

REF: SWIGGY/SE/2025-26/13

Date: May 06, 2025

To The Deputy Manager Department of Corporate Services BSE Limited PJ Towers, Dalal Street Mumbai -400001 Scrip Code: 544285	To The Manager National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block Bandra-Kurla Complex, Bandra (E), Mumbai 400051 Symbol: SWIGGY
---	---

Dear Sir/ Madam,

Sub: Press Release – May 06, 2025

Please find enclosed a Press Release dated May 06, 2025, on “**Kouzina Acquires Exclusive License to Scale Swiggy’s Food Brands: The Bowl Company (TBC), Homely, Soul Rasa, and Istah**”.

This disclosure is made pursuant to the requirements under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Yours faithfully,

For and on behalf of
Swiggy Limited

Sriharsha Majety
Managing Director & Group CEO
DIN: 06680073

SWIGGY LIMITED

(formerly known as “Swiggy Private Limited” and “Bundl Technologies Private Limited”) | CIN: L74110KA2013PLC096530

www.swiggy.com | T: 080-68422422

Registered & Corporate Office: No.55 Sy No.8-14, Ground Floor, I&J Block, Embassy Tech Village, Outer Ring Road, Devarbisanahalli, Bengaluru - 560103

Kouzina Acquires Exclusive License to Scale Swiggy's Food Brands: The Bowl Company (TBC), Homely, Soul Rasa, and Istah

Over time, and upon meeting certain agreed-upon conditions, Swiggy will transfer ownership of these brands to Kouzina

Bengaluru, India - May 06, 2025 - Kouzina Food Tech, one of India's fastest-growing food service platforms, has entered into a strategic agreement with Swiggy for the exclusive license of its digital-first food brands: **The Bowl Company (TBC), Homely, Soul Rasa, and Istah**. Under this agreement, Kouzina will manage end-to-end operations, innovation, and growth for these brands. Upon fulfillment of certain pre-agreed conditions, Swiggy will transfer full ownership of these brands to Kouzina.

"This transaction further cements our position as a leading food services company in India and accelerates our growth trajectory," said **Gautam Balijepalli, Co-founder & CEO of Kouzina**. "The Bowl Company is a gold standard in digital-first F&B brands, having cracked the code on affordability, consistency, and consumer love. Homely, Istah, and Soul Rasa have also seen fantastic customer loyalty over the years. Under Kouzina, we'll scale these brands even faster, expanding into new markets through our asset-light expansion model. Homely is live in select Bangalore locations, with The Bowl Company launching later this week. We're also preparing to expand to more cities soon."

"Swiggy's food brands-including The Bowl Company, Homely, and others were launched to address gaps in restaurant supply and meet the demand for variety and convenience in food delivery. These brands have filled key market whitespaces and inspired restaurant partners to innovate, ultimately benefiting consumers. With its expansive digital-first F&B platform and asset-light business model, Kouzina is well-positioned to scale these brands to new heights," said **Arpit Mathur, VP at Swiggy**.

At the center of this update is The Bowl Company, one of India's most popular digital food brands. Launched by Swiggy in 2017, The Bowl Company pioneered the concept of high-quality, flavorful, single-serve meals designed for everyday convenience. Its broad and innovative menu appeals to students, working professionals, and families alike, with signature dishes such as Peri Peri Chicken Rice Bowl, Nawabi Paneer Lababdar Rice Bowl, Drunken Chicken Rice Bowl, and Dhaba Style Dal Tadka Rice Bowl.

Consolidating Market Leadership

In recent years, Kouzina has rapidly expanded its house of brands, now operating with over 250 kitchen partners across 100+ cities. With this addition, Kouzina's portfolio now covers the full spectrum of food occasions-from mass-market meals and thalis (Mealy, Homely) to premium bowls and global flavors (The Bowl Company, Istah), as well as regional favorites and indulgences (Vasudev Adiga's, WarmOven,

KaatiZone, MomoZone, Mad Over Parathas & Pakodas). This diverse portfolio boosts order volumes and maximizes resource utilization across Kouzina's nationwide kitchen network.

Kouzina has been on an aggressive expansion spree, having recently acquired the iconic South Indian brand Vasudev Adiga's and invested in Shark Tank-famed MOPP Foods. The company is actively inviting franchise partners to expand these brands through its cloud kitchen network, with overwhelming interest from both new and existing partners.

The deal comes amid exponential growth in India's food delivery, QSR, and cloud kitchen markets, driven by shifting consumer preferences and rising online ordering. Kouzina is leveraging these trends to build a strong and sustainable business, with plans to take the company public within the next five years.

About Kouzina

Founded by IIT/IIM alumni and leaders from Ola, Flipkart, and Amazon, Kouzina is one of India's fastest-growing food service companies. Focused on building India's most loved food brands across categories, Kouzina is backed by marquee investors and is scaling its house of brands platform rapidly across cloud kitchens, QSRs, and quick commerce formats.

Media Contact:

Geetika Anand Gupta

geetika.gupta@kftpl.com

www.kouzinafoodtech.com