November 04, 2026

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400051 India

Company Symbol : **HOACFOODS**
Company ISIN : **INE0S6S01017**

Subject: Intimation regarding acquisition of the EVERGROW brand name and update on B2B business rollout.

Ref.: Regulation 30 read with Para A Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

Dear Sir / Madam,

With reference to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, HOAC Foods India Limited wishes to inform the Exchange that it has acquired the registered brand name **EVERGROW** to develop a dedicated business-to-business (B2B) distribution brand for packaged food staples and other FMCG products.

- **Brand acquisition and strategic rationale**
  The acquisition of an already registered brand name enabled the Company to shorten it's time to market by using an existing brand identity for its B2B rollout. EVERGROW gives the Company a single brand under which it can offer a broad portfolio, including wheat flour, rice, spices, edible oils, besan, poha, sooji, maida, pickles and badi.

- **Customer segmentation and channel strategy**
  Hariom Atta & Spices serves consumers through its premium exclusive outlets, including company-owned and franchise stores, as well as through its website and app. EVERGROW is positioned for three trade channels: **general trade, wholesale and institutional sales**. This approach allows the Company to tailor its product assortment and distribution to the needs of each customer segment. The Company plans to support the rollout through super stockists, distributors and a dedicated sales team.

- **Initial rollout and sales update**
  The Company is already generating **monthly sales of over ₹1 crore plus under the EVERGROW brand** across Delhi, Haryana, Uttar Pradesh and Madhya Pradesh. Building on this initial traction, the Company sees significant growth potential for EVERGROW as it expands its distributor network in existing markets and enters Maharashtra and other identified markets in phases.

- **Next phase of expansion**
  The Company plans to introduce EVERGROW in **Maharashtra and other identified markets** in the next phase, supported by the appointment of distribution partners and the phased expansion of its sales network.

Kindly take the above information on record.

For more updates, visit: www.hoacfoodsindia.com , www.hariomatta.com

Thanking you,
Yours faithfully,

For **HOAC Foods India Limited**

Varsha Bansal
Digitally signed by Varsha Bansal
Date: 2026.11.04 14:51:45 +05'30'

Varsha Bansal
Compliance Officer & Company Secretary
Place: New Delhi
Date:- November 04, 2026

Presented by: YASHWANT THAKUR

Powering India's Next B2B FMCG Network

EVERGROW®

HOAC

Brand Name Acquired by HOAC Foods India Limited to Accelerate Pan-India Expansion

Date: November 04, 2026

Website: www.hoacfoodsindia.com

HOAC


HOAC
EVERGROW
MAGIC
BASMATI RICE
Riz | Reis | Rijst | Riso | Arroz
CLASSIC XXXL
GOLDEN SELLA
PREMIUM
BASMATI RICE
DELIGHT
BASMATI RICE
SONA MASOORI
RICE
DAILY
BASMATI RICE
REGULAR
BASMATI RICE
HALDI POWDER
MIRCHI POWDER
DHANIYA POWDER
GARAM MASALA POWDER
Crafted by Nature, Seasoned by Culture
Product of India
Net Wt. 250g
LONG GRAIN | AROMATIC & FLUFFY | AGED TO PERFECTION



Launch Strategy

- Phase 1 Launch in Delhi, Haryana, Uttar Pradesh Madhya Pradesh
- Phase 2 We launch in Maharashtra And other targeted states
- EVERGROW Positioned as HOAC's Dedicated Pan-India B2B Brand
- Robust Super Stockist Network Across Every Target State
- Dedicated Sales Force to Build & Manage the Distribution Channel
- Creating a Scalable Nationwide Distribution Ecosystem for Long-Term Growth

Why EVERGROW Instead of Hariom Atta & Spices?



Building a Dedicated Pan-India B2B Brand

Hariom Atta Chakki has successfully established itself as a trusted retail and consumer (B2C) brand, particularly in fresh flour and daily grocery products. However, expanding across India through the wholesale and institutional channel requires a brand with broader appeal and greater category flexibility.

To support this vision, HOAC Foods India Limited strategically acquired the EVERGROW brand name as its dedicated platform for B2B business.

Why EVERGROW?

