

Date: 10th January, 2022

To,

Department of Corporate Services
Bombay Stock Exchange Limited,
P. J. Towers, Dalal Street,
Mumbai- 400001

(Scrip Code: 531449)

Dear Sir / Madam,

Sub: Press Release/ Intimation under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Pursuant to the provisions of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that Company is delighted to announce association of its subsidiary GRM Foodkraft Private Limited with Udaan for Selling of its various categories of Rice through Udaan Platform. In this connection please find attached the press release titled “GRM Foodkraft’s 10X Brand to be available on Udaan platform”.

We request you to kindly note and take the above information on record

For GRM Overseas Limited

Balveer Singh
Company Secretary
M. No. 59007



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

Press Release

GRM Foodkraft's 10X Brand to be available on Udaan platform

The company to leverage Udaan's extensive network of retailers and further enhance GRM Overseas Subsidiary's presence in Domestic Market

Panipat, Haryana, 10 January 2022: GRM Overseas Limited (herein referred to as "GRM"), one of India's leading basmati Rice exporters and a growing consumer staples player, announces its subsidiary, GRM Foodkraft Pvt. Ltd (GFK) 10X Rice brand will be available on Udaan, India's largest Business-to-Business (B2B) e-Commerce platform. The Company will initially begin selling its various categories of Rice under 10X Brand through this platform and progressively introduce other products.

Udaan has a vast distribution network of over 3 million retailers in over 1000 cities and covering 12,000+ pin codes across the country. This association with Udaan is yet another milestone in GRM's objective to strengthen 10X's brand and reach a wider consumer base pan India. Furthermore, while this partnership is expected to assist in enhancing 10X brand presence in the domestic market by increasing market share and product reach, it will also keep it competitive and drive revenue and profitability growth for the Company.

On this important development, **Mr. Atul Garg, Managing Director**, said: *"GRM is one of the prominent Rice processors and suppliers worldwide. The Company has reached this height through its continuous quest for excellence and commitment to customer taste. With a well-defined strategy of employing cutting-edge technology while investing considerable time and money into R & D, the Company has excelled in anticipating the changes in food industry trends and bringing in products accordingly to cater to the ever-growing market."*

The availability of our products on the Udaan platform is an extension of our objective of penetrating the domestic consumer staples segment and capturing the unorganised market. Before Udaan, GRM Foodkraft already enjoys association with large modern trade players like Jio Mart and Walmart India leveraging their platform and network to strengthen its brand presence and recognition. Furthermore, we are optimistic of entering into such strategic association with more such leading modern trade players operating in India going ahead."

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 **more than 38 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) with 300 MTPD, Naultha (Haryana) with 500 MTPD, and Gandhidham (Gujarat) with 2,000 MTPD. 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.



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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.

About Udaan:

Founded in 2016 with a vision to transform the trade ecosystem and empower small businesses by leveraging technology, Udaan is India’s largest B2B e-Commerce platform. It has operations across categories including lifestyle, electronics, home & kitchen, staples, fruits & vegetables, FMCG, pharma, toys and general merchandise. Udaan has over 3 million users, 2 million retailers and 30,000 sellers on the platform across the country. The platform enables supply chain & logistics operations, focused on B2B trade and built on strong technology, for daily delivery across 1000+ cities and 12,000+ pin codes through Udaan Express. Udaan enables financial products and services to small businesses, manufacturers, and retailers through Udaan Capital to grow their business.

Udaan is headquartered in Bangalore with offices in all leading metros and major cities across India.

For more information, please contact:

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