

LT Foods invites you to celebrate DAAWAT® World Biryani Day by featuring alongside Chef Sanjeev Kapoor in its innovative AI-enabled personalised campaign

New Delhi (India), June 18, 2024: LT Foods Ltd.'s flagship brand DAAWAT® has launched an innovative Artificial Intelligence (AI)-enabled personalized campaign to mark the third edition of DAAWAT® World Biryani Day.

This AI enabled campaign, a first-of-its-kind in the essential foods category, celebrates the world's most loved dish, Biryani. By leveraging AI technology, the campaign offers a personalized experience for Biryani enthusiasts to create lasting memories by appearing alongside celebrated Chef Sanjeev Kapoor in the campaign. This campaign enables consumers to create and share their own unique cooking experiences.

Simultaneously, it also acknowledges the efforts of all who tirelessly infuse our lives with flavour and warmth by bringing delicious meals to the table every day.

The Link to the Campaign: <https://youtu.be/jLnxWcixcZI>

Click here to create your own Personalised Campaign: <https://dreamadwithchefsk.daawat.com/>

This campaign is a part of the third edition of DAAWAT® World Biryani Day, which is celebrated on the first Sunday of July every year i.e., on 7th July this year. Last year, DAAWAT® World Biryani Day was celebrated by creating a first-of-its-kind **Guinness Record** of **"World's Largest Biryani Tasting Session"**. Building on the remarkable success of the past two years, this year's celebration promises to be even more spectacular, inclusive and AI infused.

To reach a broader set of audience, the campaign has been launched in multiple languages, including Hindi, Kannada, Telugu, Marathi, Gujarati and Bangla.

Speaking on the new digital campaign, Mr. Ritesh Arora, CEO, India and Far East Business, LT Foods, said, "Biryani, a globally cherished delicacy, holds a revered status in the culinary world. It can connect people from all walks of life and captivate their taste buds. We believe that its universal adoration deserves its own special day. Since the brand DAAWAT® is integral to the finest Biryani, we conceptualised DAAWAT® World Biryani Day in the year 2022. Since then, we have remained committed to making every biryani day more special. This year, we are infusing it with technology, offering our consumers an unparalleled personalized experience."

Excited about the latest campaign, Mr. K. Ganapathy Subramaniam, Vice President and Head of Marketing, LT Foods, shared, "We are thrilled to launch this unique AI-enabled personalized campaign for DAAWAT® World Biryani Day. This campaign will help us manage greater scale, yet



personalize it for every individual who shares our love for the world’s most loved dish, biryani. Personalization enabled by AI would help biryani lovers to cook and experience the appreciation from Chef Sanjeev Kapoor. They too can share this with their loved ones. Let's get ready to express our love for Biryani in our own special way.”

Still Image of the Campaign



About LT Foods

LT Foods Ltd. [NSE: LTFOODS, 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 more than 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 80 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. 7,822 crore as of FY’24. It is growing at a 5-year Revenue CAGR of 17% and PAT CAGR of 32%. 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 1,400+ distributors across the globe.

For further information, please contact:

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