1. Separate Brand Positioning

- Hariom Atta Chakki will continue to focus on retail stores, e-commerce, and direct consumers.
- EVERGROW is positioned as a dedicated brand for wholesale, distribution, and institutional sales.

2. Pan-India Appeal

The name "EVERGROW" is easy to pronounce, memorable, and suitable across different Indian markets. It carries a modern identity that is well suited for national expansion.

3. Multi-Category Flexibility

Unlike "Hariom Atta Chakki," which is strongly associated with flour, EVERGROW can naturally represent a broad FMCG portfolio, including:

- Wheat Flour, Rice, Spices, Edible Oils, Besan, Poha, Sooji, Maida, Pickles, Badi. and Other food staples

4. Strong B2B Identity

Distributors and Super Stockists prefer brands that are designed specifically for large-scale trade. EVERGROW provides a professional identity for building long-term distribution partnerships.

5. Scalability

The brand is designed to support nationwide expansion through Super Stockists, distributors, wholesalers, modern trade, and export markets without changing the identity of the existing Hariom retail business.

Hariom Atta & Spices	EVERGROW
Retail (B2C) Brand	B2B Distribution Brand
Company-Owned & Franchise Store	Super Stockists & Distributors
E-commerce & App	General Trade, Wholesale & Institutional Sales
Fresh Flour & Daily Retail	Multi-Category FMCG Portfolio
Consumer-Focused	Consumer With Trade-Focused

Strategic Vision

Hariom Atta Chakki will continue to strengthen consumer trust in retail, while EVERGROW will build a nationwide B2B distribution network, enabling HOAC Foods India Limited to accelerate growth across India's FMCG market.

This dual-brand strategy allows the Company to serve two distinct customer segments with focused positioning, creating stronger brand equity and long-term scalable growth.

