

Date: September 24, 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 Unveils New Packaging Featuring Salman Khan on 10X Products

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”) proudly unveils its new packaging for the 10X brand range, featuring Bollywood Superstar Salman Khan.

This strategic move aligns with GRM’s mission to elevate its brand presence and strengthen its connection with consumers across India and beyond.

Please find the attached 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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ORGANIC

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• Naultha (Panipat), Haryana
• Gandhidham, Gujarat



GRM Overseas Unveils New Packaging Featuring Salman Khan on 10X Products

New Delhi, September 24th 2024 – GRM Overseas Limited, a leading name in India's FMCG sector, proudly unveils its new packaging for the 10X brand range, featuring Bollywood superstar Salman Khan. This strategic move aligns with GRM's mission to elevate its brand presence and strengthen its connection with consumers across India and beyond.

The updated packaging, which prominently showcases Salman Khan, will be rolled out across the entire 10X product range, including basmati rice, flour, and other offerings. The new look combines a modern, sleek design with a vibrant color palette, emphasizing 10X's commitment to quality and authenticity. The packaging reflects the brand's dynamic energy, making it an appealing choice for today's discerning consumers who seek both quality and brand trust.

Atul Garg, Managing Director of GRM Overseas Limited, commented on the launch:

"We are thrilled to unveil our new packaging with Salman Khan, a personality who perfectly embodies the spirit of our brand—strong, reliable, and immensely popular. This updated packaging is not just a design change but a statement of our commitment to delivering premium quality products with a touch of excellence. We believe that featuring Salman Khan will resonate deeply with our consumers, further solidifying 10X's position as a household name in India."



EMAIL
info@grmrice.com



WEBSITE
www.grmrice.com



The packaging redesign is part of GRM's broader strategy to refresh the 10X brand and enhance its visibility in the highly competitive FMCG market. By associating with Salman Khan, GRM aims to leverage his immense popularity to connect with millions of consumers across various demographics, especially in India and key international markets.

This collaboration reflects GRM's continuous efforts to innovate and bring the best of Indian food products to households around the world.

About GRM

Founded in 1974, GRM (NSE : GRMOVER , BSE : 531449) is a leading Indian FMCG company with a diversified product portfolio including rice , wheat flour (atta) , spices , edible oil and other food products. GRM has a strong presence in both the domestic and international markets, with a commitment to delivering high-quality products to its consumers worldwide.

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www.grmrice.com