

Ref: KRBL/SE/2024-25/66

January 21, 2025

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| The General Manager Department of Corporate Services BSE Limited Floor 25, Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001 | National Stock Exchange of India Limited “Exchange Plaza”, C-1, Block-G Bandra-Kurla Complex Bandra (E), Mumbai-400051 |
| Scrip Code: 530813 | Symbol: KRBL Series: Eq. |

Sub: India Gate Basmati Rice Brand wins Silver at IMAI Digital Awards

Dear Sir/Madam,

We are pleased to announce that India Gate Basmati Rice Brand has won Silver at IMAI Digital Awards for Best Use of Social Media for our Campaign “Ab Khaane Mein No Compromise”.

This award category celebrates brand campaigns that harness the power of social media to build engagement, amplify brand presence, and drive results.

Under this Campaign, our brand collaborated with food influencers nationwide and placed hoardings in front of famous food joints communicating the message that ‘India Gate offers unmatched quality of basmati rice just like the taste of the famous dishes from their favourite iconic eateries’.

This campaign also aimed to celebrate the pride that locals take in their native delicious food, fostering a deep connection with their culinary traditions and everyday habits.

You are requested to kindly take the same on record.

Thanking you,

Yours Faithfully,
For KRBL Limited

Piyush Asija
Company Secretary & Compliance Officer
M. No.: A21328