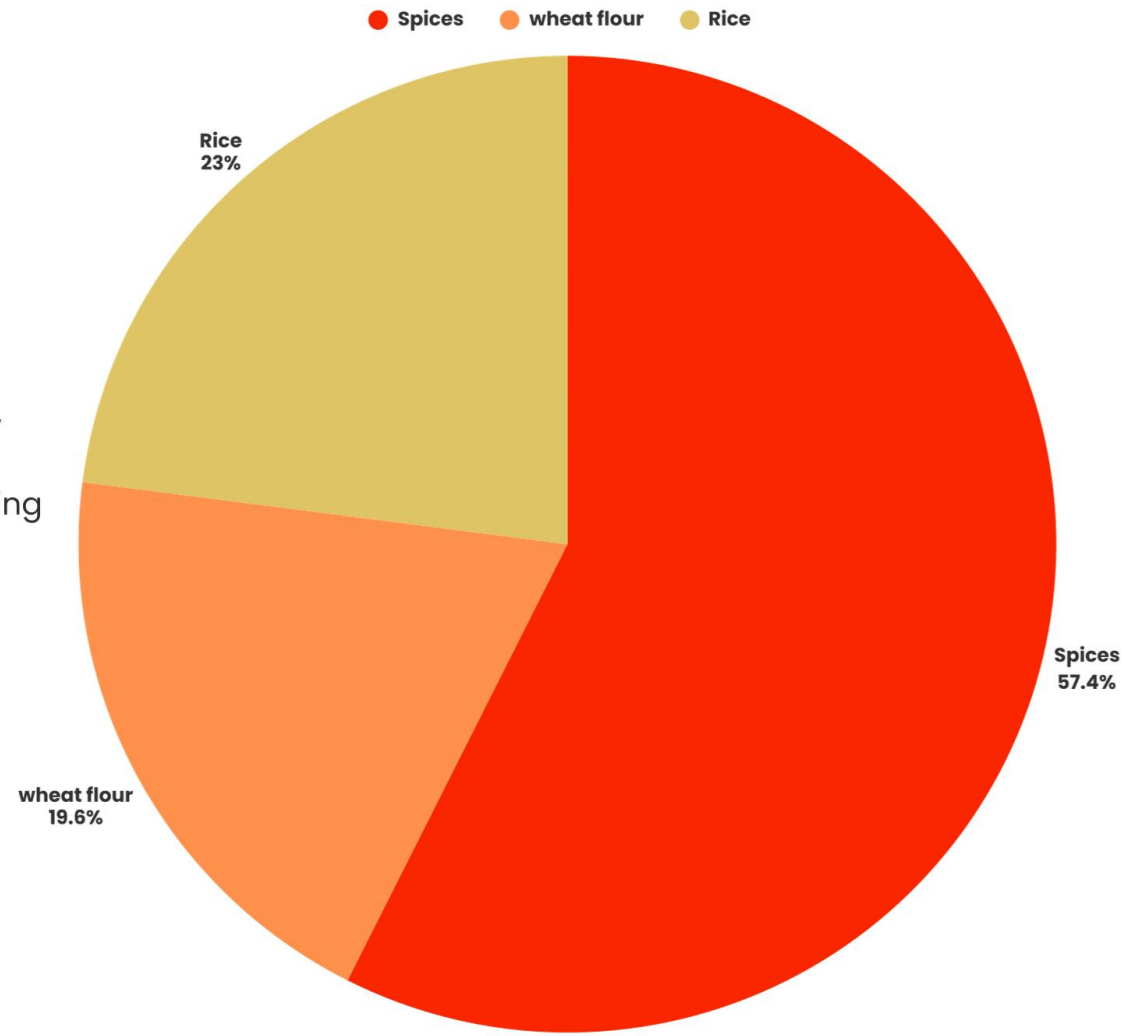
EVERGROW

Market Opportunity

India's Staples & Spices Market: A Large and Fast-Growing Opportunity

India is one of the world's largest consumers of food staples, with rice, wheat flour, edible oils, and spices forming an essential part of every household's daily diet. Rising incomes, rapid urbanization, and changing consumer preferences are driving strong demand for high-quality packaged food products across both urban and rural markets.

For EVERGROW, this represents a significant long-term opportunity to build a scalable B2B distribution business in one of the largest FMCG markets globally.



Source: IMARC Group

Market Size

Indian Spices Market

- Estimated Market Size (2025): ₹2.22 Lakh Crore
- Expected Market Size (2034): ₹5.29 Lakh Crore
- CAGR: 10.14%

India is the world's largest producer, consumer, and exporter of spices, making it one of the most attractive categories within the FMCG industry.

Source: IMARC Group – India Spices Market Report

Indian Wheat Flour Market

- Estimated Market Size (2025): ₹75,800 Crore
- Expected Market Size (2034): ₹1,03,000 Crore
- CAGR (2026–2034): 3.47%

Consumers are rapidly shifting from loose flour to trusted packaged brands that offer better quality, hygiene, and consistency.

Source: IMARC Group – India Packaged Atta Market Report



Indian Rice Market

- Estimated Market Size (2025): ₹88,800 Crore (USD 10.33 Billion)
- Expected Market Size (2034): ₹1.06 Lakh Crore (USD 12.37 Billion)
- *CAGR (2026–2034): 2.1%

India is one of the world's largest producers, consumers, and exporters of rice. Rising domestic consumption, increasing exports, growing demand for premium rice varieties, and the expansion of organized retail continue to support long-term growth in the Indian rice market.



HOAC

Consumer Opportunity & EVERGROW Growth Potential



India, with a population of over 1.4 billion people, is one of the world's largest markets for daily food essentials. Staples such as wheat flour, rice, edible oils, and spices are purchased regularly by almost every household, creating consistent, year-round demand.

According to the Household Consumption Expenditure Survey (HCES 2023–24), rural consumers purchase approximately 9.4 kg of cereals per person per month, while urban consumers purchase around 8 kg per person per month, making staples one of India's largest repeat-purchase FMCG categories.

This presents a significant opportunity for EVERGROW to build a scalable B2B distribution business. With a diversified portfolio including wheat flour, rice, edible oils, spices, besan, poha, pickles, and moong badi, EVERGROW enables distributors and retailers to source multiple high-demand products from a single trusted supplier. This integrated product basket increases order value, strengthens channel partnerships, improves distribution efficiency, and supports rapid market penetration across India.

Source: Household Consumption Expenditure Survey (HCES) 2023–24, Government of India.

Building the Future of India's Food Distribution

HOAC Foods India Limited has successfully established a strong foundation in India's food industry through its trusted consumer brand, Hariom Atta & Spices. With the strategic acquisition of the EVERGROW brand, the Company is now entering the next phase of growth by building a scalable, pan-India B2B distribution platform.

