

**Chatha Foods Limited**

(Formerly Known as Chatha Foods Private Limited)

**Regd. Office:** 272, Mota Singh Nagar Jalandhar Punjab, Pin code -144001, Phone No. 0181-4616381

**CIN:** L15310PB1997PLC020578, **E-mail:** [cs@cfpl.net.in](mailto:cs@cfpl.net.in), **Website:** <https://cfpl.net.in>

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To

Date: 26.10.2024

BSE LIMITED  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai-400001  
Maharashtra  
**Scrip Code: 544151**

**Subject: Chatha Foods Limited Innovation Team Develops A New Rice Bowl Concept For Quick-Service Restaurants**

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015, we enclose a copy of the Press Release titled “**Chatha Foods Limited Innovation Team Develops A New Rice Bowl Concept For Quick-Service Restaurants**”, issued by Chatha Foods Limited.

This is for your information, and we request you to take this on your records.

**Thanking you,**

**Yours faithfully,  
For Chatha Foods Limited**

**PRIYANKA OBEROI  
COMPANY SECRETARY & COMPLIANCE OFFICER**

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### **Chatha Foods Limited Innovation Team Develops A New Rice Bowl Concept For Quick-Service Restaurants**

Continuing our endeavour to develop innovative products and meet the unique needs of Quick Service Restaurants (QSRs), Chatha Foods Limited is thrilled to introduce a quick and convenient **Rice Bowl Concept** that can be a valuable addition to any QSR menu. This solution eliminates the need for in-store rice preparation, which can often lead to inconsistencies in texture and quality. Instead, CFL's rice bowls concept offer QSRs an efficient, manpower space and time saving option that guarantees consistent flavour and texture, perfectly tailored to cater to the needs of fast-paced food service environments.

We are excited to announce that Chatha Foods Limited plans to launch this new line of rice bowls by the third week of November 2024!



*(Above image is reference image and not actual image of the concept developed by the Company)*

Our rice bowl is a carefully crafted combination of cooked long-grain basmati rice, flavourful gravies, and selections from our frozen protein range. Each bowl begins with a convenient, shelf-stable, microwaveable 200g pack of perfectly cooked long-grain basmati rice, which can be easily opened and transferred directly into a serving bowl. To enhance flavour and variety, CFL offers a selection of richly flavoured gravies, also in shelf-stable, microwaveable packs, each serving 6-7 portions. These include options like a Classic Biryani, Spicy Cajun, Tangy Chinese, and Bold Korean gravies.

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#### CHATHA FOODS LIMITED

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For a complete meal experience, CFL pairs each gravy with a carefully curated protein from our frozen range: crispy Fried Chicken for the Chinese gravy, flavourful Korean-style chicken for the Korean gravy, spicy Chicken Popcorn for the Cajun gravy, and tender Chicken Tikka for the biryani. This unique combination allows QSRs to deliver high-quality, delicious meals with ease and consistency.

Designed with QSR requirements in mind, this concept streamlines back-end operations and ensures consistent taste and texture in every serving. The rice bowls can be prepared in under five minutes, either by microwaving (in just 1.5 minutes) or by dipping the packs in boiling water for two minutes. This speed and simplicity make CFL's rice bowls an ideal solution for quick service and busy schedules, providing high standards in both flavour and presentation, every time.

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