

Date: December 02, 2024

To,

<p>The General Manager, Listing Department, Bombay Stock Exchange Limited, P.J. Towers, Dalal Street, Mumbai - 400 001</p> <p>Scrip Code: 531449</p>	<p>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</p> <p>Symbol: GRMOVER</p>
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Subject: GRM Appoints Barun Prabhakar as Group Chief Marketing Officer (CMO)

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”) has appointed Mr. Barun Prabhakar as its Group Chief Marketing Officer (CMO).

In his role, Barun will spearhead the brand marketing initiatives for GRM’s diverse portfolio, which includes both domestic and international brands.

Please find the attached press release 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**



TANOUSH
ORGANIC

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Registered Office
128, First Floor,
Shiva Market Pitampura,
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8 K.M. Stone, Gohana-Rohtak Road
Village Naultha, Panipat 132145
Haryana, India • +91-972964 7000/8000

Factory
• Gohana Road (Panipat), Haryana
• Naultha (Panipat), Haryana
• Gandhidham, Gujarat

GRM Overseas Appoints Barun Prabhakar as Group Chief Marketing Officer

Delhi, 02nd December 2024 - GRM Overseas, India's leading exporters of Basmati rice, and a leading player in the India's FMCG sector, has appointed Mr. Barun Prabhakar as its Group Chief Marketing Officer (CMO). In his role, Barun will spearhead the brand marketing initiatives for GRM's diverse portfolio, which includes both domestic and international brands. His role will also emphasize on enhancing GRM's presence both internationally and within the domestic markets, while also playing a key role in the growth of the Food FMCG business, which the company is focussed on presently.

Mr. Barun brings over 20 years of experience in driving business growth, building brands, and leading high-performing teams. He has a rich experience in the consumer industry and has delivered a number of successful assignments for various large-sized companies like Wildcraft, Woodland, and most recently at Liberty Shoes, where he successfully revitalized the brand with innovative campaigns that resonated with younger audiences.

GRM's flagship home brand, 10X, offers a wide range of staples like basmati rice, atta, and oil, while its modern brand, Faashta, focuses on ready-to-cook and ready-to-eat offerings such as biryani kits, noodles, and poha. Additionally, GRM has acquired the contemporary coffee brand RAGE and is actively expanding its portfolio with progressive acquisitions.

Mr. Atul Garg, Managing Director of GRM Overseas, commented: "We are thrilled to have Barun join our team and are confident that together we will achieve remarkable milestones and solidify GRM's position as a global leader in food solutions. Barun will lead the next leg of brand establishment for GRM, which started with the signing of the Bollywood superstar Salman Khan as its brand ambassador.

We will remain focussed on solidifying our position in the Tier II and Tier III cities, with a specific on the youth population. Leveraging his past experiences, Barun will help us in achieving our target of high single digit market share in the food FMCG industry in India, while our strategy of having multiple brand and multiple products would contribute positively to our growth.

This marks an exciting chapter in GRM's journey toward becoming a global leader in both staples and new-age food solutions."



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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.

For more information, please contact:

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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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