



SARVESHWAR FOODS LIMITED

(Formerly Known As Sarveshwar Organic Foods Limited)

CIN : L15312JK2004PLC002444

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

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Ref. No. :

Dated :

January 08,2024

Listing Compliance Department
National Stock Exchange of India Limited
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: Media Release

“Sarveshwar Foods Ltd is granted 1st “Geographical Indication”(GI) in Jammu & Kashmir for Basmati Rice by APEDA (Ministry of Commerce & Industry, Govt. of India”

In terms of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release being made by the Company today titled **“Sarveshwar Foods Ltd is granted 1st “Geographical Indication”(GI) in Jammu & Kashmir for Basmati Rice by APEDA (Ministry of Commerce & Industry, Govt. of India”** for your records and public dissemination.

Kindly do the needful and oblige.

Thanking you,
Yours Faithfully,

for Sarveshwar Foods Limited

Sadhvi Sharma
Company Secretary and Compliance Officer



Media Release

“Sarveshwar Foods Ltd is granted 1st “Geographical Indication” (GI) in Jammu & Kashmir for Basmati Rice by APEDA (Ministry of Commerce & Industry, Govt. of India)

Jammu, January 8, 2023: Sarveshwar Foods Limited is pleased to announce that it has been granted 1st **“Geographical Indication” (GI) tag** in Jammu & Kashmir for Basmati Rice by APEDA (Ministry of Commerce & Industry, Govt. of India).

With this, Sarveshwar Foods limited became the 1st and only company based in Jammu and Kashmir region which has the GI tag for Basmati rice for export purposes.

GI tag awarded by the APEDA (Ministry of Commerce & Industry, Govt. of India) after thorough verification of records, quality of the product, their properties, organ, and procurement, processing procedure adopted by Sarveshwar Foods for its Basmati Rice, and henceforth entitles the company to affix GI Tag on its packaging for export.

A product with GI Tag is recognised as genuine and authentic product by the consumers in international market and enable the company to penetrate deeper in the international markets, extend its product-franchise across the globe, and that too with better and higher pricing for its product offerings, already known for its quality, aroma and authenticity.

Commenting on the occasion, Mr. Rohit Gupta, Chairman of the Company said "it is an honour for entire team that Sarveshwar Foods Limited has become the first and the only Company from Jammu & Kashmir to obtain **Geographical Indication” (GI) from APEDA (Ministry of Commerce & Industry, Govt. of India) for Basmati Rice.** He further added "We are hopeful that with use of the GI tag, Sarveshwar Foods limited will be able to augment its strength both in the domestic tariff area as well as in International market for its Basmati rice in the coming times.

About 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 India's Jammu Region. SFL has sustainable and eco+^{ve} 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 brandname '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

SFL is the first private sector NSE and BSE listed food company from Jammu & Kashmir region 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.