

LT Foods Expands its Premium Rice-based Snacks Brand “Kari Kari” to Australia and UAE

New Delhi, 22 April 2021 – LT Foods’s Joint Venture Company with Kameda Seika, (Japan’s largest Rice Crackers Company) starts exporting Kari Kari in the markets of Australia & UAE.

Introduced in India in January 2020, Kari Kari is a premium, healthy, rice based crunchy snack. Inspired by the famous Kameda Crisp a leader in Japanese rice cracker market with around 30% share, ‘Kari Kari’ is made from rice and peanuts offering a range of hearty & wholesome savoury snack in four different flavours Chilli Garlic, Wasabi, Salt & Pepper and Spice Mania.

Kari Kari is manufactured in LT Foods state of the art manufacturing facility at Sonapat, Haryana through indigenously grown and sourced ingredients. The Company is also growing a specific type of rice locally, which is the key ingredient in the snack.

Commenting on the occasion, Mr. Ritesh Arora – Head India Business said, “At LT Foods, we closely monitor consumer trends & preferences. The modern day consumer is making discerning choices basis which we have expanded our product offerings on the health & convenience platforms. Kari Kari is targeted at the young, health conscious & upwardly mobile consumers, who look for healthier options and are open to experimenting with international flavours. With consumers gravitating towards healthier snacking options, we are extremely bullish on the prospect of Kari Kari both in India & in global markets”

The premium snacking market in India is estimated at Rs. 500 Cr & growing at a CAGR of over 25%.

Kari Kari is available in over select 700 Modern Trade & Standalone stores in the cities of New Delhi, Mumbai, Bangalore, Hyderabad, Kolkata, Pune, Chennai, Ahmedabad & Bhopal & is also available on leading e commerce platforms such as Amazon, Flipkart & Big Basket. Kari Kari has been promoted in India through a mix of digital marketing programs, and in store promotions.

Kari Kari will now be available at Perth, Sydney & Dubai. The brand will also be distributed through the grocery chain store Aldi in Australia. LT Foods also plans to expand distribution of Kari Kari in GCC and New Zealand markets.





About LT Foods Limited:

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783], LT Foods is a 70-year-old Consumer Food Company that is a leading player in the specialty rice and rice products business across the globe, delivering the finest quality and taste experiences in more than 60 countries. The Company portfolio includes a range of power brands that include Daawat- one of India’s most loved and consumed Basmati brands, Royal- North America’s no. 1 Basmati player and other regional leading brands. The Company is also proudly expanding its organic play by supplying organic food ingredients to leading businesses as well as offering organic staples to consumers in markets across the globe. The Company has consolidated revenue of around Rs. 4,184 crore as on FY20. The Company has an integrated “Farm to Fork” approach with well-entrenched Distribution Network with Global Supply Chain Hubs backed by Automated state-of-the art and strategically located Processing Units in India, the US and Europe, and a robust distribution network with 800+ distributors across globe.

For further information, please contact:

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