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April 1, 2025

BSE Limited

Floor 25, P J Towers,
Dalal Street,
Mumbai – 400 001

Scrip Code: 543458

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Scrip Code: AWL

Dear Sir, Madam,

Sub: Press Release/ Media Release - AWL Agri Business Limited expands portfolio with launch of Fortune Cake Premix for Professional Bakers in HoReCa & B2B segments

Please find attached copy of press release dated 1st April 2025 titled – “AWL Agri Business Limited (formerly known as Adani Wilmar Limited) expands portfolio with launch of Fortune Cake Premix for Professional Bakers in HoReCa & B2B segments”.

You are requested to take the same on your record.

Thanking You

Yours faithfully,

For AWL Agri Business Limited
(formerly known as Adani Wilmar Limited)

Darshil Lakhia
Company Secretary
Memb. No: A20217

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AWL Agri Business Limited expands portfolio with launch of Fortune Cake Premix for Professional Bakers in HoReCa & B2B segments

*~ Available in three variants - Classic Vanilla, Premium Vanilla, and Premium Chocolate ~
~ Crafted using the finest ingredients to enable high-quality cake production ~*

01st April 2025, National: AWL Agri Business Limited (formerly known as Adani Wilmar Limited), one of India's largest Food FMCG companies, today announced the addition of Fortune Cake Premix to its flourishing product basket for B2B & HoReCa segments. Building on the trusted Fortune brand, Fortune Cake Premix will be available in three variants – Classic Vanilla, Premium Vanilla, and Premium Chocolate, providing a versatile base for creating exceptional cakes.

This addition reinforces AWL Agri Business Limited's commitment to address the growing need for professional-grade cake premixes that offers uniformity, rich flavours, and ease of preparation while saving valuable time in fast-paced kitchen environments. The product targets a broad spectrum of users, including bakery chefs, pastry chefs, procurement managers, home bakers, cloud kitchens, and catering services, offering them a dependable and superior baking solution.

The product's egg-free formulation caters to vegetarian, egg-intolerant, and health-conscious consumers. The quality of the product ensures consistent results and a delicious, high-quality taste every time. Streamlined and quick cooking preparation saves valuable time in busy kitchen environments, and the premix provides a blank canvas for adding unique toppings, fillings, and flavours, offering versatility and customisation.

Backed by extensive market research to understand consumer-buying behaviour, the product is crafted using the finest ingredients to provide professional bakers with the consistency required for high-quality cake production, removing the challenges associated with baking traditionally. Recognising the growing preference for premium and standardised bakery products, Fortune Cake Premix is tailored to meet the expectations of those who seeking effortless baking solutions.

Mukesh Mishra, Senior Vice President – Sales & Marketing, AWL Agri Business Limited said, *“For years, AWL Agri Business Limited has been a trusted supplier to the B2B and HoReCa segment, delivering quality ingredients that professionals rely on. The Fortune Cake Premix is a natural extension of this commitment. We've listened to our partners and developed a product that addresses their need for consistency, efficiency, and versatility in the baking process. It leverages the trust and quality associated with the Fortune brand.”*

“By targeting a broad spectrum of culinary experts, we are significantly expanding our consumer base. We believe that premix segment is still under-penetrated with significant scope for growth and disruption. We are confident that our new product will elevate our positioning in the Food FMCG category.” **Mukesh Mishra further added.**

With an aim to strengthen foothold in the bakery segment, the launch of Fortune Cake Premix represents a significant step by the brands towards offering innovative and reliable solutions for the industry. The product will be available in urban markets nationwide, catering to the evolving demands of the B2B & HoReCa segments that value consistency and taste.

About AWL Agri Business Ltd. (formerly known as Adani Wilmar Ltd.)

AWL Agri Business Ltd. is one of the largest Food & FMCG companies in India offering most of the primary kitchen essentials for Indian consumers, including edible oil, wheat flour, rice, pulses and sugar. The company's products are offered under a diverse range of brands across a broad price spectrum catering to different customer groups. Its flagship brand 'Fortune' is one of the largest selling edible oil and food brands in India. It has a wide array of packaged foods including packaged wheat flour, rice, pulses, besan, sugar, soya chunks and ready-to-cook biryani kits. It also offers a diverse range of industry essentials, including oleochemicals, castor oil and its derivatives and de-oiled cakes and the HPC category under the brand Alife which includes soap and hand wash and a multipurpose cleaner brand Ozel.

For additional information, please contact:

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