

# PEARL AGRICULTURE LIMITED

401/A, Pearl Arcade, Opp. P. K. Jewellers, DawoodBaug Lane, Off. J. P. Road, Andheri (W), Mumbai - 400058  
Tel.: 26778155 / 26797750 / 32459097 Fax: 26781187 CIN: L01403MH2011PLC221387  
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Date: September 3, 2015

To,  
The Manager,  
Department of Corporate Services,  
**Bombay Stock Exchange Limited,**  
PhirozeeJeejeeboy Towers,  
Dalal Street, Fort,  
Mumbai - 400 001

**Sub: "One more step towards bright future" -Company has finalized to begin with cultivation of premium product "Stevia" by adopting 100% organic means.**

Dear Sir/Madam,

We are pleased to inform our stakeholders that your Company is making move towards bright future in the light of organic farming. Company is entering into an agreement for developing 10acres land for its pilot project of cultivation of premium organic product "Stevia".

In line with the expansion strategy of the Company towards Organic Revolution, we will soon be commencing with the cultivation of "Stevia", one of the proposed premium organic product range of the Company.

The company has identified 10 acres of plot in Saurashtra region, on which the company plans to have a pilot project of Stevia cultivation. The company shall use the most natural modern drip irrigation, mulching technology and conventional plant breeding methods such as cross-pollination and other non-genetically modified processes.for the Stevia Cultivation in 100 % organic conditions.

Mr. Krishan Khadaria, Director of the Company proclaims that " Stevia Cultivation will be a revolutionary step in the field of organic farming of premium products. As per the current industry scenario, Stevia Cultivation has tremendous potential of growth in India. He is of the opinion that people have become more health conscious and Stevia products are one such substitute of sugar that helps to control sugar and blood pressure level specially amongst diabetics.

Mr. Khadaria also states that, simultaneously with stevia cultivation, in future we will also be indulging into brand development and marketing of Stevia Products. In line with the Company's strategy towards Organic Revolution, we are also further planning to launch other range of premium organic products soon.

Further the Company has already begun to export Lecithin's/Soya Lecithin Powder Feed to the Countries named U.K., Italy, Netherland, Mauritius, Taiwan, Japan etc. which is ultimately leading to creation of networks of connections among performer at multi-continental distances. In this manner the Company will get a ready market and network for branding and promoting its Stevia products which will certainly fetch valuable foreign exchange to the Company.



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Below mentioned is a brief description about **Stevia, the Industry Scenario on Stevia Products and its health benefits:**

The food and health industry is rapidly changing, and many analysts are making their predictions that Stevia is going to be one of the best trends that will dominate the food industry in times to come.

Whilst these predictions vary dramatically across the board, one trend that crops up time and time again is the health drive towards reducing calorie intake, especially from sugar. This health drive seems set to continue for a long time, as maintaining a healthy diet and lifestyle remains high on the public health agenda.

Despite a desire to reduce calorie intake, there is still a demand for sweetened food and drink products, suggesting an increased role for zero-calorie sweeteners in times to come as further manufacturers are expected to adopt plant-based sweeteners into their products.

"Stevia" is a natural sweetener and sugar substitute that has become immensely popular in recent years. Also unlike other sugar substitutes, stevia is derived from a plant. Stevia leaves have functional and sensory properties superior to those of many other high potency sweeteners. Stevia is likely to become a major source of high potency sweetener for the growing natural food market in the future.

The two major sweet compounds that are isolated from the stevia leaves are called Stevioside and Rebaudioside which have upto 150 times the sweetness of sugar, are heat stable, ph stable, and not fermentable.

Stevia is a 100% natural, zero calorie sweetener with a number of health benefits that have been confirmed in human studies. The Stevia plants contains steviosides, which have a negligible effect on blood glucose thereby helps reducing blood pressure, which makes stevia more attractive to people having diabetes and for the people who are on controlled diet.

This is for your information and records.

Kindly acknowledge receipt of the same.

Thanking you,  
Yours faithfully

For Pearl Agriculture Limited

*Krishan Khadaria*

**Krishan Khadaria**  
Director  
DIN: 00219096

