

## Unfolding the Story of One of the World's Most Loved Food Brands: LT Foods Unveils DAAWAT® Factory at KidZania for an Immersive, Story- Led Learning Experience for Children

**New Delhi (India), 28<sup>th</sup> April 2026:** LT Foods Ltd., a leading billion-dollar global FMCG company in the consumer food space, has partnered with KidZania India, the country's largest indoor edutainment theme park, to launch an immersive factory for its flagship brand, DAAWAT®, a first-of-its-kind experiential centre designed to educate and engage young minds on the journey of Basmati from farm to fork.

The new establishment invites children aged 4 to 14 years to don the uniform of a Production Engineer, divide into teams and experience firsthand the meticulous process and technology that goes into the making of one of the world's most loved food brands. Over 25 minutes of engagement, the children navigate the full processing line, making judgment calls on quality, operating the machinery, and understanding the responsibility that sits behind every packet of the finest basmati that leaves the factory. Upon completing their shift, children take home a 200g pack of DAAWAT® Basmati along with a digital certificate of achievement, a tangible mark of their hands-on journey as a certified Production Engineer.

What makes the DAAWAT® Factory a meaningful addition to the KidZania city is its seamless connection between a product found in nearly every Indian kitchen and the science, precision, and care that go into creating it, which often remain unseen by consumers.

**Speaking on the occasion, Mr. Ashwani Arora, Managing Director & CEO, LT Foods, said,** "At LT Foods, we believe in fostering deeper connections between consumers and the food they consume. Our collaboration with KidZania India to launch the DAAWAT® Factory is a step towards creating meaningful experiences for young audiences, helping them understand the journey of one of the world's most loved food brands while instilling values of quality, innovation and responsibility from an early age. From paddy procurement and pre-cleaning to ageing, de-husking, de-stoning, colour sorting and final packaging, the experience offers a window into the craftsmanship and technology that goes into the making of DAAWAT® - The Finest. What makes this initiative particularly meaningful is the opportunity to engage young, curious minds who are eager to understand how the food they consume is created. At the same time, KidZania India, known for its innovative edutainment model, provides a dynamic platform where children can learn through role-play activities in a safe and engaging environment."

**Mr. Sanjeev Kumar, Chairman, KidZania India, said,** "The DAAWAT® Factory establishment at KidZania brings to life the journey of a product that sits at the heart of every Indian household. This interactive experience — tracing the transformation from paddy to premium basmati — creates deeper understanding and meaningful engagement for children and families, while strengthening long term affinity with the brand. This partnership reflects LT Foods' commitment to quality, innovation, and purposeful consumer engagement. We are proud to collaborate with LT Foods, a global leader in the rice and food space, to bring this immersive experience to KidZania."

**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<sup>®</sup>, one of India's most loved and consumed Basmati brands, Royal<sup>®</sup>, 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.

**About KidZania:**

KidZania is an interactive family entertainment and learning centre that empowers, inspires, and educates children through real-life role-playing activities. Built like a city—with roads, vehicles, buildings, its own economy, and currency—KidZania blends reality with entertainment to create a powerful developmental platform where kids explore careers, money management, and life skills.

Each of the 100+ role-plays—ranging from Pilot and Surgeon to Chef and Radio Jockey—is designed by educationalists and child experts to build essential skills and values. KidZania represents real-world industries like aviation, healthcare, media, retail, and public services, offering authentic experiences in a safe, engaging environment.

'Purpose Partners' (brands) enhance these experiences through immersive, branded role-plays, making KidZania a unique and sustainable engagement platform. Globally present in 27 cities across 21 countries, KidZania operates in India at Mumbai (since 2013) and Delhi NCR (since 2016).

Learn more at [www.KidZania.in](http://www.KidZania.in).

**For further information, please contact:**

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