



# SARVESHWAR FOODS LIMITED

(Formerly Known As Sarveshwar Organic Foods Limited)

CIN : L15312JK2004PLC002444

Regd. Off : Sarveshwar House, Below Gumat, Jammu, (J&K) - 180001

Ph. : 0191-2483981, 2481954, Fax : 0191-2481941, Email : info@sarveshwarrice.com

Ref. No. : .....

Dated : .....

12<sup>th</sup> September, 2024

Listing Compliance Department  
**National Stock Exchange of India Ltd**  
Exchange Plaza,  
Bandra- Kurla Complex  
Bandra (E), Mumbai 400051

Listing Compliance Department  
**BSE Limited**  
Phirozee Jeejeebhoy Towers,  
Dalal Street,  
Fort, Mumbai - 400 001

**Symbol: SARVESHWAR**

**Scrip Code: 543688**

**Sub: Submission of Press Release**

**“Sarveshwar Food expands its Product Portfolio with Innovative Rice-based Offerings, reinforcing commitment to health-conscious and convenient Meal Solutions”**

Dear Sir/Ma'am,

We are submitting herewith Press Release, in terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, with captioned title.

We request you to please host the information on Stock Exchange official website for the knowledge of members/investors of the Company and oblige.

Thanking you,

Your faithfully  
*for Sarveshwar Foods Limited*

**Sadhvi Sharma**  
Company Secretary

Encl : a/a



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## Press Release

**“Sarveshwar Food expands its Product Portfolio with Innovative Rice-based Offerings, reinforcing commitment to health-conscious and convenient Meal Solutions”**

**Jammu, 12<sup>th</sup> September, 2024** – Sarveshwar Food Limited, an emerging player in the agri-food sector based in Jammu, is pleased to announce the expansion of its product portfolio with a range of new rice-based offerings. This strategic development underscores the company's commitment to innovation, quality, and meeting the evolving preferences of today's health-conscious and discerning consumers.

In response to the increasing demand for healthier, convenient, and diverse food options, Sarveshwar Food is introducing a series of new products as a part of Sarveshwar Food's robust new product development (NPD) strategy, designed to enhance and expand its product portfolio while delivering nutritional benefits and authentic culinary experiences. New Rice-Based Product Range Includes:

- 1. Turmeric Rice:** Infused with the warm, earthy flavor of turmeric, this rice offers anti-inflammatory benefits while adding a distinctive taste and vibrant color.





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2. **Spice Mix Rice:** A savory blend of aromatic spices combined with high-quality rice, delivering a robust flavor profile that's ideal for those who enjoy easy-to-prepare, convenient, tasty and flavorful meals.
3. **Khichadi Rice:** A comforting blend of rice and lentils spiced with traditional seasonings, perfect for a nutritious and quick meal. This product combines convenience with a balanced mix of proteins and carbohydrates.
4. **Vegetable Rice:** Features premium rice mixed with a vibrant assortment of vegetables, including peas, carrots, and bell peppers, providing easy to prepare healthy meal option.
5. **Black Rice:** Known for its rich antioxidant properties and deep color, organically produced Black Rice offers a nutrient-dense, slightly nutty flavor, making it a healthful addition to a variety of dishes.

“Our approach to new product development is both strategic, futuristic, and consumer-centric,” said Mr. Rohit Gupta, Chairman of Sarveshwar Food Ltd. “With these new products, we are reinforcing our commitment to delivering value-driven, health-conscious, and convenient meal solutions that resonate with current global trends, and reflects our dedication to enhancing the culinary experience with natural ingredients, exceptional flavors.”

Sarveshwar Food’s new product range is designed to reinforce its leadership in innovative food solutions. Each product, developed through thorough market research and a commitment to sustainability and quality, blends high-quality ingredients with traditional and functional elements like spices and herbs. This approach addresses diverse dietary needs while upholding the company’s core values of quality and authenticity.

The company anticipates that the new product range will generate Rs. 700-800 million in annual revenue with improved profit margins. These products, will soon be launched under the ‘NIMBARK’ brand, and made available across India at high-end domestic retailers and select international markets through the wholly owned subsidiary ‘Himalayan Bio Organic Foods Limited’ this festive season. Additionally, Sarveshwar Food will showcase these offerings in its stores and at upcoming food expos, providing consumers and industry professionals with an opportunity to sample the new flavors.



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Looking forward, Sarveshwar Food is dedicated to broadening its product lineup with innovative solutions that cater to global tastes, to fortify its positioning in Industry Matrix.

**About Sarveshwar Foods:** Sarveshwar Foods Limited (SFL) is an ISO 22000:2018 and USFDA (United States Food and Drug Administration) certified company. SFL also has BRC (biggest global standard for food safety), Kosher, NPPO USA & CHINA along with NOP - USDA Organic certifications for its products.

The Company is engaged in the business of manufacturing, trading, processing, and marketing of branded and un-branded basmati and non-basmati rice in the domestic and international markets. Our operations are based out of the Jammu Region in the State of Jammu and Kashmir. SFL has sustainable and eco<sup>+ve</sup> legacy of serving healthy and tasty rice for more than 130 years and in last couple of decades proliferated its heritage to other premium categories of FMCG and Organic products.

SFL belongs to the lands in foothills of Himalayas which is nourished by fertile mineral-rich soil, organic manure and snow melted waters of river Chenab, wherein without using any artificial fertilizers and chemicals, they produce full range of 'ORGANIC' products, being sold with brand name 'NIMBARK'- conceptualized to spread the philosophy of the 'SATVIK' conscious lifestyle.

To sell its products, SFL has adopted 3-way strategies, first through conventional channels, another to have its own retail outlets, and to tap young and tech-savvy generations' growing tendency of buying products online through [www.nimbarkfoods.com](http://www.nimbarkfoods.com)

SFL is the first private sector NSE and BSE listed food company in Jammu & Kashmir with NSE Symbol: SARVESHWAR and BSE Scrip Code: 543688

Disclaimer: Certain statements, words in this document that are not historical facts are forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by this forward-looking statement. Sarveshwar Foods Limited, its subsidiaries and associates shall not be in any way responsible for any action taken based on such looking statements.