

## LT Foods latest campaign of DAAWAT® Biryani Kit teaches husbands how to serenade their wives over an authentic Biryani

**New Delhi (India), January 17, 2024:** LT Foods Ltd, the more than 70-year-old Indian-origin global FMCG Company in the consumer food space, has launched an innovative digital campaign for 'DAAWAT® Biryani Kit', that elevates the joy of preparing authentic Biryani at home conveniently and allows consumers to relish the world's most cherished delicacy with their loved ones.

'DAAWAT® Biryani Kit' is an artful curation of DAAWAT® Basmati, authentic Biryani paste, whole spices and raita seasoning to complete an authentic biryani experience. Offering a selection of three iconic regional variants - Hyderabadi, Kolkata, and Lucknowi - each kit is a comprehensive package containing all the essentials needed to effortlessly craft an authentic biryani conveniently. Launched in the year 2022, 'DAAWAT® Biryani Kit' has already become a hot favourite amongst Biryani lovers.

In its latest digital campaign, the brand is set to carve a unique niche in the convenience segment while upholding the authenticity of Biryani. Tailored for food enthusiasts, particularly Biryani lovers, the campaign endeavours to celebrate the pleasure of concocting a flawless Biryani at home in just 30 minutes. It strengthens DAAWAT® Biryani Kit's positioning as a ready-to-cook solution, offering the dual benefits of authenticity with convenience.

This campaign showcases how a loving husband serenades his wife over a mouth-watering Biryani. Watch the campaign to see how the playful banter unfolds:

**The Link to the Campaign:** <https://www.youtube.com/watch?v=2uaU7GDNOAU>

**Speaking on the new digital campaign, Mr. Ritesh Arora, CEO, India and Far East Business, LT Foods, said,** "In our pursuit of culinary innovation and understanding the pulse of our consumers, we at LT Foods are on a mission to address the ever-evolving needs of the consumers. Our DAAWAT® Biryani Kit is designed to enable the experience of preparing an authentic Biryani conveniently at home. Our focus with DAAWAT® Biryani Kit is to create a unique category in the convenience segment, all while preserving the authenticity that Biryani enthusiasts cherish. We recognise that Biryani is more than just sustenance; it is a way of expressing emotions and bringing people together. Crafting an authentic Biryani is an art which requires precision, attention to detail, and time."

**He further added,** "DAAWAT® is committed to offering thoughtfully curated Biryani recipe solutions helping to prepare Biryani effortlessly anytime at home in 3 easy steps, with love and



mélange of Basmati & Spices, to make any occasion a memorable moment with loved ones. With the DAAWAT® Biryani Kit, we are taking authentic Biryani experience across the globe by leveraging our strong distribution network. It is already available in key markets outside India in select retail channels across the U.K., Australia, and Europe, and very soon, the DAAWAT® Biryani Kit will be available in North America and Middle East markets”.

**Excited about the latest TVC campaign, Mr. K. Ganapathy Subramaniam, VP & Head of Marketing, LT Foods, shared,** “Our newest digital creative is not just about culinary excellence; it's a delightful journey of people bonding over Biryani. In this campaign, we want to showcase that everyone can experience the thrill of crafting an authentic biryani for their loved ones with ease using DAAWAT® Biryani Kit. Let’s personalize our Biryani moments. This campaign is a celebration of those who yearn for the joy of crafting this iconic dish effortlessly in just 30 minutes.”

### Still Image of the Campaign



### 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 godness 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.

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:**

<p><b>Monika Chawla Jaggia</b> Vice President – Finance &amp; Strategy, LT Foods Limited E-Mail: <a href="mailto:monika.jaggia@ltgroup.in">monika.jaggia@ltgroup.in</a> M: +91 9818200721</p>	<p><b>Mansha Urrahman Waris</b> Sr. Manager – Corporate Communications, LT Foods Limited E-Mail Id: mansha.waris@ltgroup.in M: +91 9205430516</p>	<p><b>Akansha Gupta</b> Concept PR E-Mail: <a href="mailto:akansha@conceptpr.com">akansha@conceptpr.com</a> M: +91 8447843309</p>
---	---	---

**Additional information on LT Foods Limited:**

**Corporate Identification No:** L74899DL1990PLC041790

**Registered Office Address:** Unit No. 134, First Floor, Rectangle – 1, Saket District Centre, New Delhi - 110017

**Corporate Office Address:** 4<sup>th</sup> Floor, MVL iPark, Sector – 15, Gurugram - 122001

**Website:** [www.ltgroup.in](http://www.ltgroup.in)

**Disclaimer:** 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.

