



Tasty Bite Eatables Limited

TBEL/SE/2025-26

25 August 2025

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
Rotunda bldg., P.J. Towers,
Dalal Street, Mumbai- 400001

Scrip Code: 519091

National Stock Exchange of India

Corporate Service
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East), Mumbai -400051

NSE Symbol: TASTYBITE

In Ref : In reference to our letter dated 9th July, 2025

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - launch a new product range under the retail brand- CHEFFIN'

Dear Sir,

Pursuant to Regulation 30 read with Schedule III Part A, Para B of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company is proposing to launch a new product range under its retail brand "**CHEFFIN**" on the e-commerce platform **Amazon**.

The details of the product launch and a presentation in this regard are enclosed herewith for your reference and records.

Sr No.	Particular	Details
1	Name of the product	1. Dal Makhani Kit 2. Butter Chicken Kit 3. Chicken Tikka Masala Kit 4. Kadhai Veg Kit 5. Shahi Paneer Kit
2	Date of launch	25 August 2025
3	Category of the Product	Ready to cook
4	Whether Category Domestic/ Internation	Domestic
5	Name of Countries in which the product is launched	India

Thanking You

For Tasty Bite Eatables Limited

(Vimal Tank)

Company Secretary & Compliance Officer

Regd. Off. : 201/202, Mayfair Tower, Wakdewadi, Shivajinagar, Pune - 411 005, India.

Tel.: + 91 20 3021 6000, 2553 1105 Fax: + 91 20 3021 6048, E-mail : info@tastybite.com

Factory : Gat No. 490, Bhandgaon, Pune Solapur Highway, Tal. Daund, Dist. Pune - 412214. Tel.: + 91 2117 306500

Website : www.tastybite.co.in, CIN : L15419PN1985PLC037347



Tasty Bite Eatables Limited (TBEL) is pleased to announce the launch of its new consumer brand, **CHEFFIN'**, marking a significant step in our transformative journey towards growing our B2C presence in India. The launch is rooted in powerful consumer insights around the growing demand for convenient, high-quality, restaurant-style meals at home, especially among urban working households. With this move, TBEL is expanding its portfolio to directly serve the fast-emerging Ready-to-Cook category in India.



CHEFFIN' enter the market with a distinctive **Ready-to-Cook Meal Kit range (5 Products)** inspired by iconic North Indian cuisine, designed to deliver restaurant-style taste with home-style goodness. Combining authenticity, convenience, and the joy of cooking, Cheffin' is poised to transform the way urban India cooks at home. With its debut on **Amazon on 25th Aug 2025**, Cheffin' strengthens TBEL's position in India's growing packaged food sector and represents a milestone in our journey to build trusted consumer brands.

CHEF FIN'



TM



TRUSTED BY **TOP 15** RESTAURANT CHAINS

SCAN TO GET CHEFFIN'

CHEFFIN'TM

BUTTER CHICKEN KIT

OUR RESTAURANT-STYLE TASTE. YOUR HOME-STYLE GOODNESS.

CHICKEN TIKKA MASALA KIT

GET CHEFFIN'

NET WT. **285 g**
SERVES **2**
JUST ADD CHICKEN!

MAKES ARE FOR ILLUSTRATIVE PURPOSES ONLY.



CHEFFIN'TM



BRAND PURPOSE

Cheffin' empowers you to make meals that live up to you.

CHEFFIN' is based on a simple idea - that with the right tools & knowledge, anyone can unleash their inner chef!





IT'S A WIN-WIN WITH CHEFFIN'

RESTAURANT-STYLE
TASTE CRAFTED BY
CHEFS

HOME-STYLE
GOODNESS

CUSTOMISED
BY YOU



Bold Flavours, **Honest Ingredients.**

We believe in complex tastes, not complicated labels.



1, 2, 3...
and it's Cheffin'
ready!

3-step home-style
cooking experience.



WHAT ARE YOU
CHEFFIN' NEXT?



**CHICKEN TIKKA
MASALA KIT**

**BUTTER
CHICKEN KIT**

**SHAHI
PANEER KIT**

**DAL
MAKHANI KIT**

**KADHAI
VEG KIT**



BUY NOW!

