

LT Foods brings global gourmet rice to India with the launch of DAAWAT® Jasmine Thai Rice

New Delhi (India), December 17, 2024: LT Foods Ltd., an Indian-origin global FMCG Company in the consumer food space, has launched a Non-Genetically Modified Organism (Non-GMO) Certified global gourmet food - DAAWAT® Jasmine Thai Rice for Indian consumers.

Known for its naturally fragrant aroma and soft texture, DAAWAT® Jasmine Thai Rice is the authentic Thai Hom Mali, sourced from Thailand. This latest addition to the DAAWAT® portfolio underlines the company's commitment to introducing global gourmet food to Indian consumers, catering to the aspirations of those seeking diverse global culinary experiences at home. It also marks another milestone in the company's journey to diversify its product range and align with the evolving food preferences of consumers.

DAAWAT® Jasmine Thai Rice pairs excellently with classic Thai curries to even fusion dishes. Its versatility makes it an ideal choice for any Thai and oriental recipe. DAAWAT® Jasmine Thai Rice has been launched nationally on all leading E-Commerce platforms such as Amazon, Blinkit, Zepto, Big Basket, Swiggy Instamart and select gourmet stores.

Mr. Ritesh Arora, CEO, India Business & Far East, LT Foods Ltd., said, "We are excited to announce the launch of DAAWAT® Jasmine Thai Rice in India, a significant step in our premiumization strategy as we continue to expand our portfolio with high-quality, specialty rice that caters to the evolving tastes of discerning consumers. As Indian consumers are increasingly exploring global cuisines, we are dedicated to bridging this gap by bringing global gourmet food to their home. The introduction of DAAWAT® Jasmine Thai Rice is a testament to our commitment to innovation and our understanding of the modern consumer's palate."

Mr. K. Ganapathy Subramaniam, Chief Marketing Officer, LT Foods Ltd., said, "With the growing love for Thai cuisine in India, we are delighted to introduce DAAWAT® Jasmine Thai Rice – the original Thai Hom Mali rice known for its finest quality. We are confident that this premium offering will resonate with food lovers seeking an authentic culinary experience in their own kitchens. At DAAWAT®, we believe that every meal is a celebration of flavours, and this rice is sure to elevate the dining experience for those who appreciate the finest aspects of Thai cuisine."

About LT Foods Limited

LT Foods Ltd. 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 more than last 70 years. The company delivers the finest quality and taste experiences in more than 80 countries across India, the U.S., U.K., Europe, the Middle East,



Press Release

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®, which is North America's most loved brand and many more. The company

is proudly expanding into the future food preferences of millennials by offering organic food in global markets and supplying organic food-ingredients to leading businesses. The company is committed to nurturing the goodness of food for people, the community and the planet.

With a consolidated revenue of around Rs. 7,822 crore as of FY'24, LT Foods has an integrated "Farm to Fork" approach with a well-entrenched Distribution Network with 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 1400+ distributors across the globe.

For further information, please contact:

Monika Chawla Jaggia Chief Corporate Development Officer LT Foods Limited E-Mail: monika.jaggia@ltgroup.in M: +91 9818200721	Mansha Urrahman Waris Sr. Manager – Corporate Communications, LT Foods Limited E-Mail Id: mansha.waris@ltgroup.in M: +91 9205430516	Akansha Gupta Concept PR E-Mail: akansha@conceptpr.com M: +91 8447843309
---	---	---

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.