

‘Know What You Eat’ is just a scan away: LT Foods unveils “DAAWAT® I’m Organic” range



New Delhi (India), 23rd January 2026: LT Foods Ltd, a leading billion-dollar global FMCG company in the consumer food space, has launched “DAAWAT® I’m Organic” range, a thoughtfully crafted offering designed for consumers who seek authentic and organic produce.

This range unveils two variants - DAAWAT® Organic Basmati Rice and DAAWAT® Organic Sona Masoori Rice. At the heart of “DAAWAT® I’m Organic”, lies a simple yet powerful promise —**True. Tested. Traceable.** Every grain is cultivated responsibly, rigorously tested, and fully traceable, ensuring

consumers know exactly what they are consuming. For the first time, traceability has gone beyond the label. The product empowers consumer to experience the entire journey first-hand. A **QR code** prominently placed on the front of the pack allows consumers to have an immersive experience of the rice’s journey—from geo-tagged place of cultivation and land testing to batch-wise certification, processing, storage and final packaging.

The “DAAWAT® I’m Organic” range comes vacuum-packed to preserve freshness and purity, for longer duration. The “DAAWAT® I’m Organic” range is backed by a series of global and Indian certifications for organic products such as United States Department of Agriculture (USDA), India Organic and OneCert, Jaivik Bharat and ADITI. The new range will be available across all leading E-Commerce and Quick-Commerce platforms.

Speaking on the occasion, Mr. Ritesh Arora, CEO – India Business & Far East, LT Foods Ltd., said, “At LT Foods, organic is not a trend—it is about integrity across the entire value chain. While our Organic Foods & Ingredients business contributes 11% of our revenue globally, in India we are spearheading this journey under the brand DAAWAT®. We are tapping it into two big premium segments – Basmati and Sona Masoori. With DAAWAT® I’m Organic, we are raising the bar on what organic truly means by ensuring that every claim is backed by verification and complete transparency.”

K. Ganapathy Subramaniam, Chief Marketing Officer, LT Foods Ltd. Said, “The modern consumer is increasingly conscious and discerning. They are not just asking whether a product is organic, but want to understand its journey. DAAWAT® I’m Organic has been thoughtfully designed to answer these questions through our ‘True, Tested, Traceable’ promise. We want consumers to enjoy their food the way nature intended it to be.”

About LT Foods Limited

LT Foods Ltd. (NSE: LTFOODS, BSE: 532783) is a leading billion dollar 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.

It has a consolidated revenue of around Rs. 8,773 crores as of FY'25. It is growing at a 5-year Revenue CAGR of 16% and PAT CAGR of 21%. 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 2,000+ distributors across the globe.

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