

LT Foods JV with Kameda to expand portfolio and further strengthen the roasted gluten-free snacks segment



New Delhi (India), 26th May 2025: Kameda LT Foods, a joint venture between **LT Foods**, an Indian-origin global FMCG company in the consumer food space, and **Kameda Seika**, a leading Rice Cracker and Rice innovation company in Japan, continues to build and expand its roasted gluten-free snack range under the brand Kari Kari with the launch of a new product, **‘Krispy Hopu’ with the happy flavour ‘Sweet and Salty’**.

The product is innovative and adapted for consumers looking for great-tasting snacks that are Gluten-Free, Vegan, and Not Fried. The newly launched roasted rice-based snack delivers a signature **‘Happy Flavour’**, a unique blend of sweet, salty, and umami in every crispy bite.

Crafted in the spirit of Niigata, Japan’s rice capital, and inspired by the popular Japanese snack ‘Salada Hopu’, the Krispy Hopu brings together heritage and innovation in a bag. It is a gluten-free, vegan, and roasted snack that does not use palm oil, thereby making it a healthier alternative to conventional fried snacks. With a light texture and delightful taste, it is a perfect partner for every mood, whether on the move, at work, or during leisure.

Ritesh Arora, CEO India and Far East Business, LT Foods, said, “At LT Foods, we are committed to building future-ready and relevant food products that align with the evolving lifestyles and preferences of consumers. Our journey has been anchored in consumer-centricity, and we’ve consistently responded to emerging trends with purpose-led innovation. Presently, the overall savour snacking market (organised) in India is estimated at about Rs. 45,000 crores. Of this, we have defined our focus and target snacking market estimate to be around Rs. 800-1,000 crores, based on consumer evolving preferences for ‘No Fried, No Palm Oil’ and ‘Better For You’ snacks. The launch of Kari Kari’s Krispy Hopu, is a strategic expansion of our snacking portfolio, and over the next 3–5 years, we aim to capture a strong double-digit share in our targeted high-potential segment.”

Amit Mehta, Managing Director – Kameda LT Foods Joint Venture and Vice President Food business for LT Foods, said, “Consumers are looking for innovation with better quality ingredients, unique flavours, textures that fit various consumption occasions. Under the Kari Kari brand, both stakeholders are committed to building a new roasted snacking category with unique, meticulously selected ingredients and textures, carefully crafted using Japanese technology. Launch of ‘Krispy Hopu’ is another step in this pursuit. While India’s savoury snack space is dominated by fried products with palm oil, we truly believe that fried palm oil snacks do not provide the right snacking experience. We, at Kameda LT Foods, listen to our consumers’ voice, asking for better tasting and yet not fried, Vegan,



gluten-free, and better tasting options. With Kari Kari's Krispy Hopu, we're building a new category within the large snacking market, with a continuously launching range of snacking options with unique textures and experiential taste without any compromise on the quality of ingredients."

Krispy Hopu is available in two sizes - a Single-Serve Pack for Rs. 20 and a Sharing Pack for Rs. 50. This affordable price point is designed for consumption preferences. It has been launched in select E-Commerce and Q-commerce platforms and will be followed by a retail rollout in major cities.

Formed through a joint venture between LT Foods and Japan's Kameda Seika, with USD 10 million in investments, Kari Kari is building a new snacking category with its innovation and deep-rooted expertise in rice crackers. It is now available in select international markets too.

About LT Foods Limited

LT Foods Ltd. [NSE: LTFOODS, BSE: 532783] is a leading Indian-origin global Fast Moving Consumer Goods (FMCG) company in the consumer food space. It is a leading player globally in the specialty rice and rice-based foods business for more than last 70 years. The company delivers the finest quality and taste experiences in more than 80 countries across India, the U.S., U.K., 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®, which is North America's most loved brand and many more. The company is proudly expanding into the future food preferences of millennials by offering organic food in global markets and supplying organic food-ingredients to leading businesses. The company is committed to nurturing the goodness of food for people, the community and the planet.

With a consolidated revenue of around Rs. 8,770 crores as of FY'25, 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 1400+ distributors across the globe.

About Kameda Seika

Kameda Seika is Japan's leading rice cracker company, commanding a 30% share of the domestic market with annual sales of USD 800 million across Japan and international markets. For over four decades, since 1975, Kameda Seika has held the top position in Japan's rice cracker segment—an enduring legacy driven by its commitment to quality, food safety, innovation, and delighting consumers.

Renowned for iconic brands such as KAMEDA Kaki-no-Tane, Happy Turn, Tsumami Dane, and Usuyaki, Kameda Seika's portfolio of 12 signature product lines has continually evolved with changing consumer tastes. Since 2004, Kameda Seika has expanded its capabilities through the acquisition of Toyosu and Nisshin Seika—both rich in tradition and regional heritage. Together with domestic group companies like Ajicul, and a robust presence in global markets including the U.S., India, China, and Thailand, Kameda Seika continues to strengthen its distribution and e-commerce reach.

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