



Ref No: AWL/SECT/2022-23/77

18th 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 17th March 2023 titled **“Adani Wilmar’s Fortune goes hyperlocal, introduces range of regionally customised pulses in Northern and Eastern states of India.”**

Kindly take the same on records.

Thanking you,
Yours faithfully,
For Adani Wilmar Limited

Darshil Lakhia
Company Secretary
Memb. No: A20217

Adani Wilmar Ltd.
Fortune House
Nr. Navrangpura Railway Crossing
Ahmedabad – 380 009
Gujarat, India
CIN: L15146GJ1999PLC035320

Tel +91 79 2645 5650
Fax +91 79 2645 5621
info@adaniwilmar.in
www.adaniwilmar.com

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



ADANI WILMAR LIMITED

Adani Wilmar's Fortune goes hyperlocal, introduces range of regionally customized pulses in Northern and Eastern states of India

National, 17th March 2023: Adani Wilmar Limited, one of India's largest growing packaged foods FMCG companies, launched 9 different varieties of natural dal, which are sortex-cleaned and unpolished. The brand, which is focussed on providing 'Wahi Desi Swaad' with its products, aims to establish a strong regional presence by launching a range of pulses which are customised to the consumer preference in Northern and Eastern states of India. **Fortune Pulses** offers nine types of dals, which includes *Arhar Dal, Moong Dal, Chana Dal, Masoor Dal {Masoor Malka (Imported)}, Kabuli Chana, Rajma Chitra, Kala Chana, Sona Moong Dal* and *Masoor Malka (Desi)*.

AWL has been continuously expanding its distribution network across regions and the presence of regionally customized products in its portfolio will help accelerate the process.

Commenting on Adani Wilmar's launch of Fortune Pulses, **Mr. Vineeth Viswambharan, Associate Vice President, Marketing & Sales, Adani Wilmar**, said, "Our focus is on expanding regional relevance and consumer affinity towards Fortune across India through products adapted to match hyperlocal tastes. It is a step towards gaining the consumer's trust in our food products and go beyond Fortune's edible oils. We aim to establish Fortune as a reliable brand for the entire basket of staple foods by providing premium quality, value-for-money products to our customers."

Pulses, which are also referred to as legumes, are one of the most preferred vegetarian food options in the country as they are protein-rich. The range of pulses by Fortune are unpolished, sortex-cleaned, and are low in moisture, sourced from the best of farms. The entire process is designed to ensure that the product is untouched by hand with rigorous quality checks, which include multiple hygiene processes. Moreover, the nutri-lock process ensures that all essential nutrients are retained, making it the best fit to provide surplus protein and energy to a healthy and active household.

Available in consumer packs of 500g and 1kg, Fortune Pulses will be available on all ecommerce platforms as well as leading stores in the Northern and Eastern states of India.

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 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 sanitizers.

For additional information, please contact:

Kartik Behl: +91-9004333899; kartik.behl@adfactorspr.com

Evelyn Vaz: +91 9833678010; evelyn.vaz@adfactorspr.com