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January 29, 2025

The General Manager Department of Corporate Services BSE Limited Floor 25, Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001	National Stock Exchange of India Limited “Exchange Plaza”, C-1, Block-G Bandra-Kurla Complex Bandra (E), Mumbai-400051
Scrip Code: 530813	Symbol: KRBL Series: Eq.

Sub: KRBL Limited, parent to the India Gate Basmati Rice Brand unveils its new Packaging

Dear Sir/Madam,

Pursuant to provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we proudly announce the launch of our new packaging designed with a consumer-first approach.

The revamped packaging aims to educate and empower consumers, enabling them to make informed choices based on their unique preferences and requirements. With this initiative, KRBL reinforces its leadership, ensuring India Gate Basmati Rice remains a category icon.

Enclosed is the press release in this regard.

The above information is also available on the Company's website at www.krblrice.com

You are requested to kindly take the same on record.

Thanking you,

Yours Faithfully,
For KRBL Limited

Piyush Asija
Company Secretary & Compliance Officer
M. No.-A21328

Encl: As above



PRESS RELEASE

India Gate Basmati Rice Unveils Packaging That Empowers Consumers to Make The Right Choice

~ Blending Tradition with Innovation to Empower Every Purchase with Transparency and Quality

New Delhi, January 29, 2025: KRBL Limited, a global leader in the food industry and parent to the World's No.1 India Gate Basmati Rice, proudly announces the launch of its new packaging. Designed with a consumer-first approach, the revamped packaging aims to educate and empower consumers, enabling them to make informed choices based on their unique preferences and requirements.

The journey to this milestone began with a deep dive into consumer behavior, aiming to address significant gaps in the category. Research highlighted key challenges: lack of detailed product knowledge and price-driven decision-making. These insights laid the foundation for the new packaging, designed to simplify choices, provide transparency, and strengthen consumer trust.

To bring this vision to life, KRBL partnered with renowned brand consulting and design firm Landor Associates. This collaboration brought global expertise to address complex challenges, such as the integration of modern design elements with India Gate's rich legacy and ensuring that the packaging resonates with diverse consumer mindsets. Through extensive research and validation, the new packaging emerged as a solution that blends tradition with innovation, empowering consumers with detailed product information, consumer-forward illustrations and interactive features like QR codes.

By segmenting the portfolio based on mindsets—such as The Perfectionist, The Quality-Seeker, The Taste Champion, The Smart Shopper—KRBL ensures a tailored experience for every consumer.

"The new packaging represents a significant step forward in our mission to **empower consumers**," said **Ayush Gupta, India Business Head, KRBL Limited**. *"By addressing long-standing consumer challenges, we aim to redefine how consumers interact with basmati rice. Every detail, from AR-enabled QR codes to variant-specific prefixes, is designed to make their journey easier and more rewarding. This is packaging with a purpose—intelligent, engaging, and deeply rooted in our values. This initiative not only reflects our dedication to quality and innovation but also strengthens our legacy as a trusted leader in the industry."*

The revamped packaging is just the beginning of a multi-phase campaign that is being launched on 29th January 2025 at PVR Director's Cut, Vasant Kunj, with the unveiling kicking off with a grand premiere at PVR Director's Cut, marking a bold step in redefining consumer engagement in an otherwise low-engagement category.

The movie premiere was the ideal stage to unveil this milestone. said **Kunal Sharma, Head of Marketing & Business Head, Modern Trade and E-commerce, KRBL Limited**. *"Films are about storytelling, and we wanted to leverage that power to ensure maximum engagement. This high-impact ATL campaign was designed to dominate the conversation with a mix of creativity and innovation. From anamorphic displays at iconic landmarks to immersive AI-enabled robots in retail stores, every element was crafted to create a buzz that resonated across platforms and geographies."*

"With 20% of the marketing budget driving this initiative, we reached new heights of visibility and engagement. We didn't just unveil packaging; we redefined how brands engage with their audiences. By combining the glamour of Bollywood with cutting-edge activations, this campaign stands as a benchmark for scale, depth, and impactful storytelling in the industry."



Designed for maximum impact, the 360-degree marketing campaign spans digital, on-ground, influencer, and in-cinema activations. On over 200 sites in 14 cities, striking hoardings command attention, while anamorphic displays at iconic landmarks and a 45-day presence at Mahakumbh create mass visibility. AI-enabled robots and selfie booths at Reliance stores transform consumer interaction into immersive experiences.

Beyond Mr. Amitabh Bachchan, top film critics and directors, including Karan Johar, Vignesh Shivan and Rajiv Masand along with an army of prominent influencers, amplified the campaign's influence. On the digital front, BookMyShow roadblocks, Meta, YouTube, and OTT campaigns ensured massive reach, while activations and partnership with quick-commerce giants like Swiggy Instamart, Zepto and BlinkIT added to the momentum.

After nearly three decades, this packaging refresh marks a historic moment for KRBL. As pioneers in the packaged basmati rice segment, KRBL continues to set industry benchmarks, cementing its position as the category captain. With this initiative, KRBL reinforces its leadership, ensuring India Gate Basmati Rice remains a category icon.

ABOUT KRBL

KRBL Ltd. (NSE: KRBL, BSE: 530813) is a public listed global leader in premium Basmati rice and other consumer food products. KRBL's products are enjoyed daily by consumers across 90+ countries and six continents. With 135 years of legacy rooted in quality and a commitment to innovation, the company is fully integrated from farm to plate—from seed development and contact farming to processing, aging, packaging and retail distribution—ensuring top-tier standards at each step.

What began as a humble family business, has transformed into a global giant specializing in the manufacturing and marketing of premium Basmati rice. The multi-brand food company is driven by a consumer-forward portfolio that includes the flagship brand of the company, India Gate, has been recognised as the World's #1 Basmati Rice Brand along with 13 brands and a variety of products such as Regional Rice, Biryani Masalas, Edible Oils, Brown Rice, Quinoa, Chia Seeds, and Flax Seeds.

As the largest basmati rice miller in the world, the company's dedication extends beyond products—KRBL believes that true success is linked to the well-being of the communities we serve and the health of our planet. With a deep-rooted philosophy of sustainability, the brand is committed to responsible practices that protect the environment and uphold social responsibility. For more information, log on to <https://krblrice.com/>



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