Press Release

DAAWAT® Rozana champions everyday meal consistency in new campaign with Celebrity Chef Ranveer Brar

The campaign brings alive the promise of consistent, perfectly cooked Basmati rice every day with 'Har Din Baney Perfect'

Delhi (India), 26th October 2026: LT Foods Ltd., a global FMCG company in the consumer food space, today launched a new campaign for DAAWAT® Rozana, spotlighting what matters most in everyday cooking, i.e., consistency. Featuring celebrated chef, author and television personality, **Chef Ranveer Brar,** the film taps into a universal truth of Indian households: cooking rice perfectly every single day is easier said than done.

Built around the thought **"Har Din Baney Perfect"** and highlights DAAWAT® Rozana's proposition of delivering consistent basmati rice for everyday meals.

Set at a familiar family dining table, the film, developed by BBDO India, opens with a mother questioning her son Rohan about his inconsistency in his examination scores. Quick-witted as ever, Rohan points out that the rice at home is no different, fluffy one day and sticky the next day. This sets up the film's central insight before Ranveer Brar introduces DAAWAT® Rozana as an upgrade from loose basmati rice. Ranveer Brar brings the proposition alive by highlighting that DAAWAT® Rozana is carefully selected and delivers consistent results from Monday to Sunday. The film culminates with the message, **"DAAWAT® Rozana. Har Din Baney Perfect!"** before returning to the family, where the cooked rice earns "full marks" from the child.

Link to the Campaign: https://youtu.be/L3EW5kNvW1M



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Speaking on the campaign, Mr. Ritesh Arora, CEO – India & Far East, LT Foods Ltd., said, "At LT Foods, we believe in building enduring consumer brands by staying closely connected to their food preferences and consumption habits. As we continue to further strengthen our strong brand equity and expand its relevance across consumer needs and consumption occasions, our focus is on creating compelling value propositions across consumer segments and price points, while strengthening our portfolio and driving greater penetration of branded packaged Basmati. DAAWAT® Rozana is an important part of this journey, enabling us to strengthen our presence in everyday rice consumption and bring more consumers into the branded packaged rice category. The campaign is another step towards building greater relevance for DAAWAT® in the everyday lives of consumers and giving consumers a compelling proposition that brings together the trust of DAAWAT® with the quality and consistency they seek in everyday rice

Mr. Ritesh Sud, Chief Marketing Officer, India & Far East, LT Foods Ltd., said, "Rice is an everyday staple, but getting it right every time is a real household challenge. We took that insight and gave it a fun, memorable twist by drawing a parallel between unpredictable test scores and unpredictable rice. The result is a campaign that makes a functional benefit highly relatable and reinforces DAAWAT® Rozana as the go-to choice for everyday perfect basmati rice."

DAAWAT® Rozana Delight is available for consumers across all platforms encompassing E-Commerce, 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 75 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.

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