

Date: December 10, 2024



To,

The General Manager, Listing Department, Bombay Stock Exchange Limited, P.J. Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 531449	The Manager, Listing & Compliance Department The National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra East, Mumbai - 400051 Symbol: GRMOVER
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Subject: GRM's 10X Brand Unveils New Packaging with Salman Khan as Brand Ambassador receives remarkable market reception

Dear Sir/ Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that the GRM Overseas Limited ("the Company") through its subsidiary GRM Foodkraft Private Limited announced a transformative milestone for its domestic brand "10X", unveiling a refreshed brand identity.

Please find the above information in this regards.

The above information is also available on website of the company www.grmrice.com

Kindly take the same on your records.

Thanking you,

Yours faithfully,
For GRM Overseas Limited

Sachin Narang
Company Secretary & Compliance Officer
Membership No.: 65535



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Shiva Market Pitampura,
Delhi 110034, India. • +91-11-4733 0330

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• Naultha (Panipat), Haryana
• Gandhidham, Gujarat

GRM's 10X Brand unveils redesigned packaging with Bollywood Icon Salman Khan as Brand Ambassador, receives remarkable market reception

Delhi, 10th December 2024 - GRM Overseas, through its subsidiary GRM Foodkraft Pvt. Ltd., one of the leading players in the India's FMCG sector, announced a transformative milestone for its domestic brand "10X", unveiling a refreshed brand identity including innovative redesigned packaging and a CGI-led video campaign featuring the Bollywood Icon Salman Khan.

The campaign has generated considerable excitement on digital channels, underscoring the brand's commitment to quality and innovation, while aligning with the goal of attracting contemporary customers. The newly packaged products have already entered the markets and have received remarkable initial feedback from the market.

GRM signed Salman Khan as the brand ambassador earlier this year and the strategic partnership will enable GRM to leverage the actor's iconic status globally to strengthen its brand presence and connect with customers around the world.

Mr. Barun Prabhakar, Chief Marketing Officer of GRM Overseas, expressed his enthusiasm about the development stating: "We are delighted by the market's initial reception to 10X's revamped packaging. Salman Khan, with his widespread popularity and relatable persona as a food enthusiast, perfectly embodies our brand's values, making him the perfect brand ambassador. The redesigned packaging will boost our visibility on the shelves and improves our engagement with our target audience. Additionally, our CGI-driven campaign is crafted to be distinctive and create a lasting brand image that our consumers can identify with. We are confident that this combination will solidify our brand's presence among both domestic and international customers."

Link for CGI Campaign

<https://www.instagram.com/p/DCMaCV7g-5v/>

<https://www.instagram.com/p/DC3WLx9gaAm/>

Mr. Atul Garg, Managing Director of GRM Overseas, expressed his excitement, stating: "The feedback from the market to our refreshed brand identity has been overwhelmingly positive, affirming our confidence in the strength of our product and strategy. The CGI-driven campaign and new packaging



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have sparked interest, seamlessly aligning with our business ambitions. This revitalized identity not only excites our customer base but also sets the stage for significant expansion of 10X. We are confident that this positive momentum will propel us towards achieving key business milestones and further enhance the global standing of GRM.”

With a blend of Salman Khan’s charisma, a cutting-edge campaign, and eye-catching new packaging, 10X is poised to redefine its position in the FMCG market. The strategic partnership with Salman Khan and the packaging redesign marks a significant step forward in GRM’s journey to enhance brand visibility and consumer engagement. With a commitment to delivering premium-quality food products, GRM Foodkraft continues to strengthen its position as a leader in the FMCG space, both domestically and internationally.

About GRM Overseas Limited:

From humble inception in 1974 to redefining itself in the form of GRM, the Company has travelled a long way since then. Initially set up as a rice processing and trading house, it is growing to become a consumer staples organisation. During the initial years, GRM exported rice to the Middle East, the United Kingdom, and the United States. Gradually expanding its reach, GRM has developed a market for its rice in 42 countries, thereby achieving the title of being among the top 5 Rice Exporters in India. GRM has three rice processing units with an overall annual production capacity of 4,40,800 MT based out of Panipat (Haryana), Naultha (Haryana) and Gandhidham (Gujarat). Additionally, the Company has a warehousing facility of 1.75 Lakhs sq. ft. space adjacent to the Gandhidham plant facilitating speedy shipments from Kandla and Mundra ports.

GRM sells products under its brands, namely “10X”, “Himalaya River” & “Tanoush,” and also sells through private label arrangements under customers’ brands. GRM has endeavoured to reach consumers directly with its brands and products in recent years. By placing its products on the shelves of several major retailers in India and abroad, GRM has ensured that the end consumer always has easy access to their high-quality products. The Company aims to deliver the best quality products to customers with stringent and proactive quality control procedures in place, according to international requirements.



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For more information, please contact:

GRM Overseas Limited

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Disclaimer:

Certain statements in this document that are not historical facts, are forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, industry risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. GRM Overseas will not be responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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