

LT Foods' Flagship brand Daawat launches a New TVC to celebrate Biryani in Eid

New Delhi, April 18, 2022: LT Foods a 70 years old Consumer Foods Company's flagship brand Daawat has launched a new communication to celebrate Biryani in Eid.

As much as no Eid can ever be complete without Biryani, no Biryani can ever be completed without Daawat Biryani. The New Eid TVC aims at positioning Daawat Biryani as one of the most integral & coveted food especially during the festival times to welcome families & friends at home.

Daawat the Finest Basmati Rice from LT Foods has always given its consumers in India & around the globe reasons to rejoice & cherish those special occasions in their lives. The finest and world's longest grains of Daawat Biryani are not only a pride to cook and serve but also a delight to indulge.

Speaking on the occasion, CEO India and Far East business, Mr. Ritesh Arora said, "Daawat takes special pride in being an integral part of the festive cheer. No celebrations can ever be complete without Daawat Basmati. The new TVC coupled with the introduction of Festive Feast pack enables delightful celebration of Eid."

As a first of its kind initiative for the festival of Eid, LT Foods is introducing a Festive Feast Pack of 1.5 kg of Daawat Biryani Basmati that shall be bundled with half kg of Dates. This unique initiative aims at greeting & rewarding the discerning Daawat consumers on the occasion of Eid.

The New TVC opens to a traditionally dressed woman walking towards the Kitchen in a house where the celebration of the Eid has started. She is talking to the camera about how all their relatives, office colleagues and her full society have been waiting for the Biryani for the last one year. "Eid par biryani ka intezaar, mere aur inke rishtedaar". Discerning for perfection, she adjusts the dastarkhan being laid by her husband to align it for the Eid feast. She reaffirms that when it is about the happiness of so many people, then **the Biryani has to be extra special**, made only with Daawat The Finest. 'Jab baat itne logon ki khushi ki ho...toh biryani toh lajawaab honi hi padegi, Aur lajawaab biryani.... sirf Daawat se hi banegi"



Only Daawat Biryani enables you to celebrate Biryani in Eid. “Daawat Banega Toh Farq Dikhega”

YouTube Link - <https://youtu.be/XUbY10ne2UM>

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. 4,773 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 1300+ distributors across globe.

For further information, please contact:

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