

Date: March 10, 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 brings 10 Ka Dum to GRM Overseas Ltd's 10X Classic Chakki Fresh Atta with its Campaign "Better Half Ki Better Choice"

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 is launching an innovative campaign for its 10X Classic Chakki Fresh Atta, featuring Bollywood superstar Salman Khan as the brand ambassador.

The campaign, titled "Better Half Ki Better Choice," leverages Salman Khan's star power to position 10X Classic Chakki Fresh Atta as the preferred choice for families, bringing the product closer to consumers with the tagline "10 ka Dum."

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



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128, First Floor,
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Village Naultha, Panipat 132145
Haryana, India • +91-972964 7000/8000

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

Bollywood Superstar Salman Khan brings 10 Ka Dum to GRM Overseas Ltd's 10X Classic Chakki Fresh Atta with its Campaign "Better Half Ki Better Choice"

National, 10th March 2025 - GRM Overseas Limited or "GRM", a prominent FMCG player in India, is poised to transform the Wheat Flour market with its innovative campaign for 10X Classic Chakki Fresh Atta, featuring the company's recently appointed Brand Ambassador, Bollywood superstar Salman Khan.

GRM is focussed to guide consumers towards a healthier lifestyle by transitioning to superior-quality, hygienic and healthier branded packaged Atta, from the traditional unpackaged, market-sourced Atta. The company is committed to provide pure, unadulterated wheat flour that delivers consistent quality and enhanced nutrition for families across India.

Mr. Atul Garg, Managing Director of GRM Overseas, said: "We are excited to announce the launch of an ambitious campaign for 10X Classic Chakki Fresh Atta, with the support of our new Brand Ambassador, Salman Khan. As one of the leading FMCG companies in India, we recognize the importance of innovation and quality in driving the industry forward, especially in the packaged staples market."

"Our focus with this campaign is to encourage a significant shift in consumer behaviour and guide them towards making informed choices by choosing superior-quality, hygienic, and nutritious branded packaged products. We believe that this campaign is not just about offering a product, but about promoting a lifestyle that prioritizes well-being and health," said Mr. Garg.

Mr. Garg, added, "We are thrilled to embark on this journey with Salman Khan, a figure who embodies the spirit of our brand - trustworthy, reliable, and a symbol of outstanding quality, and are confident that the new campaign will elevate the brand's mass appeal further. India's Packaged Atta market presents a huge opportunity for us as it is expected to grow at



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a 16% CAGR to reach \$197 billion by 2030 as per industry reports, driven by increasing urbanization, a rising middle-class population, and a growing emphasis on health and convenience among consumers.”



The campaign will commence with a splash on leading Hindi news channels and will be amplified through extensive coverage in print media, digital platforms, outdoor advertising, and cinema ads, aiming for a widespread penetration across Pan-India markets. This campaign marks another step in GRM’s ongoing commitment to enriching the lives of Indian consumers with healthier, safer, and superior-quality food options.

Link to the Video Campaign - [Click Here](#)

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



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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:

GRM Overseas Limited

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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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