

DAAWAT® World Biryani Day® Returns — Starring You and Shah Rukh Khan

Biryani lovers get a chance to get personalised Ad with SRK by uploading their picture

Delhi (India), 29th June 2026: LT Foods, a global FMCG company in the consumer food space is back with the DAAWAT® **World Biryani Day®** with a powerful Bollywood star led personalized twist. This year marks 5th edition of DAAWAT® **World Biryani Day®**, that lets you step into the frame alongside Shah Rukh Khan, the King of Bollywood.

Celebrated every year on the first Sunday of July, DAAWAT® **World Biryani Day®**, now a registered Intellectual Property (IP) of LT Foods, has, over the last 5 years, evolved into a Biryani movement that brings together biryani enthusiasts from across geographies, cultures and generations. Instituted in the year 2022, the occasion celebrates the universal love for biryani and the joy of sharing memorable moments over this iconic dish.

As a part of this year's celebrations, biryani lovers can get lucky and create their own personalised video featuring themselves alongside Shah Rukh Khan, making them an integral part of DAAWAT® **World Biryani Day®** celebrations. By seamlessly blending technology, entertainment and food, the campaign aims to create unforgettable experiences for biryani lovers and inspire them to celebrate their love for the beloved dish.



The Link to the Campaign: <https://www.youtube.com/watch?v= BFYNZOHenI>

Link to Participate: <https://starwithsrk.daawat.com/>

Speaking on the occasion, Mr. Ritesh Arora, CEO – India Business & Far East, LT Foods Ltd., said, “Biryani is not just a dish — it is an emotion shared across generations, geographies, and cultures. Five years ago, we instituted DAAWAT® **World Biryani Day**® because we firmly believed that Biryani deserves its own special day where we celebrate this delectable iconic dish, whose appeal can never be satiated. Today, it has become a cultural moment owned by biryani lovers globally. This year, we wanted to make the celebration even more personal, immersive and memorable for biryani lovers. This year’s campaign is our way of bringing together food, technology and entertainment to create moments that consumers will cherish and share with their loved ones.”

Ritesh Sud, Chief Marketing Officer – India & Far East, LT Foods Ltd. said, “DAAWAT® World Biryani Day belongs to Biryani lovers and this year, we wanted to give them something truly iconic. What could be more special than sharing your love for Biryani alongside the King of Bollywood himself? Our campaign makes this dream a reality for biryani fans. Whether you are cooking for your family in Mumbai or hosting a biryani feast in Hyderabad, this is your moment to shine. We can't wait to see every Biryani lover step into the spotlight alongside Shah Rukh Khan and share their personalised story with their near and dear ones.”

Over the years, DAAWAT® has earned its place as one of the most loved Basmati brand globally. Today, the brand offers a rich and growing portfolio reflecting LT Foods' commitment to making premium rice experiences more accessible and versatile.

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 85 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 one of 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. 11,023 crore as of FY’26, 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	Vishal Bhalla Account Director Concept PR E-Mail: vishal.b@conceptpr.com M: +91 +91 88264 56567
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Additional information on LT Foods Limited:

Corporate Identification No: L74899DL1990PLC041790



Press Release

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.ltfoods.com

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