



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 :

January 31, 2024

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

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

Symbol: SARVESHWAR

Scrip Code : 543688

Sub: Submission of Press Release

‘Sarveshwar Foods Limited set up 2 more “SFL-Choupals” (Procurement Facilitation Centres) in Kulgam and Doda for procuring Walnuts, Rajma, Apple, Black Morels (Gucchi), Kala Jeera and other authentic Himalayan Delights directly from Farmers’

Dear Sir/Ma’am,

In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we are submitting herewith Press Release titled **‘Sarveshwar Foods Limited set up 2 more “SFL-Choupals” (Procurement Facilitation Centres) in Kulgam and Doda for procuring Walnuts, Rajma, Apple, Black Morels (Gucchi), Kala Jeera and other authentic Himalayan Delights directly from Farmers’**

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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Jammu, India, January 31, 2024: Sarveshwar Foods Limited is strengthening its procurement channel further by setting up of 2 more SFL Chaupals (Procurement Facilitation Centre) for **procurement of Walnuts, Rajma, Apple, Black Morels (Gucchi), Kala Jeera** and other authentic Himalayan Delights directly from Farmers in Kulgam and Doda.

With these new locations, now Sarveshwar Food is operating 12 SFL Chaupals at various locations across the Jammu and Kashmir Region, 7 in Jammu and 5 in Kashmir. All these SFL Chaupals are being managed by trained local farmers who help the local agricultural community to access the information in their local language.

SFL Choupals-Sarveshwar Food's Procurement Facilitation Centre are established with 2 objectives: first, to speed up and smooth procurement by eliminating unnecessary leakages, delays, and logistical challenges, and second, to engage with farmers from the start of the crop cycle, assist them at every stage of cultivation, and provide full patronage.

SFL Choupals made real-time, up-to-date, relevant information on price discovery, agri knowhow and best practices, etc readily available. Through SFL-Choupals, Sarveshwar Food Limited wishes to leverage its expertise, in an organised way, to address the various challenges faced by the farmer and provide a 360-degree intervention platform to trigger a virtuous cycle of higher farm productivity, higher income, enlarged capacity for farmer risk management, which will eventually ensure consistent supply of quality, authentic farm products to the Company.

Mr. Rohit Gupta, Chairman Sarveshwar Group commented on this occasion: “I am delighted to announce the opening of 2 more SFL Choupals and Kulgam and Doda. These SFL Choupals have been a grand success so far and achieved their objectives very well, as with the presence of these SFL Choupals at the door step of the farmers, farmers have been able to raise productivity, improve quality, manage risk, and earn better. On the other hand, these SFL Choupals have, by



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creating a more efficient procurement channel, smoothen the procurement process to a large extent, reduced transaction costs, and improved overall supply chain.”

About Sarveshwar Foods:

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’- conceptualised 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

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