



E:KRBL/BIBHU/STK\_EX\_2021/33

17 August 2020

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

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 2 new products in the Wholesome Grain, Oil & Oil Products (FMCG) category in the name and style of “Rice Bran Oil” and “Amaranth” on 25 August 2020. At present the same will cater to the international market.

A detailed announcement 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**

**Corporate Office** : C-32, 5th & 6th Floor, Sector-62, Noida-201301, Gautambudh Nagar, (U.P.), INDIA.  
**Regd. Office** : 5190, Lahori Gate, Delhi - 110 006, INDIA. Tel. : +91-11-23968328, Fax : +91-11-23968327, CIN No. L01111DL1993PLC052845  
Tel. : +91-120-4060300, Fax : +91-120-4060398. E-mail : mails@krblindia.com. Visit us at : www.krblrice.com

**WORLD'S LARGEST RICE MILLERS & BASMATI RICE EXPORTERS**



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<b>The General Manager</b> Department of Corporate Services BSE Limited Floor 25, Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001	✓	<b>National Stock Exchange of India Limited</b> “Exchange Plaza”, C-1, Block-G Bandra-Kurla Complex Bandra (E), Mumbai-400051
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**WORLD'S LARGEST RICE MILLERS & BASMATI RICE EXPORTERS**

# KRBL launches Rice Bran Oil and Amaranth

New introductions expand comprehensive branded portfolio comprising Quinoa, Chia Seed, Flax Seed and Brown Rice in international markets

Noida, 14 August 2020

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 to its healthy foods, branded portfolio namely, Rice Bran Oil and Amaranth.**



Rice Bran Oil is widely known as one of the most nutritious edible oils available due to its balanced fatty acid profile, abundance of heart healthy Oryzanol and presence of some special micro-nutrients, known to maintain healthy cholesterol levels besides promoting overall health and well-being. Rice Bran Oil is very versatile option in healthy modern cuisine and finds application in various everyday cooking preparations.

Amaranth is a pseudo-cereal and is a dietary staple in certain parts of the world. It is a naturally Gluten Free food containing fiber, minerals such Magnesium and Zinc and also trace elements like Manganese and Copper that help in metabolization of protein and other macronutrients. Amaranth finds multiple applications, where it can be consumed by itself by way of a water-based preparation and also incorporated into pasta or flakes and baked into biscuits. It is very routinely consumed as an alternative to traditional true cereal such as Wheat and is easy to incorporate into traditional dishes.

With deep understanding of emerging consumer tastes 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 international markets w.e.f 25 August 2020 and augment KRBL Limited's branded portfolio of healthy foods.



## About KRBL Limited

With a 130-year old legacy, KRBL Limited is India's first integrated Rice company with comprehensive presence across the product value-chain. It's **India Gate** brand is renowned worldwide for premium Basmati Rice. It's portfolio also includes 14 brands in Rice and a variety of healthy food products like Quinoa, Chia Seed, Flax Seed, Brown Rice.

The Company engages in seed production, touch cultivation, paddy procurement, storage, processing, packaging, Basmati Rice branding and marketing. Operating divisions of the Company include Agri, which includes 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.

At 195 MT/hour, the Company has created the largest Rice milling capacity in the world. This is supported by 6 mn sq. ft. of warehousing spread over 346 acre with the capacity to store 1 mn MT of Rice and Paddy. The 146.94 MW energy business supports the milling and processing operations of the Company captively.

KRBL Limited has consistently retained its position as the largest exporter of branded Basmati Rice from India. Its products are enjoyed by customers from all major continents. 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.

