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Ref-LTF/ SE/ 2026-27 **Date: November 17, 2026**

To,

BSE Limited **Phiroze Jeejeebhoy Towers** **Dalal Street** **Mumbai- 400001**	**National Stock Exchange of India Ltd.** **Exchange Plaza, C-1, Block G,** **Bandra Kurla Complex,** **Bandra (E), Mumbai – 400 051**

Sub: Press Release

Ref. Code: 532783. Scrip ID: LTFOODS

Dear Sir /Madam,

Please find enclosed herewith copy of Press Release on " **LT Foods makes Basmati rice the hero of every meal with DAAWAT® Delight's new campaign**

Thanking you.
Yours truly,

For **LT Foods Limited**

MONIKA JAGGIA
Digitally signed by MONIKA JAGGIA
Date: 2026.11.17 12:38:08 +05'30'

Monika Chawla Jaggia
Company Secretary
Membership No. F5150

Our Trusted Brands

Press Release

LT Foods makes Basmati rice the hero of every meal with DAAWAT® Delight's new campaign

Delhi (India), 17th November 2026: LT Foods Ltd., a global FMCG company in the consumer food space, today unveiled a new campaign for DAAWAT® Delight Basmati, featuring Celebrity Chef **Ranveer Brar.** The latest campaign puts the spotlight on the rice, showcasing how the right Basmati can absorb the flavors of the dish it is served with and make the entire food experience more enjoyable.

Set in an office during lunchtime, the film captures a light-hearted exchange among three colleagues over Rajma-Chawal. Two colleagues are having the same Rajma but with different rice, and when a third colleague tastes both, she immediately notices the difference. The moment sparks a playful conversation around how the Rajma can be the same, yet the overall taste experience can change with the rice. Chef Ranveer Brar takes the conversation forward, bringing alive DAAWAT® Delight's Superior Flavour Absorption and demonstrating how the right basmati rice absorbs the flavours of the accompanying dish to make the complete meal more enjoyable.

Conceptualised by BBDO India, the film uses this simple, everyday insight to land the campaign thought, **"Har Dish Ko Banaye Very Very Nice."**

The first campaign of DAAWAT® Delight was launched in August 2026, which marked the beginning of the brand's association with Chef Ranveer Brar. Since its launch, DAAWAT® Delight has been seeing an encouraging consumer response, providing a strong foundation for LT Foods to further build the proposition and deepen consumer engagement with the brand.

The Link to the Campaign: https://youtu.be/uSwsyfewfv4?si=QL9G5kNW4ByXt3d0



Speaking on the campaign, Mr. Ritesh Arora, CEO – India & Far East, LT Foods Ltd., said, "DAAWAT® Delight was introduced with a clear objective to create greater value for consumers by addressing an important yet often overlooked part of the meal experience. The encouraging response

since launch gives us confidence that this proposition is resonating with consumers. As we build the brand further, our focus is on creating a differentiated proposition within Basmati by combining meaningful product attributes with relevant consumer needs. This campaign is another step in further strengthening DAAWAT® Delight and expanding its relevance across everyday Indian meals

Mr. Ritesh Sud, CMO – India & Far East, LT Foods Ltd., said, "Some of the most memorable meals are not about one flavor standing apart, but about how beautifully everything on the plate comes together. That observation inspired our latest campaign for DAAWAT® Delight. **'Har Dish Ko Banaye Very Very Nice'** gives Superior Flavour Absorption a simple, memorable and distinctly consumer-facing expression. With Chef Ranveer Brar bringing his characteristic charm and food expertise to the story, we want consumers to reconsider the role rice plays in completing and elevating their favourite dishes."

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:

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