manufacturing franchise business, built on a solid foundation, primed for growth, and poised for long-term success.

**OPPORTUNITIES FOR ENTERPRENURES:**

The unemployed youth can associate with the project by linking farmers with the Company as facilitator, by enrolling for the franchisee of the Ginkgo Mart , by enrolling for the franchisee of the Agri mart , by becoming our representative for wall magazine and publications, bybecoming supervisors for contract farming and by becoming our resident marketing representatives for marketing various products of the Company.

**SWOT ANALYSIS:**

| Strengths: | Weakness: |
| --- | --- |
| • Backward Linkages ,<br>• Supply chain<br>• Experienced Resource<br>• Hygiene<br>• Use of Technology<br>• e-commerce platform<br>• Complete Food Basket<br>• Price competitiveness<br>• Ideal packaging of products<br>• Cold Chain | • Lack of awareness in masses for Healthy food habit.<br>• Lack of awareness to identify contaminated or unhygienic products.<br>• Marketing is costly.<br>• Middlemen dictates the terms.<br>• Trader community has a vested interest |

**FINANCIAL STATEMENTS PART**

**INFRASTRUCTURE DEVELOPMENT (MINIMUM PRE-REQUISITES) :**

**Offices for execution :**
Regd. office at Chandigarh , administrative office at Pune, Gujrat office at Rajkot ,UP office at Noida and South India office at Bangalore

**Transport (For each sector):**
Reefer Van 1 MT/4 MT , Delivery Van (Maruti Van/Chota Hathi) , e-Auto delivery vans , Scooty mounted delivery bikes/e- bikes

**Human Resource:**
Monitoring & Evaluation, Backward linkages & sourcing, Networking and Agriprenureship Development, PR & Chief Coordinator, India Millet initiative, Pune Team, Bangalore Team, Rajkot Team

**Technological Interventions:**
IT & e-Commerce , Social Media & Digital Marketing ,Webinar management & Logistics Out sourcing
**Stationary, Promotional Material, Hard Wares including Computers, POS and Software**
**UNDER PARTICIPATORY MODE (UP):**
01. 55,000 Battery Operated Auto/Riksha
02. Large Pack Houses at Noida, Lucknow, Pune, Bangalore & Chandigarh

03. Small Pack House 75
04. Out-sourced Small Trucks & delivery vans

**GINKGO MARTS:**

01. Advance Ginkgo Mart Version200 @ Rs.50,00,000/-
02. Ginkgo Mart 1,000 @ Rs. 25,00,000/-
03. Mobile Ginkgo Marts 5000 @ 5,00,000/-
04. Nandi Carts 100 @ Rs. 5,00,000/-
05. Village Ginkgo Mart 55,000/- @ Rs.5,00,000/-

**SALE TARGETS:**

25% of the Total Investment of each unit will be the minimum sales target at Unit level and each unit should be an independent profit/loss center.

**ASSUMPTION FOR TARGETTED BUSINESS MARGINS:**

01. Agriprenures/Franchisee 10/12/15% on home delivery, counter sales & promotional sales, respectively
02. Operator's margin 8-9%
03. Marketing expenses 15%
04. Misc.2-3%
05- MAXIMUM COST OF VALUE CHAIN = 42%

Total estimated cost of value chain cost from farm to fork is approx.42% and any ad-hoc gains or saving on cost saving will go to operator or will be offered as discounts to consumers or incentives to our execution team.

