

LT Foods strengthens its Super Food portfolio by launching 'Daawat[®] Quick Cooking Red Rice'

- **Cooks in just 15 minutes**
- **The latest Super Food, 'Daawat[®] Quick Cooking Red Rice', is available across 9 States and 1 Union Territory**

New Delhi (India), September 28, 2023: LT Foods, the more than 70-year-old Indian-origin global FMCG Company in the consumer food space, has strengthened its Super Food portfolio by launching 'Daawat[®] Quick Cooking Red Rice' for the health enthusiasts.

The newly launched Super Food is rich in phytonutrients, is high in fibre, and offers multiple health benefits. Most importantly, keeping in mind the ever-evolving preferences of consumers towards a convenient cooking option, the 'Daawat[®] Quick Cooking Red Rice' cooks only in 15 minutes. Packed in a collectable and reusable tin, the 'Daawat[®] Quick Cooking Red Rice' is available in a pack of 1 kg.

The consumers can purchase healthy Super Food from leading E-Commerce platforms such as Amazon and Big Basket as well as Modern Trade. The newly launched Super Food is available across Delhi, Haryana, Uttar Pradesh (U.P.), Maharashtra, Gujarat, Telangana, West Bengal, Andhra Pradesh, Karnataka and Tamil Nadu.

The newly launched 'Daawat[®] Quick Cooking Red Rice' adds to the Super Food portfolio of the company. Prior to this, the company had launched 'Daawat[®] Quick Cooking Black Rice', which has been well-received by consumers. Packaged in 1 kg collectable and reusable tin, the 'Daawat[®] Quick Cooking Black Rice' is available across E-Commerce platforms, modern trade and general trade. The 'Daawat[®] Quick Cooking Black Rice' has a mild and nutty flavour that creates delicious recipes. It is rich in anti-oxidants, has a low glycaemic index and cooks in just 15 minutes.

Mr. Ritesh Arora, CEO, India Business & Far East, LT Foods Ltd., said, "We, at LT Foods, are committed to providing healthy food options to the consumers. While solidifying our position further in the core Basmati and Specialty Rice segment, we diversified and forayed into the Convenience and Health segment more than a decade ago by launching Daawat[®] Quick Cooking Brown Rice, which has maintained its leadership position to date. Building on it, the company launched Daawat[®] Sehat, an iron and vitamin-fortified rice, which has also been well-received by consumers."

"With the launch of 'Daawat[®] Quick Cooking Red Rice' we have reinforced our tryst with health as a segment," **added Ritesh Arora.**



Mr. K. Ganapathy Subramaniam, Head of Marketing, LT Foods Ltd., said, “To boost our health portfolio, we launched a Super Food range aimed towards consumers at large but to particularly appeal to the health conscious consumers who are willing to expand their food repertoire for a better tomorrow. Our latest Super Food, ‘Daawat[®] Quick Cooking Red Rice’ reflects our commitment of providing a wholesome, nutritious food to enhance the well-being of our consumers. We believe that by introducing Red Rice, we are not only providing a healthy alternative but also opening up new avenues for culinary exploration. Its versatility in various cuisines and dishes makes it an exciting addition to any kitchen.”

Red Rice is known to be a rich source of iron and magnesium. It enables the consumers to live a better quality of life by mitigating the potential risks posed by lifestyle disorders such as cardiovascular and respiratory conditions, boosts digestion and is good for bone health.

About LT Foods

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783] is a leading Indian-origin global FMCG company in the consumer food space. It is a leading player globally in the specialty rice and rice-based foods business for the last 70 years. The company is committed to nurturing the goodness of food for people, the community and the planet. With nurturing goodness at the heart of everything they do, the company delivers the finest quality and taste experiences in more than 65 countries across India, the U.S., Europe, the Middle East, the Far East and the Rest of the World. The company’s flagship brands include ‘Daawat[®]’, one of India’s most loved and consumed Basmati brands, ‘Royal’, North America’s No. 1 Basmati player and many more. The company is proudly expanding into the future food preferences of millennials by offering organic staples through the brand ‘Ecolife’ in global markets and supplying organic agri-ingredients to leading businesses.

It has a consolidated revenue of around Rs. 6,979 crore as of FY23. It is growing at a 5-year Revenue CAGR of 15% and PAT CAGR of 35%. LT Foods has an integrated “Farm to Fork” approach with a well-entrenched Distribution Network and Global Supply Chain Hubs backed by automated state-of-the-art and strategically located Processing Units in India, the U.S. and Europe, and a robust distribution network with 1300+ distributors across the globe.

For further information, please contact:

<p>Monika Chawla Jaggia Vice President – Finance & Strategy, LT Foods Limited E-Mail: monika.jaggia@ltgroup.in M: +91 9818200721</p>	<p>Mansha Urrahman Waris Sr. Manager – Corporate Communications, LT Foods Limited E-Mail Id: mansha.waris@ltgroup.in M: +91 9205430516</p>	<p>Akansha Gupta Concept PR E-Mail: akansha@conceptpr.com M: +91 8447843309</p>
---	--	---



Additional information on LT Foods Limited:

Corporate Identification No: L74899DL1990PLC041790

Registered Office Address: Unit No. 134, First Floor, Rectangle – 1, Saket District Centre, New Delhi - 110017

Corporate Office Address: 4th Floor, MVL iPark, Sector – 15, Gurugram - 122001

Website: www.ltgroup.in

Disclaimer: Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The Company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

