

## LT Foods Ltd. celebrates 'Daawat World Biryani Day' with a first-of-its-kind Guinness Record for "The Largest Biryani Tasting Session"

**New Delhi (India), July 3, 2023:** LT Foods Ltd. (NSE: DAAWAT, BSE: 532783), the 70-year-old global consumer food company, under the aegis of its flagship brand 'Daawat', celebrated '**Daawat World Biryani Day**' by creating a first-of-its-kind Guinness record of "World's Largest Biryani Tasting Session".

Held at The Grand, Vasant Kunj, Delhi on 2<sup>nd</sup> July, 2023 (first Sunday of July), the event witnessed an extraordinary feat with impressive participation of people in large numbers who tasted different variations of Biryani.

'Daawat World Biryani Day' is a unique occasion where Daawat Basmati Rice provides an opportunity to all Biryani lovers to express their adoration for this dish that has distinctive Indian flavours, but still enjoys universal appeal across countries and cultures. This day calls for Biryani Lovers across the world to celebrate this exemplary dish by enjoying Biryani with their friends and family. The 'Daawat World Biryani Day' was instituted last year on the first Sunday of July, i.e., July 3, 2022.

**Speaking on the occasion, Mr. Ritesh Arora, CEO, India Business & Far East, LT Foods Ltd., said,** "Biryani holds a revered status in the culinary world and is cherished globally. It can connect people of all backgrounds and ages and captivate their taste buds like no other culinary creation. We firmly believe that Biryani deserves its own special day where we honour this delectable iconic dish, whose appeal can never be satiated. Hence, we invite everyone to indulge in the universal adoration for Biryani and create unforgettable memories. At the same time, we are ecstatic to share that we have achieved a first-of-its-kind Guinness World Record of 'The Largest Biryani Tasting Session' in recognition for the love of Biryani. This milestone reflects our unwavering dedication to bringing people together through their shared love for Biryani."

**Mr. K. Ganapathy Subramaniam, Head of Marketing, LT Foods Ltd., said,** "I am truly excited that we have set the first-of-its-kind Guinness World Record for 'The Largest Biryani Tasting Session'. It becomes even more special for us as this record has been created on 'Daawat World Biryani Day'. As a part of this tasting session, attendees got to discover interesting facts about biryani, its history & evolution, an opportunity to identify and appreciate great Biryanis and savour 4 different variations of the same. Our aim is to provide a platform for Biryani and ensure people continue to celebrate this exemplary dish in their own inimitable way."

Prior to this, LT Foods, under the aegis of its flagship brand 'Daawat', organised the '**Daawat Biryani Champions League**' in Kolkata and Delhi, where professional Chefs from these two cities participated in a **Live Biryani Cooking Competition**. While Chef Sarfaraz Hossain (Al - Faiz Family Restaurant & Caterers) won the completion in Kolkata, Chef Lakhan Singh (Marketplace Restaurant) was declared the winner in Delhi. The winners were selected by a panel of judges led by renowned food critic – Mr. Vir Sanghvi.

### About LT Foods Limited:

**LT Foods Ltd. [NSE: DAAWAT, BSE: 532783],** LT Foods is an Indian-origin 70-year-old consumer food company which is a leading player in the speciality rice-based foods business globally. 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 has been delivering 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. Our range of portfolio includes ‘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 markets across the globe and supplying organic agri-ingredients to leading businesses.

The Company has consolidated revenue of around Rs. 6,979 crore as of FY’23. The Company 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 1200+ distributors across the globe.

**For further information, please contact:**

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