

A Feast of Flavour and Music: LT Foods celebrates DAAWAT® World Biryani Day with great fanfare in Indore

- ***Home Chefs and Professional Chefs Battle for Culinary Glory; Satinder Sartaaj Enthral City with Soulful Tunes***

Indore (India), 9th July, 2025: LT Foods, an Indian-origin global FMCG Company in the consumer food space, affirmed its position as the global torchbearer of Biryani with the spectacular 4th DAAWAT® World Biryani Day in Indore. Cementing its ownership of the Biryani space, the event was a grand celebration of India's most cherished culinary masterpiece. The city came alive with a vibrant blend of tradition, talent, taste, music, and grandeur as chefs, food lovers, and artists united in a tribute to Biryani.

A key highlight of the celebrations was the DAAWAT® **Biryani Champions League**, a unique culinary contest that honoured the passion and prowess of **Home Chefs** and **Professional Chefs** in Indore. This is the first-of-a-kind event held in Indore to acknowledge the city's ever growing love for Biryani. The Panel of Judges included **Chef Siddhartha Sankar Sarmah - Executive Chef & Head of Culinary Operations at Radisson Blu**, along with senior leadership from LT Foods, ensuring the selection upheld the highest culinary standards.

In the For DAAWAT® Biryani Champions League – Home Chef, 5 contestants participated in a Live Biryani Cooking Competition. The participants included Ms. Tajwar (New Azad Nagar), Mr. Prateek Shende (Nand Vihar Colony), Ms. Arifa Khan (Shahi Bagh Colony), Ms. Aarti Dwivedi (Iris Park, Talawali Chanda) and Mr. Anoop Singh Yadav (Bhawarkua Square). They were shortlisted from the **749 entries** received in Indore. This competition was open to all Home Chefs. As a part of the selection process, the Home Chefs were required to submit a video of their recipe, followed by a home visit by the Panel of Judges. The winner **Ms. Tajwar (New Azad Nagar)** secured the prestigious "DAAWAT® Biryani Champion" title, along with a trophy, certificate, the Chef Coat of the Biryani Champion as well as a cash reward, along with a DAAWAT® hamper. **Mr. Prateek Shende (Nand Vihar Colony)** was declared runner-up and took home a certificate, cash prize and a DAAWAT® hamper.

For DAAWAT® **Biryani Champions League - Restaurant Chef**, over **236 chefs** from Indore's top restaurants participated by submitting their Biryani recipe videos. Following detailed kitchen visits and assessments, the top 5 finalists competed in a thrilling live Biryani cook-off, showcasing innovation, technique, and regional diversity. The finalists comprised of Mr. Rehwar Khan (Paakasaala The Andhra Kitchen), Mr. Shiva (Khalsa Dhaba), Mr. Ashok (Madni Darbar), Mr. Mohsin Khan (Baawarchi) and Mr. Jigar (Zakir Family Restaurant). The winner was **Mr. Rehwar Khan (Paakasaala The Andhra Kitchen)** who won the trophy, a cash prize, a certificate, chef's coat and a DAAWAT® hamper. The Runner-Up was **Mr. Ashok (Madni Darbar)** who got a certificate, cash prize and a DAAWAT® hamper.

The festive day culminated in a soul-stirring concert by the renowned Sufi singer, **Satinder Sartaaj**, whose melodious performance enthralled the people of Indore. With thousands of Biryani lovers and music aficionados in attendance, the evening was a celebration of food, culture, and community spirit—perfectly aligned with DAAWAT®'s endeavor to “Bring Out Your Finest”.

Speaking on the occasion, Mr. Ritesh Arora, CEO, India Business & Far East, LT Foods Ltd., said, “Biryani enjoys a revered place in the global culinary landscape. It transcends boundaries, uniting people of all ages and cultures through its rich flavours and emotional resonance. At LT Foods, we believe this iconic dish deserves its own day of celebration – a day to honour its timeless appeal and the joy it brings to countless homes around the world. We are delighted to invite everyone to join us in celebrating this shared love for Biryani, creating cherished memories along the way.”

He further said, “Many congratulations to the winners of DAAWAT® Biryani Champions League—Home Chef and Professional Chef Edition. The enthusiastic participation exemplifies the love for Biryani even in cities that are not naturally associated with Biryani. I must also acknowledge the hard work and talent of all the participating contestants who prepared some delectable Biryanis today.”

Mr. K. Ganapathy Subramaniam, Chief Marketing Officer, LT Foods, said, “DAAWAT® World Biryani Day is a unique occasion for all the Biryani lovers to express their love for this dish that is distinctively Indian, but enjoys universal appeal across countries and cultures. This day calls the world to celebrate Biryani with friends and family, for the love of Biryani. As we celebrate the 4th DAAWAT® World Biryani Day, we are delighted to celebrate it with the people of Indore. The city’s enthusiastic response reaffirms consumers’ deep connection with the brand DAAWAT®. Through initiatives like this, we remain committed to empowering individuals to ‘Bring Out Their Finest’.”

He added, “Through DAAWAT® Biryani Champions League, we intend to provide a platform to talented Home Chefs and Professional Chefs to be acknowledged for their efforts in making Biryani the most loved dish of the world”.

About LT Foods Limited

LT Foods Ltd. [NSE: LTFOODS, 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 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.

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