



E:KRBL/BIBHU/STK_EX_2021/72
10 February 2021

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

This is pursuant to the provisions of Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and with reference to our earlier intimation dated 17 March 2018, pertaining to the international market launch of “India Gate Chia Seeds” and “India Gate Flax Seeds”, as part of KRBL Limited’s health foods portfolio.

As a forward integration step, KRBL Limited is delighted to announce the launch of “India Gate Chia Seeds” and “India Gate Roasted Flax Seeds” in the domestic market as well.

A detailed note in this regard is enclosed herewith.

This is for your kind information and record.

Thanking you,

Yours faithfully,
For KRBL Limited

Raman Sapra
Company Secretary

Encl: As above

KRBL launches “Chia Seeds” and “Roasted Flax Seeds”

New introductions comprehensively augment branded portfolio comprising Quinoa and Brown Rice, in the domestic market

Noida, 10 February 2021

KRBL Limited, India's first integrated rice company with a comprehensive product chain as well as world's largest rice miller and basmati rice exporter, announced 2 new additions in the domestic market to its health foods branded portfolio namely, “Chia Seeds” and “Roasted Flax Seeds”.



“Chia Seeds” is the ultimate super food with the goodness of protein, fiber, minerals, vitamins and essential fatty acids in a single offering, meeting nutritive requirements of all age-groups. Regular consumption has been known to bestow long-lasting benefits, on account of the combined impact of these nutrients. Given its easy supplementation “Chia Seeds” can readily be integrated into every diet and contribute towards a wholesome lifestyle.

“Roasted Flax Seeds” is a nutrient dense, super-seed, with a nutty flavor and delightful crunch. It presents a potent combination of wholesomeness and taste, which can be added to any meal. It is also an excellent source of omega 3 fatty acids and PUFA, that helps keep one's cholesterol level in check. It is regarded as a well-balanced super food by many, containing all the essential minerals, vitamins and fatty acids. “Roasted Flax Seeds” is yet another healthy offering from KRBL Limited aimed at promoting healthy living.

With deep understanding of emerging consumer needs the Company has consistently played a role in establishing healthy eating trends through its brand line. Both products announced today will be available for sale to domestic markets w.e.f. 10 February 2021 and augment KRBL Limited's branded portfolio of healthy foods.



About KRBL Limited

KRBL Limited (NSE: KRBL, BSE: 530813) is the world's largest rice miller and Basmati rice exporter. It is also India's first, integrated rice company with an extensive supply chain presence and a rich, 130-year history. With processing capacities of 195 MT/per hour, KRBL is a renowned name in the branded Basmati industry. The Company's portfolio also includes 14 brands in Rice and a variety of healthy food products like Quinoa, Chia Seeds, Flax Seeds, Brown Rice. The Company offers its rice under a varied range of brands namely India Gate, Nur Jahan and many more. Its **India Gate** brand is appreciated worldwide for premium quality.

The Company engages in seed production, touch cultivation, paddy procurement, storage, processing, packaging, basmati rice branding and marketing. The operating divisions of the Company include Agri, covering agricultural commodities such as rice, furfural, seed, bran and bran oil, among others, and Power, which includes wind turbine, husk-based power plant and solar power plant power generation.

The Company enjoys presence in the domestic as well as in the international markets, like Saudi Arabia, United Arab Emirates, Iraq, Kuwait and Qatar, amongst others. Within India the Company's range of brands is well represented across all retail formats including traditional kirana stores, modern channels and e-commerce platforms.

Disclaimer: Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The Company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

