

LT Foods gears-up to further strengthen their brand presence in the critical European market



- Plans to invest \$20 Million for overall branding and expansion
- Targets increased sales from the current 5,000 tonnes to 30,000 tonnes in the branded segment over the next four years
- Introduce new packaging across all product for a fresh shelf presence by March 2018
- New strategies will help 'Daawat' rice brand become a household name in the target region

New Delhi, November 30, 2017 - LT Foods, an emerging global food Company with focus on Basmati and other specialty rice, organic foods and convenience rice based products with presence in more than 65 countries, announced an extension to their strategy for the critical European market, including UK by launching the new avatar of their leading brand “Daawat”. The occasion was graced by Indian Ambassador of Netherlands. The event was also attended by more than 100 ethnic distributors.

The Company is extensively working on expanding its geographical footprints and product portfolio in these markets and plans to invest \$20 Million with increased sales from the current 5,000 tonnes to 30,000 tonnes in the branded segment over the next four years. Additionally, this move will benefit 5000 farmer families in India as the raw material would be sourced from India.

Mr. Vijay Kumar Arora, Chairman, LT Foods said, “This move is in-line with the strategic intent of the Company to make “Daawat” the most trusted and favorite household name in the European region using raw material from India. We have a well devised strategy in place to achieve this target. In the next two years we are eyeing to gain 5% market share in the branded segment of this region with distribution expansion and continuous brand investments. This will help to take the growth to the next level and achieve the aspired targets.”

Additionally, all “Daawat” rice variants including Quick Cooking Brown Rice, Original Basmati Rice and Extra Long Basmati Rice will get the refreshed look and feel which will stand-up on the shelves from March 2018. This new initiative will help the brand get a new look with more



information on customer benefits. Driven by an internal study to understand the international standard and customer desires, the Company decided to undertake this initiative.

LT Foods has been focusing on Europe as the next growth region and has recently opened a new plant in Europe in Rotterdam, Netherlands to cater to both Europe and United Kingdom.

About LT Foods:

LT Foods, an emerging global Food Company with focus on basmati and other specialty rice, organic foods and convenience rice based products. The Company is engaged in milling, processing and marketing of branded and non-branded basmati rice, and manufacturing of rice food products in the India and international market. In 2016-17 the consolidated revenue of the Company reached more than Rs. 3300 Crore with a growth of 11.5% on Y-o-Y basis. LT Foods has a global presence in 65 countries including India, Middle East, UK, Europe and US. Its operations include contract farming, procurement, storage, processing, packaging and distribution. Its rice product portfolio comprises brown, white, steamed, parboiled, organic, quick cooking brown rice, value added and flavored rice. The Company's brands include Daawat, 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 Gold Seal Indus Valley, Rozana and 817 Elephant which have been recently acquired by the Company.

Safe harbor statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The Company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

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