

Date: 08.08.2018

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

Sub: Press Release

Scrip Code: 531449

Dear Sir/ Madam,

With reference to the above captioned subject, please find enclosed of the copy of press release issued by the company on August 08, 2018, pursuant to the Regulation 30 of SEBI (LODR) Regulations, 2015.

You are requested to take the above on your records and acknowledge the same.


for GRM Overseas Ltd.

Rohit Garg *Director/M. Director*
(Managing Director)
DIN: 00673304
Address: 679-L Model Town
Panipat-132103

Encl.: a/a

CIN-L74899DL1995PLC064007

GRM Overseas has partnered with TESCO and is set to expand its presence in the UK

Panipat, India, August 8, 2018 – GRM Overseas Limited, one of India’s leading basmati rice exporters (referred to as “GRM” or the “Company”), is pleased to announce that GRM has entered into an agreement with TESCO UK to place its own brand of basmati rice ‘Himalaya River’ in TESCO UK stores. Starting September 2018, ‘Himalaya River’ basmati rice will be available in 5kg and 10 kg pouches in around 220 TESCO stores across the UK.

In FY2018, GRM had launched its own brand of basmati rice for export and had begun retailing at large retail chains in the UK like ASDA (Walmart UK) and T.J. Morris. In addition, the partnership with TESCO will further strengthen GRM presence in the UK and is expected to drive the top line growth in the coming years. This is an important breakthrough for GRM since TESCO UK have up to 60% of the market share for basmati rice sales in the UK during the festive season.

Commenting on the development, **Mr. Rohit Garg, MD, and Mr. Atul Garg, Joint MD** said:

GRM is proud to announce an agreement with TESCO and ready to sell its own brand of basmati rice “Himalaya river” in the UK. TESCO is a leading groceries and general merchandise retailer in the UK. Earning shelf space at TESCO for our own brand is a testament to our strong customer relationships as well as our effective marketing capabilities even in western markets. We strive towards more wins like these with top grocery retailers / chains in the international markets in the near future.

Going forward, GRM will continue to focus on diversifying from private label basmati rice offerings to high margin own brands, specialized and value-added products, and adding value through product differentiation. Taking the momentum forward with a clear strategy in mind, GRM is poised to enter into a new era of growth and to create maximum value for all our stakeholders.

GRM Overseas at a Glance:

GRM Overseas Ltd. is one of India’s leading rice exporters, primarily focused on traditional varieties of basmati rice. The Company has a 40 year old legacy and operates from a centralised facility located at Panipat, Haryana. GRM is one the largest exporters to the Gulf region. However, exports are made to over 25 countries, including USA, UK and other European countries. GRM aims to deliver the best quality products to their customers with stringent proactive quality control procedures in place which is in accordance with International requirements. Going forward, GRM is focused on high quality value added offerings such as branded rice varieties, branded basmati, organic rice products and ready-to-eat for the international markets.



For further information, please contact:

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This release contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to GRM’s future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macroeconomic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. GRM undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.

