



LT FOODS LTD.

(Formerly known as LT Overseas Ltd.)

Ref. No.: LTO/SC/2010-11/066

Date: 24/11/2010

To,
The Secretary,
The National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor, Plot No. C/1, G-Block,
Bandra-Kurla Complex,
Bandra(E), Mumbai.

Subject: LT Foods (Daawat) launches Chef's Secretz Basmati Rice.

Ref. Code: 532783 Scrip ID: DAAWAT.

Dear Sirs,

Please find enclosed the press release being issued by the Company, for your kind information and records.

Please acknowledge receipt of the same.

Thanking you.

Yours Faithfully,
For LT Foods Limited.

(Monika Chawla Jaggia)
Company Secretary



Enclosure : As stated above.

DAAWAT
BASMATI RICE

Daawat Launches Chef's Secretz Basmati Rice
Introducing 6 New variants of Basmati rice to cook perfect rice

New Delhi, 14th Nov 2010: LT Foods Ltd, one of India's leading Basmati Rice manufacturing company, has launched '**Chef's Secretz Basmati Rice**', on the occasion of International Chef's Day and Chef Awards 2010 in association with PHD Chambers of Commerce and Industry. LT FOODS LTD. introduced 6 new variants of Basmati special grains rice for HoReCa community (Hotels, Restaurants and Caterers) AT DIFFERENT PRICE POINTS.

Daawat Chef's Secretz Basmati Rice comes under two categories- FLUFFY and HARD TEXTURED. FLUFFY has 3 variants i.e. Chef's Secretz Royal, Chef's Secretz Special and Chef's Secretz Popular. HARD TEXTURED has 3 variants i.e. Chef's Secretz Royal SELLA, Chef's Secretz Special SELLA and Chef's Secretz Popular SELLA. The rice is specially processed to produce fuller grains, which do not break easily, while cooking, thus preventing wastage. At Daawat Foods the whole process is done untouched by human hands by adopting hygienic production process and stringent quality control system. While cooking Chef's Secretz Basmati rice its long non sticky grains turn white, and give off a special pleasant aroma, enhancing the flavour of dish.

On the occasion of launch ceremony, Mr. Vijay Arora, CMD, LT foods Ltd said "In the past only traditional grain of Basmati was available thus making it easier for the consumer to choose. However, with increase in incomes, consumer is looking at quality products. Also, Chefs are looking at Basmati rice which has more HOLDING TIME and with the introduction of **Daawat Chef's Secretz Basmati Rice** their demands will be met. Currently LT Foods Ltd's, growth in HoReCa market is 25% and by introducing new range we would be targeting 50% growth by next year."

The event started with the launch of the **Daawat Chef's secretz range of products**. Each pack was showcased on the ramp with charming models, followed by Award ceremony. The night also witnessed multi cuisines dinner with the flavours of entertainment organised by LT Foods Ltd.

About Company:

LT Foods Limited, formerly known as LT Overseas is the leading processor and exporter of packaged rice under the flagship brand "Daawat". Launched in 1965, LT Foods today has a turnover of 1000 crores and has more than 6 subsidiaries which are vertically integrated.

Today, LT Foods Ltd. has worldwide presence with well known brands such as Daawat (one of the top 3 BASMATI brands in India), Royal, Devaaya and Heritage. The company's product portfolio extends to include brown rice, white rice, FLUFFY rice, parboiled rice and organic rice.

With a very strong distribution network of more than a 100 in each state across India, the Daawat brand caters to seven channels Modern Retail, HoReCa, Rice corners, Alliances, Whole sellers, Distributors and Retailers – with specific offerings through a range of sub-brands to cater the need of all the channels.

LT Foods Ltd. has also made inroads into more than 50 countries across the globe including markets like USA, Canada, UK, Germany, France, Spain, Middle East, South Africa, Mauritius, Australia and New Zealand.

