

LT Foods' DAAWAT® kicks off 'Only Rice November' challenge under its 'Rice Your Awareness' Initiative to reimagine the role of rice and encourage mindful consumption

India, 6 November, 2025: LT Foods, a global FMCG company in the consumer food space, under its flagship Brand DAAWAT®, has launched the 'Rice Your Awareness', four-week nationwide initiative promoting conscious conversation around rice consumption.

At the heart of the movement lies #OnlyRiceNovember, a nationwide challenge inviting people to consciously pledge towards mindful consumption of rice. Through a dedicated online portal, participants gain access to exclusive, expert-curated meal plans by leading nutritionists, designed to help them experience how the rice can fuel sustained energy, support gut health, and enhance overall well-being.

Popular fitness experts and over 500+ nutrition-focused influencers are leading the movement by marking their participation across social media. Actor Neha Dhupia was among the first to take up the challenge, sharing her enthusiasm and encouraging others to join.

Mr. Ritesh Arora, CEO, India Business & Far East, LT Foods Ltd., said, *"We at LT Foods, one of India's most trusted food brands, believe it's time to celebrate the truth about rice specially Basmati, a staple that has nourished generations and remains central to balanced, healthy living. Rice has always been a source of nourishment, comfort, and togetherness. Thus, 'Rice Your Awareness' is more than an initiative; it's a movement to spotlight the goodness and versatility of Basmati in today's world. With this, DAAWAT® is leading broader conversation around Basmati as a wholesome, nutritious, and modern-day staple while de-bunking myths around it."*

K. Ganapathy Subramaniam, Chief Marketing Officer, LT Foods, added, *"DAAWAT® has always been at the forefront of driving meaningful category conversations, from pioneering World Biryani Day to creating product innovations that celebrate how Basmati is consumed. With this initiative, LT Foods is taking the next step in thought leadership by bringing together experts, influencers, and consumers to talk about Basmati's nutritional benefits and relevance in everyday well-being. It's time we give rice its due place in conscious consumption, being fully aware of its nutritious benefits along with its flavorful taste."*

The movement is building strong momentum as it got more than 10,000 participants on the day the challenge was kicked off. A growing wave of participants are still proudly joining the #OnlyRiceNovember initiative. Throughout the challenge month, individuals can earn achievement badges and share their progress online, transforming a personal lifestyle shift into a vibrant, community-driven experience. The initiative is poised to drive meaningful awareness, spark conversation, and deepen consumer connection at scale.

Here is the Participation link for everyone- <https://www.daawat.com/rya/>

About LT Foods Limited

LT Foods Ltd. [NSE: LTFOODS, BSE: 532783] is a leading 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



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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.

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 Account Director, 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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