

Date: 22.08.2023

To,

The General Manager
BSE Limited
 Corporate Relationship Department
 Phiroze Jeejeebhoy Towers
 Dalal Street
 Mumbai- 400 001
BSE Scrip Code: 531449

The Manager
National Stock Exchange of India Limited
 Listing Department Exchange Plaza
 5th Floor, Plot No. C-1, Block-G
 Bandra-Kurla Complex, Bandra(E)
 Mumbai-400 051
NSE Scrip Code: GRMOVER

Subject: Intimation under Regulation 30 of the SEBI (Listing obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

This is to inform you pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 that the company has launched its packaged products – **Besan, Daliya, Maida, Poha and Sooji** under the “**10X Shakti**” Brand under its subsidiary company GRM Foodkraft Private Limited. These new products will be available to consumers through General trade and Modern trade channel, with a special focus on the various E-commerce platforms to ensure a wider reach of these products.

Further, the disclosure as required under Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/ CFD /CMD/4/2015 dated September 9, 2015, SEBI master Circular SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023 and SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is as under:

S. No	Particulars	Description
1	Name of the Product	Besan, Daliya, Maida, Poha and Sooji
2	Date of Launch	22 nd August, 2023
3	Category of the product	Staples
4	Whether caters to domestic/international market	Domestic market
5	Name of the countries in which product is launched	India



TANOUSH
ORGANIC

Benti



Registered Office
 128, First Floor,
 Shiva Market Pitampura,
 Delhi 110034, India. • +91-11-4733 0330

Corporate Office
 8 K.M. Stone, Gohana-Rohtak Road
 Village Naultha, Panipat 132145
 Haryana, India • +91-972964 7000/8000

Factory
 • Gohana Road (Panipat), Haryana
 • Naultha (Panipat), Haryana
 • Gandhidham, Gujarat

The above information will be available on the website of company at www.grmrice.com.

You are requested to kindly take the same on your record.

Thanking you.

Yours faithfully,

FOR GRM OVERSEAS LIMITED

SACHIN NARANG
COMPANY SECRETARY AND COMPLIANCE OFFICER
M.NO: 65535



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GRM Overseas expands its “10X Shakti” brand portfolio;
Introduces Packaged Besan, Daliya, Maida, Poha and Sooji

Panipat, Haryana, 22nd August 2023: GRM Overseas Limited (herein referred to as “GRM”), one of India’s leading basmati rice exporters and a growing consumer staples player, has continued its commitment to excellence by introducing its latest line of packaged products - **Besan, Daliya, Maida, Poha and Sooji** under the “**10X Shakti**” brand under its subsidiary **GRM Foodkraft Pvt. Ltd.** (GFK). These new products will be available to consumers through General trade and Modern trade channel, with a special focus on the various E-commerce platforms to ensure a wider reach of these products.

These products are widely used products across the country and have been carefully crafted to enhance the daily lives of consumers, providing convenience, quality, and reliability which GRM has a legacy of.



Speaking about the new product launches, Mr. Atul Garg, Managing Director, said: “We are thrilled to announce the addition of these products to our “10X Shakti” product portfolio, as part of our ongoing efforts to expand our domestic branded business and become a preeminent & standalone consumer staples organisation.

These high-quality offerings underscore our commitment to providing households with reliable and healthy products, thereby improving the lives of our valued customers. We have carefully crafted this new product range to ensure it aligns perfectly with the ever-evolving demands of modern households.

This is an important and progressive step for our domestic branded business, and we are sure that these new products will be highly appreciated by our customers and further increase our brand presence and recognition within the domestic market. We remain confident in our ability to position ourselves as the dominant and trustworthy standalone consumer staples brand in the country.”



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About GRM Overseas:

From humble inception in 1974 to redefining itself in the form of GRM, the Company has travelled a long way since then. Initially set up as a rice processing and trading house, it is growing to become a consumer staples organisation. During the initial years, GRM exported rice to the Middle East, the United Kingdom, and the United States. Gradually expanding its reach, GRM has developed a market for its rice in 42 countries, thereby achieving the title of the 3rd leading Rice Exporter in India. GRM has three rice processing units with an overall annual production capacity of 4,40,800 MT-based out of Panipat (Haryana), Naultha (Haryana) and Gandhidham (Gujarat). Additionally, the Company has a warehousing facility of 1.75 Lakhs sq ft space adjacent to the Gandhidham plant facilitating speedy shipments from Kandla and Mundra ports.

GRM sells products under its brands, namely “10X”, “Himalaya River” & “Tanoush,” and also sells through private label arrangements under customers’ brands. GRM has endeavoured to reach consumers directly with its brands and products in recent years. By placing its products on the shelves of several major retailers in India and abroad, GRM has ensured that the end consumer always has easy access to their high-quality products. The Company aims to deliver the best quality products to customers with stringent and proactive quality control procedures in place, according to international requirements.

For more information, please contact:

<p>GRM Overseas Limited Sachin Narang, Company Secretary & Compliance Officer cs@grmrice.com</p>	<p>Ernst & Young LLP Vikash Verma Rohit Anand Riddhant Kapur vikash.verma1@in.ey.com rohit.anand4@in.ey.com riddhant.kapur@in.ey.com</p>
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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, industry risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. GRM Overseas will not be 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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