

LT Foods' Daawat rolls out a TVC for its Fortified Rice Brand, 'Daawat Sehat'

The campaign focuses on Nutritional and Health benefits of "Daawat Sehat"

Gurugram, 15 July, 2021: LT Foods, a 70-year old Consumer Food Company keeps a close eye on emerging consumer trends and has been expanding its product portfolio to stay relevant to consumer's needs and preferences. The Company has expanded its product portfolio in the health segment with "Daawat Sehat" – a fortified everyday Basmati rice, fortified with iron and vitamin which has been very well accepted by the consumers. The Company is leveraging the brand equity and distribution network of its flagship brand "Daawat" to market this product in India. A Television Campaign (TVC) has been launched for Daawat Sehat, which highlights the nutritional benefits and how it builds immunity to keep the family healthy. The brand is popularly termed as '*Poshan Waala Chawal*'.

The storyline revolves around the narrative on how a bowl of Iron and Vitamin Fortified Daawat Sehat provides the requisite nutrition especially to the kids, who are fussy about eating nutritious food like dal, vegetables, milk etc. The film opens with a close shot of a little girl sitting at a dining table serving herself only rice. Her *Naani* is concerned about this and tells her daughter to give the child something more for nutrition/ *Poshan*. The daughter smiles and assures her that she is doing just that; '**Mummy! Wahi toh de rahi hoon**', pointing at '*Daawat Sehat*' pack. The story then goes on with visuals of rice being fortified with Iron, Vitamin B12 and Folic acid and packaged as Daawat Sehat and ends with the *Naani* also enjoying just Daawat Sehat with her granddaughter, won over by '*Poshan wale Chaawal*' (nutritional rice).

Speaking on the occasion, Managing Director & CEO LT Foods Limited, Mr. Ashwani Kumar Arora said, "The Government has been implementing food fortification on a large scale and it has been identified as one of the key strategies to achieve the target of 'Kuposhan Mukta Bharat (Malnutrition Free India) by 2022'. During recent budget as well, Government has restated the importance of food-fortification through rice, which happens to be one of the key staple-foods of the 65% of the Indian population which reaches the most vulnerable and poorer section through programmes like Mid-Day Meal, Integrated Child Development Services and Public Distribution System".





He further added, “Keeping in mind the overall agenda of ‘Kuposhan Mukh Bharat (Malnutrition Free India) by 2022’, LT Foods has launched ‘Daawat Sehat’, the fortified everyday Basmati rice which stands for health and nutrition.”

Speaking on the Campaign, Mr. Ritesh Arora, Head – India Business, LT Foods said, “Daawat Sehat was launched last year and it was very well received by the consumers who were looking for healthier options during the current times. The campaign that was launched last year on the digital platform talks about the nutritional benefits of fortified rice and how “Daawat Sehat” provides a solution in this regard to keep themselves and their family healthy. The launch of this TVC will tap a larger audience and further strengthen and increase the awareness of Daawat Sehat, the fortified rice.”

LT Foods’ Daawat Sehat, fortified everyday Basmati is available across the country at all major outlets including channels like Modern trade, General trade and Ecommerce. The initial launch, which was during the lockdown, was supported by a digital campaign across news portals and social media platforms like Facebook and Instagram. The digital campaign was extremely successful and garnered more than a million views. The brand is now planning to reach a wider audience with this TVC. Daawat Sehat is one of its kind in the current offerings across packaged Basmati fortified with Iron, Folic Acid and Vitamin B1, B3, B6 and B12. Made with a special process, the nutrition of Iron and Vitamins remains intact, even after washing and cooking. One bowl of Daawat Sehat has nutrition equivalent of 2 glasses of milk or one bundle of spinach.

Campaign Link: https://www.youtube.com/watch?v=292_DLlp8Jw

About LT Foods Limited:

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783], LT Foods is a 70-year-old Consumer Food Company that is a leading player in the specialty rice and rice products business across the globe, delivering the finest quality and taste experiences in more than 60 countries. The Company portfolio includes a range of power brands that include Daawat- one of India’s most loved and consumed Basmati brands, Royal- North America’s no. 1 Basmati player and other regional leading brands. The Company is also proudly expanding its organic play by supplying organic food ingredients to leading businesses as well as offering organic staples to consumers in markets across the globe. The Company has consolidated revenue of around Rs. 4,686 crore as on FY21. The Company has an integrated “Farm to Fork” approach with well-entrenched





Distribution Network with Global Supply Chain Hubs backed by Automated state-of-the art and strategically located Processing Units in India, the US and Europe, and a robust distribution network with 800+ distributors across globe.

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Additional information on LT Foods Limited:

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