

LT Foods on-boards Celebrity Chef Ranveer Brar; launches new DAAWAT® Delight campaign

A relatable dining moment showcases DAAWAT® Delight's Superior Flavour Absorption proposition

Delhi (India), 4th August 2026: LT Foods Ltd., a global FMCG company in the consumer food space, today announced the onboarding of celebrated chef, author and television personality, **Chef Ranveer Brar** as brand ambassador. Marking the beginning of this association, LT Foods has launched a new campaign featuring the Chef, for its latest offering, DAAWAT® Delight Basmati.



The new brand film conceptualized by BBDO India, brings alive the warmth of everyday dining through Chef Ranveer Brar's signature style of storytelling. Set in a restaurant, the film uses an engaging narrative twist to shift the spotlight to the often-overlooked hero of the meal – Rice - celebrating its role in elevating the flavor of every dish. Blending warmth, humour and relatable moments, the campaign showcases how DAAWAT® Delight, with its Superior Flavour Absorption makes “**Har Dish Ko Banaye Very Very Nice**”. The campaign is being rolled out across television, digital and social media platforms.

The Link to the Campaign: <https://youtu.be/tHjJonsEVq4>

Speaking on the announcement, Mr. Ritesh Arora, CEO – India Business & Far East, LT Foods Ltd., said, “We are delighted to welcome Chef Ranveer Brar to the LT Foods family. His culinary expertise and deep appreciation for India's rich food heritage make him the natural fit for the brand DAAWAT®, reflecting a shared commitment to culinary excellence. At LT Foods, we are committed to driving innovation that enhances everyday food experiences while further strengthening DAAWAT®'s position in the premium basmati category. DAAWAT® Delight, with its Superior Flavour Absorption Technology, reflects our continued focus on meaningful product innovation. Together, we look forward to inspiring consumers, celebrating authentic Indian cuisine.”

Celebrity Chef, Ranveer Brar said, “Throughout my journey, I’ve tried to tell stories through food, and Basmati has been at the heart of so many of them. Every food has the ability to bring people together across cultures and cuisines. That’s what makes this association with LT Foods’ flagship brand DAAWAT® meaningful for me. It’s not simply about representing a brand. It’s about celebrating an ingredient that has shaped our food traditions for generations while inspiring new experiences at the table.”

DAAWAT® Delight is available for consumers across all platforms encompassing Q-Commerce, Modern Trade and General Trade.

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

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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