



SARVESHWAR FOODS LIMITED

(Formerly Known As Sarveshwar Organic Foods Limited)

CIN : L15312JK2004PLC002444

Regd. Off : Sarveshwar House, Below Gumat, Jammu, (J&K) - 180001

Ph. : 0191-2483981, 2481954, Fax : 0191-2481941, Email : info@sarveshwarrice.com

Ref. No. :

Dated :

02nd May, 2024

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra- Kurla Complex Bandra
(E), Mumbai 400051

Listing Compliance Department
BSE Limited
Phirozee Jeejeebhoy Towers,
Dalal Street, Fort, Mumbai - 400 001

Symbol: SARVESHWAR

Scrip Code: 543688

Sub: Submission of Press Release

“Empowering Farmers: Sarveshwar Foods Ltd Launches Free certified Sona Masuri Paddy Seeds Distribution Initiative in UT of Jammu & Kashmir.”

Dear Sir/Ma’am,

We are submitting herewith Press Release, in terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, titled **“Empowering Farmers: Sarveshwar Foods Ltd Launches Free certified Sona Masuri Paddy Seeds Distribution Initiative in UT of Jammu & Kashmir.”**

We request you to please host the information on Stock Exchange official website for the knowledge of members/investors of the Company and oblige.

Thanking you,
Your faithfully
For Sarveshwar Foods Limited

Sadhvi Sharma
Company Secretary

Encl : a/a



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Press Release

“Empowering Farmers: Sarveshwar Foods Ltd Launches Free certified Sona Masuri Paddy Seeds Distribution Initiative in UT of Jammu & Kashmir.”

Jammu, India, May,02 2024: Sarveshwar Foods Ltd committed to sustainable farming practices, has announced a pioneering initiative aimed at supporting farmers in the Jammu & Kashmir Union Territory through free distribution of certified Sona Masuri paddy seeds, known for their high quality and yield potential, to farmers across the region. Sarveshwar aims to empower the farming community by providing the seeds of export oriented rice varieties.

Free distribution of certified seed of Sona Masuri paddy will be done at Sarveshwar procurement facilitation center under this program. This initiative reflects Sarveshwar Foods' dedication to empowering local farming communities and promoting agricultural development in the area.

In light of the economic challenges confronting farmers in Jammu & Kashmir, Mr. Rohit Gupta, Chairman of Sarveshwar Foods Ltd, has announced a compassionate initiative. Under the supervision of the Agriculture Specialist team, Sarveshwar has resolved to distribute paddy seeds free of cost. This distribution will specifically target non-basmati growing areas of Jammu. The primary aim of this program is to extend support to the farmers, prioritizing their welfare and interests in the state.

Sona Masuri Rice is a variety of medium-grain rice mainly grown in Southern India. One of the unique features of Sona Masuri rice is its ability to absorb flavors and spices easily, making it an ideal ingredient for preparing a variety of Indian dishes. Additionally, it has a lower glycemic index compared to other varieties of rice, making it a healthier choice for people with diabetes. Sona Masuri Rice, due to its increasing popularity, is also finding its position in the international market, mostly exported to countries with a large Indian diaspora.

The distribution will benefit around 1000 farmers across various regions, including Paragwal, Mirpur, Garkhal, Akhnoor East, Panjtoot, Khour, Jourian, Bakour, Hamirpur in Akhnoor West, and Paharpur, Maharajpur, Haripur, Chadwal, Hariachak in the Kathua Sector. By targeting these areas, Sarveshwar Foods Ltd aims to maximize the outreach of its initiative and ensure that farmers in need receive



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essential support for their agricultural endeavors.

Sarveshwar Foods Ltd initiative to distribute certified Sona Masuri paddy seeds free of charge in the Jammu & Kashmir Union Territory represents a significant step towards enhancing agricultural sustainability and rural development in the region. By leveraging its expertise and resources, Sarveshwar Foods is not only supporting local farmers but also contributing to food security and economic growth in the area.

About Sarveshwar Foods Ltd:

Sarveshwar Foods Limited (SFL) is an ISO 22000:2018 and USFDA (United States Food and Drug Administration) certified company. SFL also has BRC (biggest global standard for food safety), Kosher, NPPO USA & CHINA along with NOP - USDA Organic certifications for its products.

The Company is engaged in the business of manufacturing, trading, processing, and marketing of branded and un-branded basmati and non-basmati rice in the domestic and international markets. Our operations are based out of the Jammu Region in the State of Jammu and Kashmir. SFL has sustainable and eco+ve legacy of serving healthy and tasty rice for more than 130 years and in last couple of decades proliferated its heritage to other premium categories of FMCG and Organic products.

SFL belongs to the lands in foothills of Himalayas which is nourished by fertile mineral-rich soil, organic manure and snow melted waters of river Chenab, wherein without using any artificial fertilizers and chemicals, they produce full range of 'ORGANIC' products, being sold with brand name 'NIMBARK'- conceptualized to spread the philosophy of the 'SATVIK' conscious lifestyle.

To sell its products, SFL has adopted 3-way strategies, first through conventional channels, another to have its own retail outlets, and to tap young and tech-savvy generations' growing tendency of buying products online through www.nimbarkfoods.com

SFL is the first private sector NSE and BSE listed food company in Jammu & Kashmir with NSE Symbol: SARVESHWAR and BSE Scrip Code: 543688

Disclaimer: Certain statements, words 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, technological risks and many other factors that could cause actual result to differ materially from those contemplated by this forward-looking statement. Sarveshwar Foods Limited, its subsidiaries and associates shall not be in any way responsible for any action taken based on such looking statements.