

## LT Foods Limited Launches DAAWAT Cuppa Rice



LT Foods, a 70 year old Consumer Food Company is known for being agile for keeping a close tap on changing consumer needs and preferences and expanding its product portfolio to provide health, safety and convenience to the consumers. The Company has a proven track record of launching healthy and convenient products depending on the need of a geography such as DAAWAT Quick Cooking Brown Rice, Fortified Rice, DAAWAT Rice Sauté Sauces, Premium Rice – based snacks, Ready-to-Heat products, etc. that have been very well accepted by the consumers.

LT Foods has further expanded its product portfolio by launching “DAAWAT Cuppa Rice” that provides tasty and healthy food instantly. These are ready to eat rich based meals in a dry (dehydrated) state and are reconstituted in 8 minutes by just adding hot water. It is made from all natural ingredients with no preservatives and artificial ingredients. It is available in 5 variants – Daal Chawal, Sambhar Chawal, Rajma Chawal, Veg Biryani and Schezwan Rice. The product would be available in India as well as International market.

“DAAWAT Cuppa Rice”, priced at Rs. 70 to the consumer will give a full plate (240-300 grams) of rice meal. In the coming month, this product will be available in stores and on online channels in India. A small quantity would also be exported to Middle East for the Indian diaspora there. The Company would be leveraging the strong brand equity of brand “DAAWAT” and its robust distribution network to market this product.

*Commenting on the launch, Managing Director & CEO Mr. Ashwani Kumar Arora said that, “It gives me great pleasure to share that LT Foods has been working with agility to expand its product portfolio year after year based on changing consumer trends and providing consumers with safe, healthy and tasty products. DAAWAT Cuppa Rice is another step towards this and has been launched post a rigorous research and development phase of one and a half years. Post the test launch and based on the response we will decide on the production capacity and investment in this product, though I am confident that the product will do well with the changing scenario as people are getting more brand and health conscious.”*





### About LT Foods Limited:

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783], An 70 year old Consumer Food Company delivering the finest quality rice and rice based food brands, providing taste and nutrition in more than 80 countries. LT Foods and its subsidiaries in India and globally are proud producers of organic agri ingredients, supplying them to leading businesses in Europe and the U.S for the past 25 years. The Company has consolidated revenue of around Rs. 4200 crore as on FY20. Its flagship brands 'DAAWAT' and 'Royal' enjoy leading positions in India and US respectively with a market share of 29% and 45% respectively and have strong market share in other countries as well. The Company's integrated operations cover a global footprint with procurement, milling and processing for Basmati Rice centered in India whereas further value addition and marketing – distribution are available worldwide. The Company has 5 processing facilities in India, 2 packaging units and one Ready-to-Heat facility in the US and 1 processing facility in Rotterdam. Key markets for LT Foods' brands besides India cover the U.S., the U.K., Europe, Middle East and Far East. The rice portfolio comprises brown, white, steamed, parboiled, organic, quick cooking brown Rice, value added and flavored Rice. In Rice, the Company's brands include Daawat, Royal, Heritage, Gold Seal Indus Valley, 817 Elephant, Devaaya and Rozana. The organic food product range includes Rice, Soya, Pulses, Oil seeds, Cereal grains, Spices and Nuts. The Company is also into rice based convenience products that include sauté sauces, rice based premium snacks and staples.

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