EVERGROW is more than a brand—it represents our long-term vision to create a nationwide network of Super Stockists, distributors, retailers, and institutional partners, delivering high-quality food essentials across India.

Supported by a diversified product portfolio, an experienced management team, and a disciplined execution strategy, we are committed to creating sustainable value for our customers, channel partners, and shareholders.

As we continue to expand our presence across new markets, strengthen our distribution network, and invest in operational excellence, we remain focused on building a business that is scalable, profitable, and future-ready.

Together, we are not just growing a brand—we are building one of India's next-generation FMCG distribution platforms.

Thank You

HOAC Foods India Limited

Committed to Quality • Driven by Growth • Focused on Value Creation

HOAC

Contact Information

Email: info@attahariom.com

EVERGROW

HOAC



PRODUCT CATALOG 2026

Let's Grow Together

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Premium Product Catalogue

01 | 1. About Us

02 | 2. Rice

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08 | 8. Edible Oils

09 | 9. Achar and Chutney

10 | 10. Tea

11 | 11. Dehydrated powder



Freshness • Purity • Trust

HOAC

EVERGROW

HOAC FOODS INDIA LIMITED

Delivering Purity. Building Trust.

Founded with a vision to provide safe, nutritious, and premium-quality food products, HOAC Foods India Limited has grown into one of India's rapidly expanding FMCG food companies. As the company behind the EVERGROW brand, we are committed to bringing purity, consistency, and excellence to every household.

Established in **2009**, our journey has been driven by innovation, customer trust, and uncompromising quality. Today, HOAC Foods is proudly listed on the **NSE Emerge Platform**, reflecting our commitment to transparency, sustainable growth, and long-term value creation.

WHO WE ARE

HOAC stands for Healthy • Organic • Authentic • Convenient—values that define everything we do. From carefully sourcing raw materials to advanced manufacturing and stringent quality control, every product is crafted to deliver freshness, nutrition, and superior taste.

Under our flagship consumer brands, including **EVERGROW** and Hariom Atta & Spices, we offer a wide portfolio of everyday essentials:

- Rice
- Wheat Flour & Specialty Flours
- Spices
- Besan
- Sooji & Maida
- Pulses
- Poha
- Edible Oils
- Private Label Food Products

WHY CHOOSE HOAC?

- Premium Quality Ingredients
- Modern Manufacturing & Hygienic Processing
- Strict Quality Assurance at Every Stage
- Trusted by Retailers, Distributors & Consumers
- Customer-Centric Innovation
- Reliable Supply Chain & Timely Delivery

OUR VISION

To become one of India's most trusted food companies by delivering products that enrich everyday life with purity, quality, and value.

OUR MISSION

To manufacture world-class food products through innovation, responsible sourcing, modern technology, and an unwavering commitment to customer satisfaction.

OUR COMMITMENT

At HOAC Foods India Limited, every product carrying the EVERGROW name reflects our promise of Quality, Purity, Freshness, and Trust. We don't simply manufacture food—we build lasting relationships with families, retailers, and business partners through consistent excellence.

Quality You Can Trust. Excellence You Can Taste.

