

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: Intimation under Regulation 30 of the SEBI (Listing obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

This is to inform you pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 that the company has launched its packaged products - "Gulistan Kachi Ghani Mustard Oil" under the "10X Shakti" Brand under its subsidiary company GRM Foodkraft Private Limited. The mustard oil pack which comes in 1L Bottles and 5L Jars will be available across the country. The Launch of Gulistan Kachi Ghani Mustard Oil is a part of GRM Overseas aim to strengthen product offering of its material subsidiary GRM Foodkraft Private Limited.

Further, the disclosure as required under Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/ CFD /CMD/4/2015 dated September 9, 2015, SEBI master Circular SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023 and SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is as under:

S. No	Particulars	Description
1	Name of the Product	Gulistan Kachi Ghani Mustard Oil
2	Date of Launch	15 th July, 2024
3	Category of the product	Staples
4	Whether caters to domestic/international market	Domestic market
5	Name of the countries in which product is launched	India



TANOUSH
ORGANIC

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**Registered Office**

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

Corporate Office

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

The above information will be available on the website of company at www.grmrice.com.

You are requested to kindly take the same on your record.

Thanking you.

Yours faithfully,

FOR GRM OVERSEAS LIMITED

SACHIN NARANG
COMPANY SECRETARY AND COMPLIANCE OFFICER
M.NO: 65535



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GRM Overseas launches
“10X Gulistan” Kachi Ghani Mustard Oil

Panipat, Haryana, India, 15th July, 2024 : GRM Overseas, one of the leading Indian basmati rice exporters and India’s leading food FMCG, has launched “Gulistan Kachi Ghani Mustard Oil” under its 10X brand portfolio. The mustard oil pack which comes in 1L bottles and 5L Jars will be available across the country. The launch of Gulistan Kachi Ghani Mustard Oil is a part of GRM Overseas’ aim to strengthen product offerings of its subsidiary GRM Foodkraft Private Limited (GFK).



The branded Mustard oil retail market is expected to grow at a CAGR of 11% in the next five years. The key factors driving the demand for mustard oil in India include the shift towards unrefined oils for their associated health benefits, leading to strongly surging demand from both urban and rural regions.

Commenting on the launch, **Atul Garg, Chairman & MD, GRM Overseas** said, “We are excited to introduce Gulistan Kachi Ghani Mustard Oil which will further strengthen our position in the fast-growing packaged food industry in the domestic market. Our focus has always been to reach a wide consumer base with a diverse range of products to strengthen our 10X brand. The launch of Gulistan Kachi Ghani Mustard Oil is a part of our mission to provide the Indian consumers with a basket of food staples enriched with goodness. Mustard is the only oilseed native to India and it connects us to Indian roots and farmers as well”



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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:

GRM Overseas Limited

Sachin Narang, Company Secretary and
Compliance Officer

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