

Registered office:

**Annapurna Swadisht Limited**

Chatterjee International Building, 13th Floor, Unit No. A01, and  
AO2, 33A, Jawaharlal Nehru Road, Kolkata – 700071  
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February 11, 2026

Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra Kurla Complex,  
Mumbai - 400051

**Sub: Submission of Press Release**

**Ref: Information under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Dear Sir/Madam,**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the enclosed Press Release titled:

**“Annapurna Swadisht Limited Launches ‘OFFSIDE’ – A Bold New FMCG Brand Endorsed by Sourav Ganguly.”**

The Press Release is being issued by the Company for dissemination and public information.

You are requested to kindly take the same on record and arrange to disseminate it on the Exchange’s website.

Thanking You

Yours Faithfully

**For Annapurna Swadisht Limited**

**SHAKEEL** Digitally signed by  
SHAKEEL AHMED  
**AHMED** Date: 2026.02.11  
13:45:41 +05'30'

**Shakeel Ahmed**  
**Company Secretary & Compliance Officer**  
**M No. A46966**

**Asansol unit:**

Girmint road Majiara, Plot J.L 43, Asansol,  
Paschim Bardhaman, West Bengal 713 301

**CIN: L15133WB2022PLC251553 | GST: 19AAWCA5249E1Z8**

**Siliguri Unit:**

P.S Bhaktinagar, Mouza Dabgram, Plot No. RS 471/894, J.L No 2,  
Sahudangi Hat, Binnaguri, Jalpaiguri, West Bengal, 735135

North Shantinagar, Plot No. RS 471/894, Jalpaiguri,  
West Bengal 735135



# Press Release

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## **Annapurna Swadisht Limited Launches ‘OFFSIDE’**

### ***A Bold New FMCG Brand Endorsed by Sourav Ganguly***

**Kolkata, February 10, 2026:** Annapurna Swadisht Limited, a rapidly growing FMCG Company with a strong presence across Eastern India, today announced the launch of its new brand “**OFFSIDE**” marking a strategic entry into the urban and semi-urban consumer market. The brand is endorsed by former Indian cricket captain and global sports icon **Sourav Ganguly**, who has been associated with the company as Brand Ambassador since September 2025.

The official launch event of “**OFFSIDE**” was held in the presence of **Sourav Ganguly**, former Indian cricket captain. The event was attended by the company’s senior leadership including Ritesh Shaw, Chairman and Executive Director & Founder, Shreeram Bagla, Managing Director, Rohit Singhania, Chief Executive Officer, Chandan Ghosh, Independent Director, and Manoj Sharma, Managing Director, M/s. Madhur Confectioners Private Limited, along with channel partners, distributors, and members of the media. The event underscored the company’s commitment to innovation, quality, and contemporary brand building.

Founded in 2015, Annapurna Swadisht Limited has emerged as a trusted name in affordable and quality snack products. Its diverse portfolio includes western snacks, traditional namkeens, instant noodles, fryums, potato chips, bakery products, and confectioneries. The company enjoys a deep distribution network across West Bengal, Bihar, Jharkhand, Odisha, Uttar Pradesh, and the North Eastern states.

With penetration across more than 1.5 lakh villages and towns through a robust network of over 850 distributors, Annapurna Swadisht Limited has successfully disrupted the unorganised snacks segment, particularly in rural and school-age consumer markets. Despite competing with pan-India players, the Company maintains strong dominance in Eastern India’s rural markets through consistently higher daily packet sales and competitive pricing.

In FY25, the Company recorded a revenue of ₹407 crore, registering a year-on-year growth of 54 percent. Operating profit stood at ₹47 crore with a 12 percent margin, while net profit reached ₹22 crore, reflecting a compounded profit growth of 53 percent. Earnings per share rose to ₹9.86, highlighting improved operational efficiency and scale.

### **Leadership Commentary**

Speaking on the launch, **Mr. Ritesh Shaw, Chairman & Executive Director and Founder**, said: “OFFSIDE represents our evolution as a brand-driven FMCG organisation. With Sourav Ganguly associated with us, we are confident that OFFSIDE will strongly connect with today’s aspirational consumers while staying rooted in trust and value.”

**Mr. Shreeram Bagla, Managing Director**, added,

“This launch is a significant milestone in our journey towards becoming the largest FMCG player in Eastern India by 2027. OFFSIDE strengthens our urban portfolio while complementing our strong rural footprint.”

**Mr. Rohit Singhania, Chief Executive Officer**, said:

“OFFSIDE is designed for scale, speed, and modern trade relevance. It aligns perfectly with our growth strategy, channel expansion, and focus on brand-led demand creation across markets.”

**Mr. Chandan Ghosh, Independent Director**, commented:

“The launch of OFFSIDE reflects strong governance, strategic clarity, and long-term value creation. The brand is well-positioned to build sustainable growth while enhancing shareholder and consumer confidence.”

The launch of **OFFSIDE** follows a series of strategic milestones for the Company, including manufacturing expansions, portfolio diversification, and the acquisition of M/s, Madhur Confectioners Private Limited in 2024.

**Mr. Manoj Sharma, Managing Director** at Madhur Confectioners Private. Limited., brings extensive experience



# Press Release

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in leadership and strategic management and plays a key role in guiding the company's growth, governance, and long-term vision.

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## **About Annapurna Swadisht Limited**

Annapurna Swadisht Limited is an Indian FMCG company specialising in affordable, quality food and snack products. Established in 2015, the company continues to expand its manufacturing, distribution, and brand presence with a vision to become the leading FMCG player in Eastern India.

**For more information, please contact**

**Investors:**

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