

Ref: KRBL/SE/2024-25/67

January 25, 2025

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

**Sub: KRBL Limited welcomes Mr. Amitabh Bachchan as Brand Ambassador for India Gate Basmati Rice**

Dear Sir/Madam,

Pursuant to provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we proudly announce our partnership with the India’s legendary actor Mr. Amitabh Bachchan as the brand ambassador for India Gate Basmati Rice.

This collaboration is a significant milestone for the brand, aligning with Company’s core values of excellence, trust, and authenticity.

Enclosed is the press release in this regard.

The above information is also available on the Company's website at [www.krblrice.com](http://www.krblrice.com)

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**

Encl: As above



## PRESS RELEASE

### ***India Gate Basmati Rice Welcomes Amitabh Bachchan – A Legendary Name for a Legendary Grain!***

~ Synonymous with excellence, trust, and a legacy of authenticity, this iconic collaboration brings together two legendary household names

**New Delhi, January 25, 2025:** KRBL Ltd, a global leader in the food industry and parent to the World's No.1 India Gate Basmati Rice, proudly announces its partnership with legendary actor Amitabh Bachchan as the brand ambassador for India Gate Basmati Rice. This iconic collaboration brings together two household names, both synonymous with excellence, trust, and a legacy of authenticity.

Amitabh Bachchan's association with India Gate Basmati Rice marks a significant milestone in the brand's journey to strengthen its connection with consumers and reaffirm its position as the global leader in the basmati rice category. With a history spanning over 130 years, KRBL has consistently set benchmarks in quality and innovation, making India Gate Basmati Rice the preferred choice for millions of households globally.

Speaking on this occasion, **Ayush Gupta, India Business Head, KRBL Limited**, said, *"We are honoured to welcome Mr. Amitabh Bachchan to the KRBL family. His legendary stature, unwavering integrity, and timeless appeal perfectly resonate with our core values and rich heritage. Mr. Bachchan, known for his versatility and the numerous iconic roles he has portrayed throughout his illustrious career, perfectly blend with the legacy KRBL holds. Just as he has captivated audiences with his diverse performances, KRBL delights households worldwide with its unmatched offerings catering to the varied tastes and culinary traditions across the globe. With his iconic presence, we aim to deepen our consumer engagement and aim to take the brand's story to every corner of the country and the world."*

Expressing his excitement about the association, **Amitabh Bachchan** shared, *"India Gate Basmati Rice is not just a brand; it's a legacy that has been a part of Indian households for generations. I am delighted to be associated with KRBL, a company that has consistently upheld the highest standards of quality and innovation. I look forward to being part of this journey, celebrating the authenticity and traditions that make every meal so special."*

With this partnership, KRBL aims to further strengthen its footprint and explore innovative campaigns that resonate deeply with consumers across age groups. The collaboration is poised to celebrate not just the superior quality of India Gate Basmati Rice but also the shared heritage and values it represents.

**Kunal Sharma, Head of Marketing & Business Head, Modern Trade and E-Commerce, KRBL Limited**, added, *"Our association with Mr. Bachchan is a testament to our vision of creating stronger connections with our consumers. His credibility and influence will help us build brand love and aid in our brand objective of delivering consumer convenience from loose to packaged."*

As India Gate Basmati Rice embarks on this exciting new chapter, KRBL looks forward to bringing its story of legacy, quality, and sustainability to life with the iconic presence of Amitabh Bachchan.

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## **ABOUT KRBL**

KRBL Ltd. (NSE: KRBL, BSE: 530813) is a public listed global leader in premium Basmati rice and other consumer food products. KRBL's products are enjoyed daily by consumers across 90+ countries and six continents. With 135 years of legacy rooted in quality and a commitment to innovation, the company is fully integrated from farm to plate—from seed development and contract farming to processing, aging, packaging and retail distribution—ensuring top-tier standards at each step.

What began as a humble family business, has transformed into a global giant specializing in the manufacturing and marketing of premium Basmati rice. The multi-brand food company is driven by a consumer-forward portfolio that includes the flagship brand of the company, India Gate, has been recognised as the World's #1 Basmati Rice Brand along with 13 brands and a variety of products such as Regional Rice, Biryani Masalas, Edible Oils, Brown Rice, Quinoa, Chia Seeds, and Flax Seeds.

As the largest rice miller in the world, the company's dedication extends beyond products—KRBL believes that true success is linked to the well-being of the communities we serve and the health of our planet. With a deep-rooted philosophy of sustainability, the brand is committed to responsible practices that protect the environment and uphold social responsibility.

For more information, log on to [www.krblrice.com](http://www.krblrice.com)