

A Collector's Basmati: LT Foods introduces DAAWAT® Saffron Basmati for connoisseurs



New Delhi (India), 17th March 2026: LT Foods Ltd, a leading billion-dollar global FMCG company in the consumer food space, has launched DAAWAT® Saffron Basmati Rice, a limited-edition basmati offering for connoisseurs who value the finest culinary experience. Infused with the finest saffron, sourced exclusively from Jammu & Kashmir (J&K), this is a first-of-its-kind innovation in the basmati category, reinforcing LT Foods' continued commitment to delivering an exceptional food experience.

The rice is cultivated on farms fed by the Chenab River, where farmers nurture each grain using time-honoured, pesticide-free methods passed down through generations. Every grain is hand-selected with meticulous care, preserving the natural aroma, purity, and authenticity of traditional basmati cultivation.

DAAWAT® Saffron Basmati Rice is a rare and collectable culinary offering. Each limited-edition pack is designed as a luxury experience, containing vacuum-sealed saffron-infused basmati rice, a handcrafted jute storage bag, a personalised note by the farmer with a certified pack number, and curated cooking instructions—transforming the product into a keepsake as much as a culinary indulgence.

This rare edition is reserved exclusively for true connoisseurs and is only available through an expression of interest on our website at: <https://www.daawat.com/saffron-rice/>

Speaking on the occasion, Mr. Ritesh Arora, CEO – India Business & Far East, LT Foods Ltd., said, “The introduction of DAAWAT® Saffron Basmati Rice is a strategic step in strengthening our premium portfolio and enhancing value creation across the premium basmati ecosystem. As custodians of a legacy built over seven decades, we continue to invest in innovations that strengthen the premium end of the portfolio while deepening the value we create for consumers and stakeholders. This limited-edition offering is an embodiment of our long-term vision—where authenticity, product excellence and exclusivity come together to reinforce DAAWAT®'s leadership and set new category benchmarks. With this launch, we are not only celebrating heritage but also shaping the future trajectory of premium basmati worldwide.”

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.

For further information, please contact:

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