EVERGROW®

RICE





Premium XXXL 1121
Basmati RICE
NET WT. : 26 KG



Ridhhi Siddhi
Basmati Rice
Net Wt. : 26 Kg



Sona Masoori Rice
Net Wt. : 26 KG



Classic xxxl
Golden sella Rice
Net Wt. : 26 Kg

EVERGROW®

RICE





Magic
Basmati Rice
Net Wt. : 26 Kg



Regular
Basmati Rice
Net Wt. : 26 Kg



Delight
Basmati Rice
Net Wt. : 26 Kg

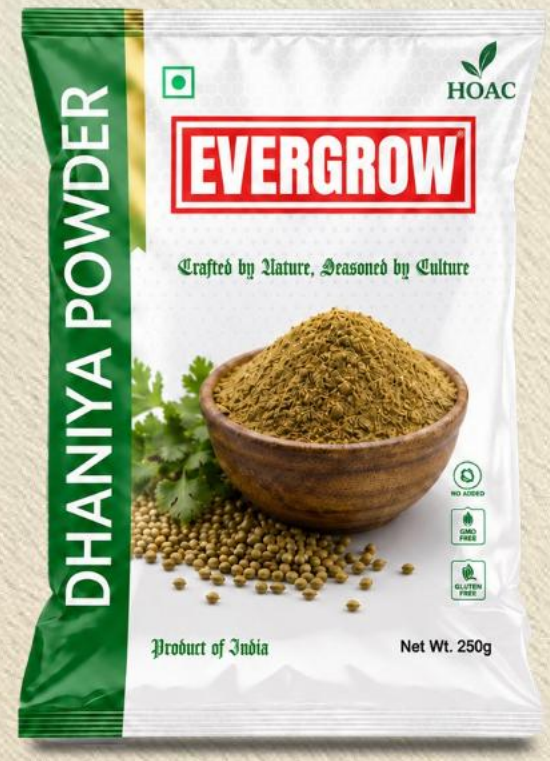


Daily
Basmati RICE
Net Wt. : 26 KG

EVERGROW®

SPICES

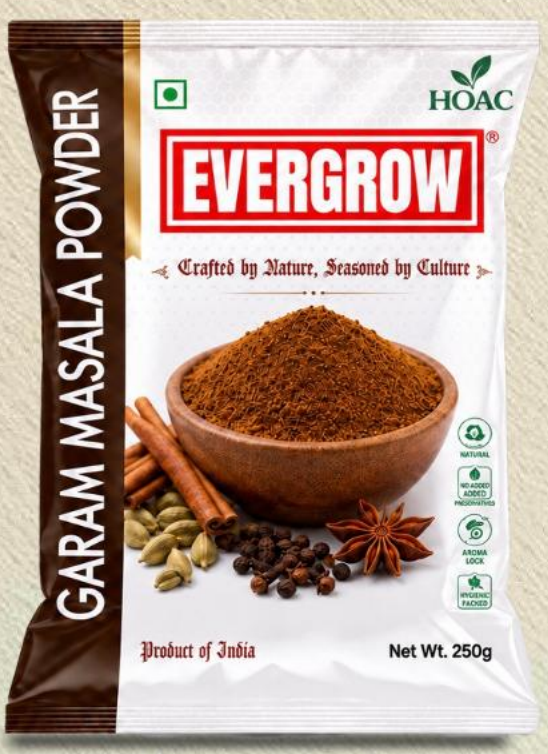




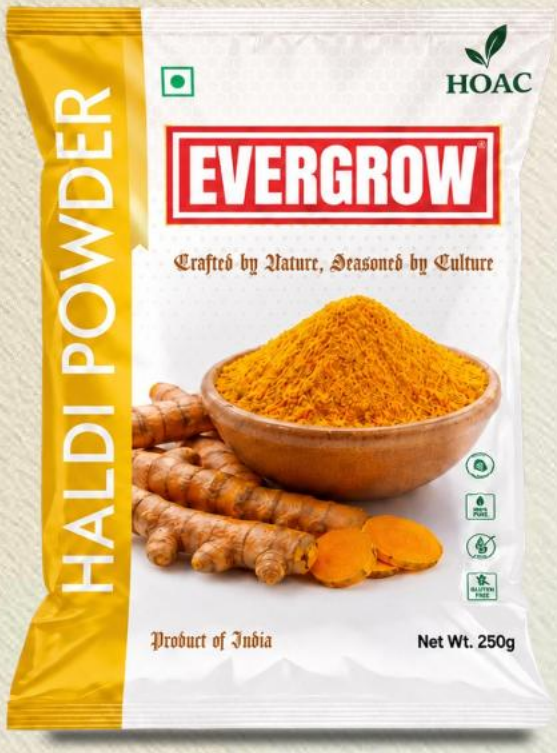
Dhaniya Powder
Net Wt. : 250g



Mirchi Powder
Net Wt. : 250g



Garam Masala
Net Wt. : 250g



Haldi Powder
Net Wt. : 250g

EVERGROW®

WHOLE SPICES





Laung
Rs.: 10 Pouch



Elaichi
Rs.: 10 Pouch



Jeera
Rs.: 10 Pouch



Kali Mirchi
Rs.: 10 Pouch

Other Raw Spices

AJWAIN	ANARDANA	BADI ILLACHI	CHABILA	DALCHINI GOL	DEGI MIRCHI	SABUT DHANIYA
SABUT HALDI	IMLY	JAVITRI	JAYFAL	KALI JIRI	KALI SARSO	KALONJI
KASOORI METHI	KHAS KHAS	METHIDANA	MIRCHI SABUT	PILI SARSO	PIPLY	RAI DANA
SHAHI JIRA	SOUNF SABUT	SOUNTH SABUT	STARFUL	TEJPATTA	WHITEPEPPER	GARAM MASALA
PANCH FORAM	WHITE TILL	METHI POWDER	SENDHA NAMAK	KUTI MIRCHI	KALA NAMAK	

EVERGROW®
FLOUR





M.P. Atta
Net Wt. : 5Kg



M.P. Atta
Net Wt. : 10Kg



M.P. Sharbati Atta
Net Wt. : 10Kg



Multigrain
Net Wt. : 5Kg

EVERGROW®

KITCHEN ESSENTIAL







Sooji
Net Wt. : 500g , 2Kg



Besan
Net Wt. : 500g , 2Kg



Poha
Net Wt. : 500g , 2Kg



Maida
Net Wt. : 500g , 2Kg

EVERGROW®

HEALTHY FLOUR





Jwar
Net Wt. : 500g, 2KG



Rice Flour
Net Wt. : 500g, 2KG



Ragi Flour
Net Wt. : 500g, 2KG



Makka Flour
Net Wt. : 500g, 2KG

Other Healthy Flour

SOYA ATTA	MAKKA ATTA	BARLEY ATTA	RAGI ATTA	CHANA ATTA	BESAN MOTA	CHANA SATTU
