

Date: April 02, 2025

To,

The General Manager, Listing Department, Bombay Stock Exchange Limited , P.J. Towers, Dalal Street, Mumbai - 400 001	The Manager, Listing & Compliance Department The National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra East, Mumbai - 400051
Scrip Code: 531449	Symbol: GRMOVER

Press Release -Bollywood Superstar Salman Khan Elevates 10X Zarda King's #RishtaMubarak Campaign as the Brand Ambassador

Dear Sir/ Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that GRM Overseas Limited launched their latest ad campaign [#RishtaMubarak](#) to promote its premium Basmati rice brand, 10X Zarda King.

The campaign features the brand's new face, Bollywood megastar Salman Khan, whose unmatched charisma and deep-rooted connect with Indian audiences are set to elevate the brand's recognition, positioning 10X Zarda King as the undisputed choice for all authentic biryani preparations.

The above information is also available on website of the company www.grmrice.com

Kindly take the same on your records.

Thanking you,

Yours faithfully,
For GRM Overseas Limited

Sachin Narang
Company Secretary & Compliance Officer
Membership No.: 65535



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

Salman Khan Elevates 10X Zarda King's #RishtaMubarak Campaign as the Brand Ambassador

New Delhi, April 02, 2025 - GRM Overseas Limited or "GRM", a prominent FMCG player in India, launched their latest ad campaign, #[RishtaMubarak](#) to promote its premium Basmati rice brand, 10X Zarda King. The campaign features the brand's new face, Bollywood megastar Salman Khan, whose unmatched charisma and deep-rooted connect with Indian audiences are set to elevate the brand's recognition, positioning 10X Zarda King as the undisputed choice for all authentic biryani preparations.

The #RishtaMubarak campaign celebrates the pivotal role that food plays in fostering bonds between people. The campaign beautifully illustrates how a dish, particularly an aromatic Zarda or Biryani, unites individuals in moments of love, joy, and tradition.

Zarda King - The Heart of Every Celebration

Zarda King has emerged as a favourite in Uttar Pradesh, Delhi-NCR, Haryana, Rajasthan, and Jammu s Kashmir, among chefs, wedding caterers, and biryani outlets. Its distinctive qualities, including the non-sticky texture, unbreakable grains, and rich natural aroma make it the perfect ingredient for celebratory feasts, whether it's the sweetness of Zarda or the richness of Biryani.

Salman Khan: The Perfect Fit for Zarda King

The captivating appeal of Salman Khan and his profound connection with families across India resonate perfectly with Zarda King's legacy of uniting people around the dining table. His influence, which is particularly strong in North India, aligns seamlessly with the brand's established market presence. This synergy is anticipated to propel Zarda King to greater levels of success and recognition.

Ad Campaign Link - <https://www.youtube.com/watch?v=RpRzJgZW9HQ>

Speaking on the association, Mr. Atul Garg, Managing Director of GRM Overseas, said: "Salman Khan represents much more than his cinematic success; he embodies a sense of familiarity, trust, and strong relationships - principles that resonate with the essence of Zarda



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

King. His presence will undoubtedly strengthen our brand's identity and help us deepen our connection with families who cherish traditions, celebrations, and great food. With Salman Khan endorsing the brand, we are confident that Zarda King will continue to be the first choice for chefs, home cooks, and food lovers across India.”

With Salman Khan's endorsement and the launch of #RishtaMubarak, Zarda King is all set to redefine the way people experience traditional rice dishes. Whether for a grand wedding feast or a simple family dinner, Zarda King ensures every meal is a celebration.

About GRM Overseas Limited:

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 being among the top 5 Rice Exporters 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” s “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.



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

For more information, please contact:

GRM Overseas Limited

Sachin Narang, Company Secretary s Compliance

Officer

investor.relations@grmrice.com

Ernst s Young LLP

Vikash Verma | Rohit Anand | Riddhant Kapur

vikash.verma1@in.ey.com | rohit.anand4@in.ey.com |

riddhant.kapur@in.ey.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, 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.



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