**06-TARGETTED CONVERSION OF DIRECT CUSTOMERS BY 2027:Assuming minimum purchase of Rs 5000/- per month per customer**

| | | |
|---|---|---|
| (1) | Chandigarh (Tri-city) | 10,000 |
| (2) | Lucknow (City Area only) | 5,000 |
| (3) | Delhi NCR | 10,00,000 |
| (4) | Pune-Nasik-Mumbai Corridor | 10,00,000 |
| (5) | Bangalore | 50,000 |

**A DECLARATION BY THE DIRECTORS THAT**

a. the company has complied with the provisions of the Act and the rules made thereunder;

b. the compliance with the Act and the rules does not imply that payment of dividend or interest or repayment of debentures, if applicable, is guaranteed by the Central Government;

c. the monies received under the offer shall be used only for the purposes and objects indicated in the Offer letter;

I am authorized by the Board of Directors of the Company vide resolution number IPL/2024/BOD/SR.3 dated 21st July,2024 to sign this form and declare that all the requirements of the Companies Act, 2013 and the rules made thereunder in respect of the subject matter of this form and matters incidental thereto have been complied with. Whatever is stated in this form and in the attachments thereto is true, correct and complete and no information material to the subject matter of this form has been suppressed or concealed and is as per the original records maintained by the promoters subscribing to the Memorandum of Association and Articles of Association It is further declared and verified that all the required attachments have been completely, correctly and legibly attached to this form.

Sd/-

Dr Satyen Yadav
Director
Date: 9th October, 2024
Place: Pune

**Regd. Office**
Plot No.115, Ram Darbar Industrial Area Phase II
Ram Darbar, Chandigarh, 160002, India

**Administrative Office**
3, Gokul Row Houses, Vishal Nagar
Pimple Nilakh, Pune 410027, Maharshtra, India

**Uttar Pradesh Office**
171, Sector 31-A, Noida, Delhi NCR 201301, India

INDIAN POTATOES LIMITED

## SHARE APPLICATION FORM

S.No.

**Date:**

**To,**
**The Board Of Directors,**
**Indian Potatoes Limited**
**115, Ram Darbar, Phase II, Ram Darbar, Chandigarh 160002**

Dear Sirs,

I/We hereby apply to you for allotment to me/us of the shares of Rs.100/- each stated below. The amount shown below is remitted herewith towards the share application money. I/We authorize you to place my/our name/s on the Register of Members of the Company as the holder(s) of the shares that may be allotted and to register my/our address/es given below:

| | |
|---|---|
| **Number of Shares** | In Figs: |
| | In Words: |
| **Amount paid** | |
| In Figs | Rs. |
| In Words | Rs. |
| | |
| **(1) Sole / First Applicant** | |
| Name in Full | : |
| Father's Name | : |
| Occupation | : |
| PAN | : |
| Signature | : |
| **(1) Second Applicant** | |
| Name in Full | : |
| Father's Name | : |
| Occupation | : |
| PAN | : |
| Signature | : |
| **(1) Third Applicant** | |
| Name in Full | : |
| Father's Name | : |
| Occupation | : |
| PAN | : |
| Signature | : |

TERE HERE

Name of The Applicant: ……………………………………………………………………………….. S.No. …………………

Number of Shares: (In Figs:……………………) (In Words:……………………………………………………………………………..)

Amount paid: In Figs Rs………………………..In Words.:Rs…………………………………………………………………………..…

Mode of Payment: Cash………………………..Cheque/DD. No………..……………...Dated:…………………..…..

**Address:**______________________________________________________________________________
________________________________________________________________________________________

INDIAN POTATOES LIMITED

If you want your dividends, if any, credited to your a/c with any bank in India, then fill in this box giving which such payment if any to be credited.

| | | |
|---|---|---|
| **A/c No.** | | **Name of the Bank:** |

| |
|---|
| **Name of Account Holder:** |
| **Branch Address:** |

Nominee's Name: ____________________________ Nominee's Address: ______________________________________

Relationship with nominee:_________________________ Name of Introducer:__________________________________

**DEPOSITORY ACCOUNT DETAILS**

Depository Name:

Depository Participant Name:

DP – ID:

Beneficiary Account Number:

**Notes:**

1. Cheques / Demand drafts should be in the name of **"Indian Potatoes Limited"** Payable at Cahndigarh,India