

DAAWAT® enables Shah Rukh Khan to ‘Bring Out His Finest’ in LT Foods’ latest campaign



New Delhi (India), March 11, 2025: LT Foods Ltd., an Indian-origin global FMCG company in the consumer food space, launches a global campaign featuring the King of Bollywood, Shah Rukh Khan, ‘Bringing Out His Finest’ with DAAWAT® Basmati.

Directed by renowned Indian Director – Shoojit Sircar, the campaign also

features legendary actor Zeenat Aman. Centred around the theme, ‘Bring Out Your Finest’, the campaign showcases Shah Rukh Khan going the extra mile to ensure every detail is perfect, to make Zeenat Aman feel truly special. The campaign emphasizes that DAAWAT® enables everyone to elevate every moment by putting their best foot forward.

The Link to the Campaign: <https://youtu.be/QaNecSiQNoQ>

Speaking on the campaign, Mr. Ritesh Arora, CEO - India and Far East Business, LT Foods Limited, said, “At DAAWAT®, we leave no stone unturned to ‘Bring Out Our Finest’ for our consumers globally. This unwavering commitment drives every aspect of our brand, ensuring we deliver exceptional value and memorable experiences. Our brand DAAWAT® continues to be one of the most loved food brands in over 80 countries, and this campaign, partnering with Shah Rukh Khan, is a strategic step towards further enhancing consumer engagement. This campaign aligns with our vision of driving long-term brand equity by encouraging consumers to ‘Bring Out Their Finest’. We believe this initiative will deepen our bond with consumers and create lasting emotional value for the brand.”

Excited about the new campaign, Mr. K. Ganapathy Subramaniam, Chief Marketing Officer, LT Foods Limited, said, “This campaign establishes that when you go the extra mile to make someone truly special, then and only then, it is a DAAWAT®. By showcasing Shah Rukh Khan’s heartfelt effort to make Zeenat Aman feel extraordinary, we are reinforcing the message that DAAWAT® helps you ‘Bring Out Your Finest’. Whether it’s creating unforgettable memories or cherishing time with loved ones, DAAWAT® empowers individuals to ‘Bring Out Their Finest’. This campaign will be rolled out across multiple mediums, including the traditional and digital mediums.”



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. 7,822 crore as of FY'24, 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.

For further information, please contact:

Monika Chawla Jaggia Chief Corporate Development Officer LT Foods Limited E-Mail: monika.jaggia@ltgroup.in M: +91 9818200721	Mansha Urrahman Waris Sr. Manager – Corporate Communications LT Foods Limited E-Mail Id: mansha.waris@ltgroup.in M: +91 9205430516	Akansha Gupta Concept PR E-Mail: akansha@conceptpr.com M: +91 8447843309
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Additional information on LT Foods Limited:

Corporate Identification No: L74899DL1990PLC041790

Registered Office Address: Unit No. 134, First Floor, Rectangle – 1, Saket District Centre, New Delhi - 110017

Corporate Office Address: 4th Floor, MVL iPark, Sector – 15, Gurugram - 122001

Website: www.ltgroup.in

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