BEDMIPURI ATTA	MISSI ROTI	MILLET FLOUR	MUNG SABUT ATTA	OATS FLOUR	KUTTU ATTA	LADDU ATTA
SINGHARA ATTA	SUGAR CONTROL ATTA	MUNG DHULI ATTA	URAD DHULI ATTA			

EVERGROW®

EDIBLE OIL



Black Mustard Oil
Net Wt. : 1ltr, 2ltr, 5ltr



yellow Mustard Oil
Net Wt. : 1ltr,2ltr,5ltr



Peanut Oil
Net Wt. : 1ltr, 2ltr, 5ltr



Almond Oil
Net Wt. : 1ltr, 2ltr, 5ltr

EVERGROW®

EDIBLE OIL



Black Mustard Oil
Net Wt. : 15ltr



yellow Mustard Oil
Net Wt. : 15ltr



Peanut Oil
Net Wt. : 15ltr

EVERGROW®

ACHAR & CHUTNEY





Aam Achar
Net Wt. : 500g



Mix Achar
Net Wt. : 500g



Nimbu Chutney
Net wt.:

EVERGROW®

BADI





Moong Dal Badi
Net Wt. : 250g



Tuvar Dal Badi
Net Wt. : 250g



Urad Dal Badi
Net Wt. : 250g

EVERGROW®

TEA





Premium Tea

Net Wt. : 250g

EVERGROW®

Dehydrated Powder





Dehydrated Red Onion Powder



Dehydrated white Onion Powder



Dehydrated Garlic Powder (Premium)



Dehydrated Potato Powder

EVERGROW®

Dehydrated Powder





Dehydrated Aamchur Powder



Dehydrated Tomato Powder



Dehydrated Garlic Powder (Regular)



Dehydrated Ginger Powder

HOAC

EVERGROW®

Thank You!

For being a part of our journey.

Leading Manufactures of all FMGC needs.

Manufacturing Unit :

Factory:

Manufacturing Unit :

Unit 1:- Village Bhondsi, Near Geeta Nand Ashram, TehsilL Sohna, Gurugram, Haryana, 122012.

Unit 2:- Permit Road, Mehndrawara, Gurugram, Haryana-122102.

Unit 3:- Plot No. 2 A Sector A, Village Bagari, Industrial Area Jambar, Vidisha, Madhya Pradesh, 464001.

Registered Office :

G -126, First Floor Palam Extension Dwarka Sec 07, New Delhi -110045

hoacfoodsindia.com

Info@attahariom.com

+919266963331

Let's grow together.