

<b>The General Manager</b> <b>Department of Corporate Services</b> <b>BSE Limited</b> <b>Floor 25, Phiroze Jeejeebhoy Towers</b> <b>Dalal Street, Mumbai – 400 001</b>	<b>National Stock Exchange of India Limited</b> <b>“Exchange Plaza”, C-1, Block-G</b> <b>Bandra-Kurla Complex</b> <b>Bandra (E), Mumbai-400051</b>
Scrip Code: <b>530813</b>	<b>Symbol: KRBL</b> <b>Series: Eq.</b>

**SUB: General Business Updates about Marketing Campaigns**

Dear Sir/Madam,

This is to apprise of a major marketing initiative line with our stated strategy of driving growth by converting consumption from loose to packaged basmati. We are pleased to share that KRBL has launched a major marketing campaign that is going to be live on almost all top programmes and channels in selected markets.

In the Hindi-speaking market, we are taking on loose basmati rice with a series of three commercials featuring leading Bollywood and OTT face Mr. Pankaj Tripathi and nudging consumers that not to make a compromise in their relationship by choosing loose Basmati Rice for their homes. We are also making an attempt to move Basmati away from only special occasions like Diwali, Eid and specific dishes like Biryani to more everyday use and daily food items.

In West Bengal, we have a very regional take to a similar objective of driving conversion from loose to packaged basmati through a regional insight and a regional celebrity. In Bengal, the lady of the house is very particular about the quality of food that comes home to the point that she links it to the stature of her family. We dial this up in a direct communication nudging consumers to choose India Gate Basmati over “*kbola chaal*” (*loose basmati*).

In Maharashtra, we are focussing on driving preference of India Gate as being recommended by “*9 out of 10 women in Maharashtra*”. With our increasing distribution, this campaign will focus on creating preference amongst Marathi consumers for India Gate rice.

The link to TVCs are given below:

**Hindi campaign:**

I love my Saasumaa - <https://youtu.be/ePDZpW5lFqQ>

Maa ke haath ka khaana - <https://youtu.be/FKptBujuzr8>

Inka Favorite Pulav - <https://youtu.be/z2c7ZUW5QIY>

**West Bengal campaign:** <https://youtu.be/m6tKGdi5Zr0>

**Maharashtra campaign:** [https://youtu.be/8rx0kVV\\_GHc](https://youtu.be/8rx0kVV_GHc)

Please take the above information in your record.

Thanking you,  
Yours Faithfully,  
**For KRBL Limited**

**Jyoti Verma**  
**Company Secretary**