

## Press Release

Rotterdam, 21 November 2016

### A Global Rice Specialist Company LT Foods to open a branch in Rotterdam



**Mr. Vijay Kumar Arora (Chairman of LT Foods) and Mr. Aditya Arora (Director of LT Foods, Europe) with Mr. Ahmed Aboutaleb (Mayor of Rotterdam)**

LT Foods, a Global Rice Specialist Company which has presence in more than 65 countries and leading share in India and US with its brands called Daawat and Royal is setting up a plant in Rotterdam. The Indian Company will open a branch on the Maasvlakte in the spring of 2017. The arrival of this reputable Indian Company will strengthen Rotterdam's food cluster and provide the city with 70 to 100 new jobs.

Rotterdam will be the first European branch for LT Foods, which has its headquarters in Delhi. Aditya Arora, Director of LT Foods Europe: "We are setting up this plant in line with our growth strategy and it will strengthen our position in this segment and help us to expand our portfolio as well."

The arrival of such a reputable Company will contribute to the strengthening of trade relations of India and Rotterdam and the region. It will also provide opportunities to attract more Companies from India. India's economy is growing strongly, and this growth is expected to continue in the coming years. There are plenty of opportunities for the Dutch business community and Rotterdam. Rotterdam's focus with India will be on among other things Agro-food, Life Science & Health and Chemistry.

LT Foods will lease 12,000 square meters of business space from Prologis. In the Rotterdam branch, brown rice is to be processed and then distributed within Europe.

The arrival of LT Foods in Rotterdam is the result of collaboration between Rotterdam Partners, the Port of Rotterdam Authority and NFIA (Netherlands Foreign Investment Agency).

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## **Rotterdam Partners: Promoter of Rotterdam Economy**

Rotterdam Partners is proud of Rotterdam and wants to help the city evolve. We work to further improve on the image of Rotterdam and promote the Rotterdam region nationally and internationally. We open the doors of Rotterdam for future visitors, companies, residents and students. We enthuse, inspire but also convince them to come and visit Rotterdam, come and do business here, set up their Company here, organise their congress here, come and live or study here. Rotterdam Partners is, therefore, responsible for city marketing, acquisition, and is working on the further improvement of the business environment. In this way, we strengthen the economy of Rotterdam in the broadest sense of the word.

## **LT Foods**

LT Foods Limited is a branded specialty foods Company. The Company is engaged in milling, processing and marketing of branded and non-branded basmati rice, and manufacturing of rice food products in the domestic and overseas market. Its geographical segments include India, North America and Rest of the world. Its operations include contract farming, procurement, storage, processing, packaging and distribution. Its rice product portfolio comprises brown rice, white rice, steamed rice, parboiled rice, organic rice, quick cooking rice, value added rice and flavoured rice in the ready to cook segment. The Company's brands include Royal; Ecolife, an organic food brand that includes rice, pulses, oil seeds, cereal grains, spices, nuts and fruits and vegetables; Devaaya, which offers branded Basmati rice, with staples, such as Atta, Suji, Besan, Dalia, Poha and Maida, and Heritage, a basmati rice brand. Its brands also include Daawat, Gold seal Indus Valley, Rozana and 817 Elephant. [www.ltgroup.in](http://www.ltgroup.in)