KRBL Limited

E:KRBL/BIBHU/STK_EX_1718/54
March 17, 2018

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

Dear Sir/Madam,

Sub: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, regarding new Product launch.

Pursuant to the provisions of Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to kindly inform you that as a forward integration step, KRBL Limited, is delighted to announce the launch of its new product in the name and style of "Chia Seed" and "Flax Seed" on March 19, 2018.

The details of the said product are as follows:

a) **Name of the Product:** "Chia Seed" and "Flax Seed"
b) **Brief about the Product:**
"**Chia Seed**" is the ultimate super food containing protein, fiber, minerals, vitamins and essential fatty acids making it a one stop solution for nutritive needs of all age groups. It's easy supplementation and combined effect of nutrients contribute in complete nourishment leading you towards a healthier lifestyle.

"**Flax seed**" is a nutrient dense super-seed with a nutty flavor and delightful crunch. It is a combination of wholesomeness and taste which can be added in any meal of the diet. Excellent source of omega 3 fatty acids and PUFA which keeps a check and balance on the cholesterol level. It is a well-balanced choice as it contains all essential minerals, vitamins and fatty acids making it one of the best way to optimize and elevate human health.

c) **Date of Launch:** March 19, 2018
d) **Category of the Product:** Wholesome Grain (FMCG)
e) **Whether caters to domestic and international market:** At present the same will caters to International Market.

This is for your kind information and record.

Thanking you,

Yours faithfully,
For KRBL Limited

Raman Sapra
Company Secretary
M. No. F9233
267, Street No. 18
Pratap Nagar, Delhi-110007