

LT Foods Flagship Brand “Daawat” Now Listed at Jumbo, the Netherlands Supermarket Chain

Will be available in all 660 Jumbo stores across Netherlands



New Delhi, December 24, 2020: LT Food’s Daawat Basmati Rice range is now available at Jumbo, the Netherlands supermarket chain across all 660 stores in Netherlands. Jumbo has stores in Netherlands & Belgium and command a 21% market in Netherlands alone. Initially Daawat Original & Daawat Extra Long have been listed in the Premium Rice category segment; come Jan 2021, the customers of Jumbo shall witness more offerings from the Daawat portfolio to delight their palate.

Commenting on this introduction, Managing Director & CEO Mr. Ashwani Kumar Arora said that, “At LT Foods, our endeavor has always been to position our products closer to our consumers. Our partnership with Jumbo will ensure that the consumers in Europe experience the Daawat range of delectable premium Basmati Rice and will also strengthen our presence in the consumer segment in Europe.”

The iconic Daawat Premium range of Basmati rice of LT Foods delights millions of consumers in over 60 countries along with 27% market share in India as well with its unique texture, aroma & taste. Daawat offers a perfectly aged rice that has a long, aromatic grain and distinctive, delicate flavour to elevate any dish.





Apart from Basmati Rice, LT Foods has leveraged its brand equity and distribution strength to introduce new innovative products in the Health and Convenience category with Daawat Sehat, Daawat Sauté Sauces, Daawat Cuppa Rice, Royal Ready to Heat and Kari Kari.

Visit www.daawat.eu website and check out for some finest recipes and relish them.

About LT Foods Limited:

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783], An 70-year-old Consumer Food Company delivering the finest quality rice and rice based food brands, providing taste and nutrition in more than 60 countries. LT Foods and its subsidiaries in India and globally are proud producers of organic agri ingredients, supplying them to leading businesses in Europe and the U.S. for the past 25 years. The Company has consolidated revenue of around Rs. 4,184 crore as on FY20. Its flagship brands 'DAAWAT' and 'Royal' enjoy leading positions in India and US respectively and have strong market share in other countries as well. The Company's integrated operations cover a global footprint with procurement, milling and processing for Basmati Rice centred in India whereas further value addition and marketing - distribution are available worldwide. The Company has 5 processing facilities in India, 2 packaging units and one Ready-to-Heat facility in the US and 1 processing facility in Rotterdam. Key markets for LT Foods' brands besides India cover the U.S., the U.K., Europe, Middle East and Far East. The rice portfolio comprises brown, white, steamed, parboiled, organic, quick cooking brown Rice, value added and flavored Rice. In Rice, the Company's brands include DAAWAT, Royal, Heritage, Gold Seal Indus Valley, 817 Elephant, Devaaya and Rozana. The organic food product range includes Rice, Soya, Pulses, Oil seeds, Cereal grains, Spices and Nuts. The Company is also into rice based convenience products that include sauté sauces, rice based premium snacks and staples.





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