

LT Foods brand 'DAAWAT®' Basmati recognised as the 'Top Brand' in Canstar Blue's dry rice ratings in Australia

New Delhi (India), December 6, 2023: LT Foods, the more than 70-year-old Indian-origin global FMCG Company in the consumer food space, is proud to announce that its flagship brand DAAWAT® has been recognised as the '**Top Brand**' in the Canstar Blue's latest dry rice ratings in Australia.

Canstar Blue is a leading consumer review and comparison website that helps Australians make better-informed decisions about more than 300 different goods and services.

DAAWAT® scored 5 stars in the rating encompassing parameters like taste, texture, packaging convenience, variety and range as well as overall satisfaction. The sample comprised of Australians who had bought dry rice from a supermarket or grocer in the last 3 months. The respondents were asked to rate their satisfaction on a scale of zero to ten, with zero accounting for 'extremely dissatisfied' and ten for 'extremely satisfied'.

LT Foods offers multiple types of dry rice under the brand 'DAAWAT®' to Aussie and South-Asian consumers to choose from, with the majority of its range a variant of basmati rice, which is a long-grain rice that is considered more aromatic than traditional white rice.

In addition, the company also offers DAAWAT® Quick Cooking Brown Rice, DAAWAT® Sehat, a vitamin and iron-fortified rice, 'DAAWAT® Biryani Kit' and 'DAAWAT® Cuppa Rice' to meet the unique requirements of global consumers.

Mr. Ritesh Arora, CEO, India Business & Far East, LT Foods Ltd., said, "We are glad that our brand DAAWAT® is recognised as a top brand' in Canstar Blue's dry rice ratings in Australia. This accolade is a testament to our unwavering commitment to providing high-quality and satisfying culinary experiences to our consumers globally. At LT Foods, we remain focused on sustainably unlocking the goodness of food for community, country and planet, thereby creating superior shared value for our stakeholders."

Separately, the market share of the DAAWAT® brand in India stands at 30.2% (MAT September 23; AC Nielsen Retail Survey Audit). The number of DAAWAT® consuming households stands at



48 lakhs (Source: Kantar Households Panel Branded Basmati Rice MAT September 23) in India. In the U.S., our brand, 'Royal' holds more than 50% of the market share in North America with more than 1.6 MM households consuming 'Royal' Basmati. In Israel also, DAAWAT® holds a leadership position.

About LT Foods

LT Foods Ltd. [NSE: DAAWAT, BSE: 532783] is a more than 70-year-old Indian-origin global FMCG company in the consumer food space. It is a leading player globally in the speciality rice and rice-based foods business. 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 80 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.

With a consolidated revenue of around Rs. 6,979 crore as of FY'23, LT Foods has an integrated "Farm to Fork" approach with a well-entrenched Distribution Network with 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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