



Ref No: AWL/SECT/2022-23/13

May 03, 2022

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 for acquisition of renowned Basmati Rice brand "Kohinoor" from MCCORMICK SWITZERLAND GMBH.

We wish to inform you that Adani Wilmar Limited has signed an IP Assignment Agreement with MCCORMICK SWITZERLAND GMBH, a company incorporated under the laws of Switzerland for the purpose of acquiring various domestic intellectual property rights, title and claims under the trademark "**KOHINOOR**" and various other trademarks together with goodwill subject to mutually agreed terms and conditions.

A press release issued in this regard is attached herewith, the contents of which are self-explanatory.

You are requested to take the same on your record.

Thanking You

Yours Faithfully,

For, Adani Wilmar Limited



Darshil Lakhia

Company Secretary

Memb. No. – ACS 20217

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ADANI WILMAR LIMITED

For immediate release

Not for circulation outside India

Adani Wilmar buys Kohinoor Brand (Rice) to strengthen its leadership in the rice and food business

The acquisition will strengthen Adani Wilmar's position in the branded staples foods business

Demonstrates Adani Wilmar's commitment to its strategy of expanding its packaged foods by increasing its portfolio of higher margin products

India, 2nd May 2022: Adani Wilmar Limited (AWL), one of the largest and fastest growing packaged food FMCG companies in India offering a wide array of consumer products, today announced the acquisition of several brands including the renowned Kohinoor Brand – domestic (India region) from McCormick Switzerland GMBH for an undisclosed amount. In essence, the acquisition would give AWL exclusive rights over the brand 'Kohinoor' basmati rice along with 'Ready to Cook', 'Ready to Eat' curries and meals portfolio under the Kohinoor Brand umbrella in India.

The addition of Kohinoor's domestic Brand Portfolio strengthens Adani Wilmar's leadership position in the food FMCG category by augmenting a strong product basket with premium brand along with potential to scale value added products. It also leverages the reach of Kohinoor brand to drive synergies for AWL across geographies and complements the reach of its flagship brand 'Fortune' in the food FMCG domain. The acquisition will fuel the next level of growth to AWL and widen the portfolio to cater to premium customer segments across rice and other value-added food businesses. AWL is poised to become a formidable player with the addition of the Kohinoor brand in the India region. The Kohinoor brand portfolio comprises of; "Kohinoor" - for premium Basmati rice; "Charminar" - for affordable rice and "Trophy" for HORECA segment.

Commenting on the acquisition, Anshu Mallick, Chief Executive Officer and Managing Director of Adani Wilmar, said: "Adani Wilmar is pleased to welcome Kohinoor brand to the Fortune family. Kohinoor is a trusted brand which represents the authentic flavours of India and is loved by consumers. This acquisition is in sync with our business strategy to expand our portfolio in the higher margin branded staples and food products segment. We believe the packaged food category is under-penetrated with significant headroom for growth. The Kohinoor Brand has a strong brand recall and will help accelerate our leadership position in the Food FMCG category."

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 Sanitisers.

For further information, please contact:

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M&A Update - May 2022



For a healthy growing nation



Acquisition of Premium Basmati Brand



Premium household brand in
Basmati Rice



Ranks amongst the top players in
India



More than four decades of heritage
brand in Basmati Rice



Multiple brands under umbrella for
various price levels

Premium Range



Full grain basmati

Long grain

Dubar

Tibar

Value Range



Long grain

Rozana

Everyday

Health Range



Kohinoor Brown Rice

Charminar Brown Rice

Products of the future



Ready-to-cook
Biryani Kit

Ready-to-eat portfolio

Spices

Kohinoor has a strong product basket with positioning to further enhance premium value-added range



- **Strong Basmati player in India**
- **Potential to consolidate MS%**

Potential synergies

Fuel AWL Foods growth story

Drive Premiumization

Cross leverage reach & Market share consolidation

Leverage brand for Product Extensions / Diversification

Leverage existing capacities

Potential to scale the brand by leveraging strong reach and manufacturing capabilities

Proposed Transaction

- Purchase of domestic rights “Kohinoor” & other brands

Seller

- McCormick Switzerland GMBH

Means of finance

- IPO proceeds apportioned for M&A

Entered into an IP assignment agreement with McCormick Switzerland GMBH to purchase domestic rights of IP rights, title & claims under “Kohinoor” & other brands



#ruknamat