

LT Foods Ltd. launches 'Daawat Biryani Champions League' to celebrate the Chefs who bring alive the delectable biryani to the larger set of consumers

- The competition will be held in Kolkata, followed by Delhi
- Professional Chefs to showcase their talent in an exclusive live Biryani Cooking Session

New Delhi (India), June 16, 2023: LT Foods Ltd. (NSE: DAAWAT, BSE: 532783), the 70-year-old global consumer food company, under the aegis of its flagship brand 'Daawat, has launched 'Daawat Biryani Champions League' to celebrate the Chefs who bring alive the delectable biryani experiences to all the Biryani lovers.

The spectacular event 'Daawat Biryani Champions League' also aims to honour the rich cultural legacy associated with Biryani. The competition will be held in Kolkata on June 19, 2023, at ITC Sonar, Kolkata. Following the Kolkata event, the 'Daawat Biryani Champions League' will continue its journey to Delhi, where the second event will take place on June 24, 2023, at ITC Sheraton.

The competition is open to all professional Chefs. As a part of the selection process, the professional Chefs were required to submit a video of their recipe. Of the 150 entries received from the local Chefs in Kolkata and 200 in Delhi, 5 Chefs have been shortlisted for the grand finale in each city. The Chefs were selected by a panel of judges comprising of Renowned Chef, Restaurateur & Columnist - Shaun Kenworthy, Celebrity Chef – Mr. Manjit Gill and an accomplished Food Writer and Critic – Ms. Madhushree Basu Roy, who were led by Renowned Food Critic – Mr. Vir Sanghvi.

The event will feature **exclusive live Biryani Cooking**. The winner of this event will be bestowed with the prestigious "Daawat Biryani Champion" title & trophy, along with a Certificate, the Chef Coat of the Biryani Champion and a cash prize of INR 51,000.

Speaking on the occasion, Mr. Ritesh Arora, CEO, India Business & Far East, LT Foods Ltd. said, "Brand Daawat is committed towards making Biryani the most popular global recipe coming from India. It has been our endeavour to promote and encourage the consumption of Biryani amongst consumers at large with the launch of Daawat Biryani Rice a decade ago. This was followed by Cuppa Dum Biryani, the on-the-go version and Daawat Biryani Kit, to enable cooking authentic Biryani at home. We reinforced our commitment by instituting World Biryani Day last year on the 1st Sunday of July. A day aimed to mark a day to express love for India's favourite dish – Biryani. Taking this thought forward, this year we have launched the 'Daawat Biryani Champions League' to celebrate the Chefs who bring alive the delectable biryani experiences."

To encapsulate the spirit of the event, Mr. K. Ganapathy Subramaniam, Head of Marketing, LT Foods Ltd., said, "With the Daawat Biryani Champions League, we aspire to provide a platform that will enable people to acknowledge the Chefs behind the great Biryani in their respective regions, through the eyes of food influencers. During the event, the professional chefs will showcase their creativity, passion and expertise in techniques associated with this revered culinary treat. It will be exciting to see what magic the Biryani aficionados will create using the country's finest Daawat Biryani Basmati."

He further added, "Daawat Biryani Champions League aims to provide recognition to these unsung heroes who provide us with delectable Biryani."



Daawat Basmati Rice is the finest Basmati and is available across 65 countries. The premium rice grain is aged to perfection with unmatched aroma and rich flavours making the Biryani from Daawat a total standout. Daawat has also recently launched a Biryani Kit for the convenience of cooking authentic and delicious Biryani at home in three distinct variants of Hyderabad, Kolkata and Lucknowi.

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, 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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