

Daawat Basmati Rice celebrates relationships with # PehliDaawat Campaign

Amidst this lockdown, even though life has come to a standstill, hope for a return to normalcy and happier times has not. The #PehliDaawat Campaign by Daawat Basmati rice celebrates this hope and optimism and the special moments when we all come out safe and healthy from this pandemic.

Daawat recognizes that during this lockdown we have missed the presence of a lot of people who are important to us in our lives who went unnoticed and taken for granted. These difficult times have also created some new bonds and relationships. A series of 4 TVC's, the campaign is an initiative by the brand of acknowledging the presence of all such people in our lives and thanking them for their support and presence. The people who helped dispel the darkness.

#PehliDaawat campaign connects with the heart as it acknowledges and appreciates the support we all have received. And acknowledges our deep desire to invite such people who have been so meaningful to us for that special moment when we first welcome someone into our home post the lockdown. The campaign ends on asking everyone that as and when they can, who will be this special person whom we will invite for this special "Pehli Daawat". Conceptualized on the grounds of the hope, which is still alive, that things will be normal soon, people will meet, doorbells will ring, doors will open, and the life will be beautiful again. When life gets to that, we will invite the ones most special.





Speaking about the Initiative, Mr. Ashwani Arora, CEO and MD, LT Foods, said, *“Through this campaign we wanted to build a personal connect with our audiences and recognize the hero’s in their lives. We all have formed bonds that will outlast the current crisis. We Indians love feasting and show our love by indulging our guests in delicacies. A series of 4 TVC’s, the campaign brings about stories of individuals who want to invite people who have been a part of their lives but their contributions has gone unnoticed, whether in these tough times or day to day lives. A gesture to thank them their support by inviting them for the first Daawat, when life gets back to normal”.*

About LT Foods Limited:

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783], An 80 year old Consumer Food Company delivering the finest quality rice and rice based food brands, providing taste and nutrition in more than 80 countries. LT Foods are also 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 revenue of around Rs. 4000 crore as on FY19. Its flagship brands ‘Daawat’ and ‘Royal’ enjoy leading positions in India and US respectively with a market share of 29% and 45% 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 centered 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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