



PRIMA INDUSTRIES LTD

Business Profile

About Us

PRIMA GROUP OF COMPANIES, a Cochin based Industrial Group, established in 1965, comprising units engaged in different agro based industrial activities .The Group has the following Companies.

1. Prima Industries Ltd.
2. Prima Agro Ltd.
3. Prima Beverages Pvt Ltd.
4. Ayyappa Roller Flour Mills Ltd.

These Companies were incorporated in terms of the Companies Act 1956, and is having its Registered Office in Cochin. Prima Industries Ltd & Prima Agro Ltd are listed Companies. The group went public in 1993 and its shares were listed in Bombay Stock Exchange.

PROMOTERS OF PRIMA GROUP OF COMPANIES

The business entities in the Prima group were promoted by the family of Mr. Sajjan Kumar Gupta, who migrated to Cochin around 50 years back from Rajasthan. A born entrepreneur, Mr. Sajjan Kumar Gupta, whose family was in the business of Flour Mills, developed his business skills over a period of time. In 60s and 70s, the S.K.Gupta family members had flour mills, practically, all over India. They were also actively engaged in trading of commodities and downstream products. Mutually agreed family partitions helped the individual brothers to develop their own family groups.

Mr. Sajjan Kumar Gupta, after settling down in Kerala, decided to move away from the flour mills and set up other manufacturing facilities using agro based products, as starting materials. The diversified agro based raw materials available in Kerala and neighboring states helped him in this venture. Mr. Sajjan Kumar Gupta was able to establish his business in Kerala with the help of expert professionals and dedicated staff and work force.

During early 90s, his son Mr. Sanjay Gupta took over the leadership of the business. He incorporated and established two listed companies viz, Prima Agro Ltd and Prima



Industries Ltd. During his tenure up to 2016 he led the business and was successful in his ventures. Unfortunately he passed away in March, 2016 and again Mr. Sajjan Kumar Gupta take over the leadership along with his daughter in law Mrs. Swati Gupta and his grandson Mr. Kushagra Gupta.

PRODUCTION DIVISIONS

This Company is having three major production divisions. Its plants are located at Kanjikode, Palakkad. It is a Composite unit with the following divisions.

1.Solvent Extraction Division

This division is having a capacity of 200 MT per Day. The main products are :

a. De-Oiled Cake - De-oiled cake (dry cake with practically no oil) is used as a raw material for manufacturing Compound Animal Feed. The product is sold mainly to animal feed manufacturers. It is also sourced by cattle farm owners who mix their own cattle feeds for their cattle.

b. Crude Oil - transferred to Refining Section for refining.

This division is now processing Oiled Cake for Kerafed, a Govt of Kerala Undertaking.

2.Refining Division

This division is having a capacity of 100 MT per Day. The main products are :

a. Refined Vegetable Oils - It is a cheaper and healthy substitute to Expeller oils. Basically Refined oils is crude Solvent Extracted oil which is refined, bleached and deodorized and hence, odourless, colourless, flavourless and hygienically filtered and packed. Now a days consumers prefer this product.

b. By-products – Acid Oil / Fatty Acid - By products like acid oils and fatty acid industrial oils mostly are used for making washing bar soaps.

3.Animal Feed Division

This division is having a capacity of 300 MT per Day. It is now manufacturing Compounded Animal Feed a nutritionally balanced diet for cattle. It is manufactured by mixing and pelletizing various agro products such as De-Oiled cakes, Grains, Pharma Nutrients, Molasses etc. It is mainly used by cattle farmers who do not have access to grazing land.



This unit, as presently structured, is poised to produce a variety of Animal Feeds. The Company has installed the most modern plant with computerized controls. By adopting sophisticated techniques and evolving recipes with appropriate ingredients to meet the nutritional and energy requirements of cattle, poultry and goats, Prima has been able to supply cattle feeds of high quality to the domestic market.

At present the full capacity utilization is for manufacture of Cattle Feed in pellet form for Kerala Solvent Extractions Limited on job work basis. Their products are manufactured according to their own formulations.