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April 7, 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 – Alife expands its personal care portfolio with Gondhoraj & Neem soap in West Bengal.

Please find attached copy of press release dated 7th April 2025 titled – “Alife expands its personal care portfolio with Gondhoraj & Neem soap in West Bengal”.

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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Alife Expands Its Personal Care Portfolio with Gondhoraj & Neem Soap in West Bengal

~The unique soap-fusion of Gondhoraj lime and neem provides a refreshing skin-friendly experience~

~It also highlights the brand's commitment to craft products that are relevant ~

Link to the TVC: <https://youtu.be/xdkd7uzliiY>

Kolkata, 7th April 2025: AWL Agri Business Ltd. (formerly known as Adani Wilmar Limited), one of India's leading food and FMCG companies, has unveiled its latest innovation in personal care – **Alife Gondhoraj & Neem Soap**. Launched in West Bengal, this unique variant brings together the invigorating freshness of Gondhoraj lime with the time-tested purifying benefits of Neem. Developed for discerning consumers, this new offering reflects Alife's commitment to delivering freshness & skincare solutions inspired by nature and regional preferences.

Speaking on the launch, **Mukesh Mishra, Senior Vice President, Sales & Marketing, AWL Agri Business Ltd.**, said, *"West Bengal has a deep appreciation for natural ingredients and rich cultural traditions. Our latest variant, Alife Gondhoraj & Neem Soap, is a tribute to this unique regional beauty ritual, combining the invigorating aroma of Gondhoraj lime with the herbal skincare benefits of Neem. This launch reaffirms our commitment to crafting innovative and locally relevant products that resonate with our consumers."*

West Bengal's fondness for Gondhoraj, largely hailed as the 'King of Limes,' is deeply rooted in its cultural identity. Recognizing this, Alife has infused its signature citrusy zest with neem's renowned antibacterial and skin-purifying properties; the result is a soap that cleanses and rejuvenates. This launch reinforces the brand's focus on innovation by seamlessly blending traditional ingredients with modern skincare solutions.

As part of its promotional strategy, Alife has rolled out an extensive **360-degree marketing campaign**, leveraging multiple platforms to connect with consumers across the state. The campaign includes a high-impact **TV commercial made by advertising film director Dibyendu Bose of production house Happy Rabbit Films**, along with engaging **digital initiatives, cinema branding, and on-ground activations**, ensuring maximum reach and awareness. Through these efforts, the brand aims to highlight the soap's superior benefits and resonate with the evolving skincare needs of consumers.

The **Alife Gondhoraj & Neem Soap** is now available across **major retail stores and e-commerce platforms** in West Bengal. With this new variant, Alife aims to establish a stronger foothold in the personal-care segment and celebrate the richness of local traditions in its product offerings.

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

AWL Agri Business Ltd. (formerly Adani Wilmar Limited) is one of India's largest Food & FMCG companies, offering a diverse portfolio of essential kitchen staples, including **edible oils, wheat flour, rice, pulses, and sugar**. Its flagship brand, **Fortune**, commands trust of more than 123 million households, reaching to every **1 in 3 Indian families**. With **24 manufacturing facilities across 11 states**, including **India's largest single-location refinery in Mundra** (5,000 tons per day capacity), AWL ensures seamless production and distribution. Its extensive supply chain, supported by **97 stock points, over 10,000 distributors and sub-distributors**, along with a retail network of **2.1 million outlets**, guarantees widespread accessibility across urban and rural India.

Beyond serving retail consumers, AWL also caters the **HoReCa and institutional sectors**, with staple food products, **specialized bakery and Lauric fats, Castor Oil derivatives, Oleochemicals, and value-added Soya products**. Its advanced castor oil facilities produce **pharmaceutical-grade, and low-moisture castor oil**, catering to global markets. Additionally, AWL has expanded into the **Home & Personal Care (HPC) segment**, offering **soaps, handwashes, and multipurpose cleaners**, further strengthening its product offerings.

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