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2nd March, 2023

BSE Limited

Floor 25, P J Towers,
Dalal Street,
Mumbai – 400 001

Scrip Code: 543458

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Scrip Code: AWL

Dear Sir,

Sub: Press Release / Media Release

Please find attached copy of press release dated 2nd March 2023 titled **“Adani Wilmar Limited launches Kohinoor Biryani kit that helps in preparing authentic biryani in 30 minutes.”**

Kindly take the same on records.

Thanking you,

Yours faithfully,

For Adani Wilmar Limited

Darshil Lakhia

Company Secretary

Memb. No: A20217

Adani Wilmar Ltd.
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Registered Office: Fortune House, Nr. Navrangpura Railway Crossing, Ahmedabad 380 009, Gujarat, India



For a healthy growing nation

Adani Wilmar launches Kohinoor Biryani Kit that helps in preparing authentic biryani in 30-minutes

~ Launched with Hyderabad variant followed by Lucknowi variant

~ Available in metro cities of Mumbai, Delhi+NCR, Kolkata, Pune, Ahmedabad, and Bengaluru ~

National, 2nd March 2023: Adani Wilmar Limited (AWL), one of the largest growing packaged food FMCG companies in India, has announced the launch of Kohinoor Hyderabad Biryani Kit as part of their expansion of the ready-to-cook range. Under the Kohinoor brand, the do-it-yourself (DIY) biryani kit helps connoisseurs prepare restaurant-like authentic biryani in 30 minutes. The brand-new offering will be available in two variants - Hyderabad which will be followed by Lucknowi, priced at Rs 159.

Talking about the launch of its new biryani kit range, **Mr. Vineeth Viswambharan, Associate Vice President, Sales & Marketing, Adani Wilmar Limited** said: "Biryani is India's most loved dish. However, getting the taste right when prepared at home can be challenging. Kohinoor Biryani Kit not only helps ease the preparation process but also captures the authentic quality of the dish in no time. We believe this will make a great addition to our existing product portfolio and will strengthen our presence in the ready-to-cook segment."

The kit comprises 200g of best quality authentic basmati rice, 125g of biryani masala paste, 2g of whole aromatic spices, and 12g of raita seasoning. Vegetables or meat can be added during preparation.

The product is currently available on Amazon, on the company's own D2C app Fortune Online and its retail stores Fortune Mart.

'Biryani', a widely enjoyed food of celebration, is mostly ordered through food delivery applications. Kohinoor Biryani Kit will be available in modern format stores such as Reliance, D-Mart, etc., and through e-commerce platforms like Swiggy, Big Basket, Flipkart, BlinkIt and general trade stores, which include self-service and high-end stores.

Earlier in 2022, Adani Wilmar acquired the renowned Kohinoor Brand – domestic (India region) from McCormick Switzerland GMBH.

For more information, visit <https://www.adaniwilmar.com/>

About Adani Wilmar Limited

Adani Wilmar Limited (AWL) is one of the largest food FMCG companies in India offering most of the primary kitchen essentials for Indian consumers, including edible oil, wheat flour, rice, pulses and sugar. The company's products are offered under a diverse range of brands across a broad price spectrum catering to different customer groups. Its flagship brand 'Fortune' is



For a healthy growing nation

one of the largest selling edible oil and food brands in India. It has a wide array of packaged foods including packaged wheat flour, rice, pulses, *besan*, sugar, soya chunks and cereals-based products such as ready-to-cook khichdi. It also offers a diverse range of industry essentials, including oleochemicals, castor oil and its derivatives and de-oiled cakes and HPC category under brand Alife which includes soap, hand wash and hand sanitisers.

For additional information, please contact:

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