



E:KRBL/BIBHU/STK_EX_2021/06
30 April 2020

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.

Dear Sir/Madam,

Sub: Press Release titled “India’s biggest Basmati Rice brand INDIA GATE BASMATI RICE collaborates with ZOMATO & SWIGGY for doorstep delivery of products during lockdown”.

Pursuant to the provisions of Regulation 30 and other applicable provisions, if any, of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that KRBL Limited, India's largest branded rice company, proudly announces their association with Zomato and Swiggy to introduce **INDIA GATE BASMATI RICE** on the country's leading food delivery platforms.

A press release issued in regard in attached herewith, the contents of which are self-explanatory.

This is for your kind information and record.

Thanking you,

Yours Faithfully,
For KRBL Limited

RAMAN
SAPRA

Digitally signed by RAMAN SAPRA
DN: c=IN, o=Person, ou=, email=raman.sapra@krbl.com, cn=RAMAN SAPRA
c=IN, o=Person, ou=, email=raman.sapra@krbl.com, cn=RAMAN SAPRA
2.5.4.40-0341003135353064993887633339343730306
4020595145552032320393063203555593034032
136643734396633313232616166363566237339646
545438895
serialNumber=153b9f6d4e5c53d01894672a7c7b7d4
313b256d16c5b4a45c53b8381c, cn=RAMAN
SAPRA
Date: 2020.04.30 15:33:31 +05'30'

Raman Sapra
Company Secretary

Encl.: As Above.

PRESS RELEASE

India's biggest Basmati Rice brand INDIA GATE BASMATI RICE collaborates with ZOMATO & SWIGGY for doorstep delivery of products during lockdown.

India's favourite rice brand is now one step closer to its customers, who are opting for online delivery of essential goods through app-based platforms in more than 35 major cities across India.

New Delhi, 30 April 2020: KRBL Limited, India's largest branded rice company, proudly announces their association with Zomato and Swiggy to introduce **INDIA GATE BASMATI RICE** on the country's leading food delivery platforms. This service will be available on Zomato in **34 cities across 11 states** as given here-**West Bengal** (Kolkata, Durgapur, Siliguri), **Orissa** (Bhubaneswar, Cuttack, Rourkela, Sambhalpur), **Tripura** (Agartala), **Andhra Pradesh** (Vijayawada, Nellore, Nizamabad), **Jharkhand** (Ranchi, Jamshedpur, Dhanbad), **Bihar** (Bhagalpur, Gaya), **Chattisgarh** (Raipur), **Karnataka** (Bangalore, Bellary, Mysore, Hubli, Bijapur, Bidar, Davanagere), **Madhya Pradesh** (Gwalior, Mandsaur, Neemuch, Indore), **Gujarat** (Surat), **Maharashtra** (Kolhapur, Pune, Nashik, Latur, Ichalkaranji). On Swiggy, this service will be available in **Bangalore, Mumbai, Delhi & Gurgaon** and will be extending to more cities as well.

As the Covid -19 Crisis is still expanding and the relief seems to be far-sighted; it is imperative to maintain customers' safety while delivering essential food items at their doorsteps. Through this collaboration, India Gate Basmati Rice aims to provide all top selling packs to consumers without having them to step out of their safe heavens. The customers can choose any of the packs visible in the app as per availability.

Our brand is committed to follow social distancing practices; therefore all the distancing and hygiene norms are strictly adhered to with zero compromise policy. The delivery service providers are also equipped and adhering to strict guidelines to make sure the products and the people delivering them are in perfect condition.

Commenting on the association, **Ayush Gupta, heading the domestic marketing of KRBL Limited**, elaborated - *“During this pandemic situation which has taken most of the countries across the world Off-guard, we are making sure to be available as an essential grain to tens of thousands of our customers across the nation through all channels possible. It is our duty to provide best quality and hygienic products in controlled environment to each and every person while respecting their need for safety in a lockdown state. Our association with Swiggy and Zomato is further going to strengthen this promise and give assurance and ease to everyone who wants their product to be delivered safely at their doorstep”*

*"We are focused on making sure everyone has access to essential products from the comfort of their homes. We are glad to partner with KRBL and make India Gate Basmati Rice available online on Zomato Market across 34 cities in India. Rice is one of the key staples in India and our wide delivery network will ensure our users don't have to wait more than 60 mins for it," said **Mohit Sardana, COO-Food Delivery, Zomato***

*Speaking on the collaboration, **Paul Varghese, VP, Supply-Swiggy**, said, “Swiggy is committed to accelerate its existing services to serve the citizens of our country in every way possible. Rice is the most basic grain in every household in India and is constantly in demand. We are happy to partner with KRBL to make this essential grain easily accessible to our customers. While KRBL team is persistently working to maintain the supply of essentials for its customers, Swiggy will maximise on its efforts to aid the last mile deliveries to ensure the product reaches the consumers quickly and in a safe manner.”*

India Gate Basmati Rice is available across India in over 75 different SKUs. We resonate closely with the Indian family values and traditions and strives to provide quality, consistency and nutrition to every Indian household. It is the times like these which make us work even harder to strengthen our relationship and give assurance to our esteemed customers. We are ready to share, care and survive and as we say it, maintain our “India Ki Purani Aadat”.

Follow us @Indiagatefoods on Facebook, Instagram and Twitter.

RAMAN
SAPRA

Digitally signed by RAMAN SAPRA
DN: c=IN, o=Personal,
2.5.2.20=1.8.30.1.544.18471.2dd8c3a165b9893aa396d0.
72c04a44907c3f8e225d25, postalCode=110007,
st=DELHI,
2.5.4.45=011003131255330643893876531393453730360.
666163456232303930663032556390138346131366.
75439663331323261616636356623373396643647394.
serialNumber=15c9d98920320201894d72a7c3b7a4f.
3fb2366016cd3d4034ef3c08338c, cn=RAMAN SAPRA
Date: 2020.04.15 13:53:57 +05'30'