



Ref No: AWL/SECT/2024-25/45

August 5, 2024

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 5th August, 2024 titled “**Adani Wilmar introduces Fortune Premium Sharbati Atta, redefining atta’s quality and taste in India.**”

Kindly take the same on records.

Thanking you,

Yours faithfully,
For Adani Wilmar Limited

Darshil Lakhia
Company Secretary
Memb. No: A20217

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Adani Wilmar introduces Fortune Premium Sharbati Atta, redefining atta's quality and taste in India

~ The launch of the atta, sourced directly from Sehore in Madhya Pradesh, marks the beginning of a new era in trust, purity, and premium in the category ~

~ Ground with precision using a slow grinding technique, preserving the essence of Sharbati wheat~

National, 05 August 2024: Adani Wilmar, India's leading Food FMCG company, proudly announces the launch of Fortune Premium Sharbati Atta, a groundbreaking addition to its esteemed product line. Crafted from the finest Sharbati wheat sourced directly from Sehore in Madhya Pradesh, this new offering sets a new standard in wheat flour quality and taste.

Fortune Premium Sharbati Atta embodies premium quality and superior taste, owing to the unique agro-climatic conditions and expertise of farmers in Sehore. The dense, golden amber grains produced under these conditions offer unbeatable softness, sweetness, and flavor to rotis, elevating the dining experience.

This premium atta undergoes a specialized slow grinding technique, ensuring that the taste, aroma, and nutritional benefits of Sharbati wheat are perfectly preserved. By milling at lower temperatures, Fortune Premium Sharbati Atta retains essential nutrients while enhancing flavor, making every roti a wholesome delight.

Fortune Premium Sharbati Atta boasts a higher water absorption rate, resulting in super soft and fluffy rotis that maintain their softness for longer durations. This characteristic enhances the dining experience, offering consumers a delightful and fulfilling mealtime.

Talking about the product launch, **Mr. Vineeth Viswambharan, Vice President & Business Head, Marketing & Sales, Adani Wilmar**, said, "We take immense pride in bringing the enriching taste of the premium Sharbati wheat flour to kitchens across the nation, allowing our consumers to indulge in the irresistible softness and deliciousness of rotis made from our premium atta. "Sharbati" is a variety of wheat known for its unique characteristics, primarily grown in some very specific regions of Madhya Pradesh. The term "Sharbati" refers to the softness, sweetness, and flavor profile of the grain. Sharbati wheat is prized for its higher protein content and excellent gluten strength, which contribute to the soft and fluffy texture of rotis made from it."

Fortune Premium Sharbati Atta will be available in a convenient pack of 5kg. The product is accessible across e-commerce and q-commerce platforms, modern trade, as well as through traditional retail outlets.

Rooted in values of trust, purity, and premium-ness, the Fortune brand aims to widen its product portfolio and cater to consumers with discerning preferences. With the launch of Fortune Premium Sharbati Atta, Adani Wilmar seeks to increase market share and expand its presence into high-value metro markets in the North & West of India, initially, followed by rest of the country.

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 ready-to-cook biryani kits. 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.