



SARVESHWAR FOODS LIMITED

CIN :L15312JK2004PLC002444

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

E-mail : cs@sarveshwarrice.com

Contact No. : 01923-220962

Ref no.:

Date:

November 10, 2025

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

**J&K Base FPO, IREF AND SARVESHWAR FOODS SIGN MOU TO BOOST KASHMIR'S AROMATIC
"MUSHKBUDJI RICE" PROCUREMENT**

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 **"J&K-base FPO, IREF, & Sarveshwar Foods Sign MoU to Boost Kashmir's Aromatic 'Mushkbudji Rice' Procurement"** for your records and public dissemination.

Details as required in accordance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024 are enclosed herewith.

Kindly do the needful and oblige.

Thanking you,
Yours Faithfully,
For Sarveshwar Foods Limited

Sadhvi Sharma
Company Secretary and Compliance Officer



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Jammu – November 10, 2025: Sarveshwar Foods Limited's (SARVESHWAR | BSE: 543688 | INE324X01026), today announced of entering into a tri-party agreement for the procurement and distribution of **Mushkbudji Rice** - a locally produce aromatic rice.

Following this agreement, **Mushkbudji Rice** — the aromatic rice from Jammu & Kashmir — will now be promoted through a new collaborative initiative. This was announced on the sidelines of BIRC 2025.

Three key entities have signed a Memorandum of Understanding (MoU) to explore commercial arrangements for the procurement and promotion of this prized rice variety. They are: **Sagam Mushkbudji Farmer Producer Company (FPC)** - representing the growers of Mushkbudji rice in Jammu and Kashmir, **Indian Rice Exporters Federation (IREF)** - the apex body of rice exporters, and **Sarveshwar Foods Ltd**, the leading company in the food industry, specializing in quality products from Jammu and Kashmir.

The agreement signifies a strategic intent to formalize future commercial transactions for the procurement of Mushkbudji rice. The Parties recorded a mutual intention to explore potential procurement for a total indicative **quantity of 500 Metric Tons (MT), valued at approximately Rs 7.5 Crores**, destined for distribution across Pan India.

The primary objectives outlined in the MoU include, establishing a framework for good-faith cooperation and discussion regarding the procurement of high-quality Mushkbudji rice, outlining product quality expectations and specifications necessary for future definitive agreements, and strengthening the supply chain, directly benefiting the Mushkbudji rice farmers represented by the Sagam FPC.



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Speaking on the occasion, Mr. Rohit Gupta, Chairman of Sarveshwar Foods Limited: "Sarveshwar Foods is committed to promoting the unique agricultural wealth of Jammu and Kashmir. This MoU formalizes our intent to expand the reach of this exquisite rice variety to consumers across the country."

Dr. Prem Garg, National President of IREF, stated, "This collaboration is crucial. It connects premium, niche agricultural produce like Mushkbudji directly to established markets, providing fair value to our FPCs and enhancing India's portfolio of specialty rice exports."

The Authorized Signatory for Sagam Mushkbudji, Mr. Shabir Ahmad Baba, welcomed the initiative: "This arrangement opens a huge opportunity for our farmers. It provides stability and confidence that our unique produce will find the market it deserves."

About Sagam Mushkbudji Farmer Producer Company

Sagam Mushkbudji FPC works to organize and empower farmers involved in the cultivation of Mushkbudji rice in the Anantnag district of Jammu and Kashmir.

About Indian Rice Exporters Federation (IREF)

IREF is a national body representing and safeguarding the interests of rice exporters in India, working to promote Indian rice globally.

About Sarveshwar Foods Limited

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 and Gandhidham region in the State of Gujarat. SFL has sustainable and eco+ve legacy of serving healthy and tasty rice for



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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 and various E-commerce platforms such as Amazon, Flipkart .

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

For further information, you may please visit <https://sarveshwarfoods.com/>

Disclaimer

Certain statements 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 results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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Annexure-I

Details as required in accordance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024.

S.No	Details of events that need to be provided	Information of such events
1.	Name of the entity with whom agreement/ JV is signed	Sarveshwar Foods Limited entered into a Memorandum of Understanding (“MOU”) SAGAM Mushkbudji Farmer Producer Company and the Indian Rice Exporters Federation (IREF).
2.	area of agreement/JV	Procurement of 500 Metric Tons of Mushkbudji rice of INR 7.5 crore from India.
3.	domestic/international	Domestic
4.	share exchange ratio / JV ratio	Not applicable
5.	scope of business operation of agreement / JV	To explore procurement of of 500 Metric Tons of Mushkbudji rice INR 7.5 crore from India.
6.	details of consideration paid / received in agreement / JV	INR 7.5 crore
7.	significant terms and conditions of agreement / JV in brief	potential procurement of 500 metric tonnes (MT) of Mushkbudji rice, valued at approximately ₹7.5 crore, to strengthen the domestic supply chain and meet the growing demand for high-quality rice across India
8.	whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at	Not Applicable



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	"arm's length"	
9.	size of the entity(ies)	Not Applicable
10.	Rationale and benefit expected	The MoU is signed with the objective of exploring potential commercial arrangements for the procurement of premium Mushkbudji rice from farmers in India in the coming year. The MoU aims to facilitate structured collaboration that ensures fair pricing for farmers, consistent product quality, and timely delivery to domestic markets
11.	In the event that any such arrangement is called off for any reason, the same shall be disclosed along with the reasons for calling off the proposal.	Not Applicable