



LT Foods

LT Foods expands its global footprint further with a new rice processing plant in Europe at Rotterdam, Netherlands

- *First Indian foods Company to set up a rice processing plant in Europe*
- *Plant to benefit 5000 Indian farmer families by procuring raw material from them*
 - *Move aims to make 'Daawat' a household rice brand in Europe*
 - *LT Foods has made an initial investment of USD 15 million in the plant*
- *Plant has an initial processing capacity of 60,000 tonnes with scope to expand in the future*

New Delhi, June 28, 2017: LT Foods, a global Indian foods brand with presence in more than 65 countries today commenced operations its first rice processing plant in Europe at Rotterdam, Netherlands. LT Foods has made an investment of USD 15 million in the plant with initial capacity of 60,000 tonnes and scope for further expansion in the future. The Company plans to make its most popular 'Daawat' brand a household name in Europe using raw material from India. The move will benefit 5000 farmer families in India with brown rice supply increasing from India.

LT Foods plant is the first rice processing plant by any Indian foods brand in Europe. LT Foods plans to expand its geographical footprint in important markets of Europe and UK through this plant by increasing its sales from the current 5,000 tonnes to 60,000 tonnes over the next 3 years. The Company would be manufacturing a wide range of rice including popular varieties like Basmati, Thai, Jasmine and American rice from the new plant. Rotterdam, which is popularly known as the gateway to Europe will be a critical geographical location as it will give the Company easy access to the whole of Europe and UK for its expansion plans.

Inaugurating the plant, Mr. Ahmed Aboutaleb, Mayor, Rotterdam, Netherlands, said, "We are extremely happy to welcome such a reputed Indian Company to make Netherlands its base for manufacturing for the whole of Europe. Our endeavour has been to make our country one of the most business friendly places globally. We would like to welcome more Indian companies to set up operations in our country to leverage our strategic geographic location, skilled manpower and advanced infrastructure to expand their footprint across Europe and UK".

Commenting on the development, Mr. Vijay Kumar Arora, Chairman & Managing Director, LT Foods said, "This would be our first plant in Europe and we are very excited about the opportunity. We are extremely thankful to the Netherlands government which has been supportive and business friendly for our initiative. The plant would generate new job opportunities in the country and help us expand our geographical footprint across Europe and UK".

Speaking on the occasion, Mr. Ashwani Arora, CEO and Managing Director, LT Foods said, "Europe and UK are critical markets for LT Foods for our future growth and we intend to make deep inroads in these markets by making our most popular rice brand 'Daawat' a household



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name. The location of the plant was also critical for us as Rotterdam will provide us easy access to whole of Europe and UK. We want to exponentially increase our geographical reach and product portfolio in these markets by offering our globally acknowledged best-in-class food products to every consumer”.

LT Foods has collaborated with Rotterdam Partners, The Port of Rotterdam Authority and Netherlands Foreign Investment Agency (NFIA) for this initiative. LT Foods which is already a leading food brand in India and the number one speciality food brand in the US is aggressively expanding its geographical footprint to new territories globally. The Company has already launched ‘Daawat’ brand in 6 new countries in 2017 and plans to expand its product offerings and portfolio globally.

About LT Foods:

LT Foods Limited is a branded specialty foods Company. The Company is engaged in milling, processing and marketing of branded and non-branded basmati rice, and manufacturing of rice food products in the domestic and overseas market. Its geographical segments include India, North America and Rest of the world. Its operations include contract farming, procurement, storage, processing, packaging and distribution. Its rice product portfolio comprises brown rice, white rice, steamed rice, parboiled rice, organic rice, quick cooking rice, value added rice and flavoured rice in the ready to cook segment. The Company's brands include Royal; Ecolife, an organic food brand that includes rice, pulses, oil seeds, cereal grains, spices, nuts and fruits and vegetables; Devaaya, which offers branded Basmati rice, with staples, such as Atta, Suji, Besan, Dalia, Poha and Maida, and Heritage, a basmati rice brand. Its brands also include Daawat, Gold Seal Indus Valley, Rozana and 817 Elephant.

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