

Elevate your food experience with Daawat® Basmati: LT Foods' latest TVC campaign showcases the transformative power of choosing the right rice for cooking

- *This exciting campaign highlights the message 'Daawat® Chunoge Toh Farq Dikhega'*

New Delhi (India), October 31, 2023: LT Foods Ltd, the more than 70-year-old Indian-origin global FMCG Company in the consumer food space, has launched a campaign with 2 TVCs for Daawat® Basmati, as consumers across the country indulge in food and festivities.

In this advertising campaign, the brand is set to unveil **two creatives**, demonstrating the **transformative power of choosing the right rice, Daawat® Basmati, for cooking your favourite rice recipes.**

In the first TVC, a lady skillfully prepares a mouthwatering Biryani, her family notices the marked difference in the Biryani and tries to figure out what has changed today. As the story unfolds, she and her family members come to the eye-opening realization that this difference was made because she switched her regular rice with Daawat® Basmati, delivering a powerful message: **'Daawat® Chunoge Toh Farq Dikhega'** – emphasizing the impact of choosing the right grain for cooking a delectable biryani and getting appreciated for her choice.

The second commercial unfolds in a lively kitchen scene, featuring two sisters, dismissive of the recipe as it never turns out the way it happens on screen. However, the younger sister introduces her to Daawat® Pulav Basmati, which elevates her Pulav to the level of a master chef creation. The elder sister can't help but acknowledge the striking difference that Daawat® Pulav Basmati has made to the Pulav recipe. In a surprising twist, the younger sister reveals that even the culinary maestro, Sanjeev Kapoor, swears by Daawat® Basmati in his recipes.

These TVCs vividly showcase how choosing Daawat® Basmati makes all the difference and elevates your food experiences.

Emphasizing the significance of choosing the right grain for an exceptional culinary experience, Mr. Ritesh Arora, CEO, India and Far East Business, LT Foods, said, "As exemplified in our campaign, we aim to underscore the transformative impact that choosing the high-quality grains such as Daawat® Basmati can have on the overall food experience. When you choose Daawat® Basmati, you're not merely selecting a rice, you're embracing a tradition of purity, authenticity, and unparalleled taste. Our rice grains are carefully selected and processed to meet the highest standards of quality. Our commitment to excellence is not just a statement, but it is rooted in our belief system."

Excited about the latest TVC campaign, Mr. K. Ganapathy Subramaniam, Head of Marketing, LT Foods, shared, "We are thrilled to introduce our latest campaign with 2 TVCs, which showcases our commitment to bring the finest culinary experiences to your homes. We truly believe that when you choose the right grain, you elevate your food experience."

He further added, "We intend to disrupt the commonly held belief that 'all rice is equal', by



showcasing that Daawat® Basmati can make a difference and bring much-needed appreciation to those who make a choice of using **'The Finest'** basmati - Daawat® to serve delicious food to their families. *Jab Daawat® Chunoge Toh Farq Dikhega.*

Campaign Link for the first TVC: <https://www.youtube.com/watch?v=7aIIATMaNVo>

Still Images of the First TVC



Still Images of the Second TVC

About LT Foods

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783] is a leading Indian-origin global FMCG company in the consumer food space. It is a leading player globally in the specialty rice and rice-based foods business for the last 70 years. The company is committed to nurturing the goodness of food for people, the community and the planet. With nurturing goodness at the heart of everything they do, the company delivers the finest quality and taste experiences in more than 65 countries across India, the U.S., Europe, the Middle East, the Far East and the Rest of the World. The company's flagship brands include 'Daawat®', one of India's most loved and consumed Basmati brands, 'Royal', North America's No. 1 Basmati player and many more. The company is proudly expanding into the future food preferences of millennials by offering organic staples through the brand 'Ecolife' in global markets and supplying organic agri-ingredients to leading businesses.

It has a consolidated revenue of around Rs. 6,979 crore as of FY23. It is growing at a 5-year Revenue CAGR of 15% and PAT CAGR of 35%. LT Foods has an integrated "Farm to Fork" approach with a well-entrenched Distribution Network and Global Supply Chain Hubs backed by automated state-of-the-art and strategically located Processing Units in India, the U.S. and Europe, and a robust distribution network with 1300+ distributors across the globe.

For further information, please contact:



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