



AIL/CS/2025-26/462

March 18, 2026

The Listing Department
BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400 001

Scrip Code: 506166

Subject: Press Release

Dear Sir/Madam,

Please find enclosed herewith the Press Release titled “Apis India Limited’s Misk launches Masala Dates - Seedless, Superfood-On-The-Go in Bold Indian Flavours”, which is self-explanatory, being released to the press today.

The above-mentioned Press Release is also being uploaded on the website of the company i.e. www.apisindia.com.

You are requested to kindly take the above information on your records.

Thanking You,
Yours Faithfully,
For Apis India Limited

Amit Anand
(Managing Director)
DIN; 00951321

Encl: a/a

APIS INDIA LIMITED

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Apis India Limited's Misk launches Masala Dates - Seedless, Superfood-On-The-Go in Bold Indian Flavours

- **Seedless, sliced dates tossed in achari, imli (tamarind) and chilli-lime masalas; a flavour-forward, ready-to-eat alternative that is set to change everyday snacking.**
- **Soon to be available PAN India through retail stores and major e-commerce platforms.**

Hyderabad, 18 March 2026: Apis India Limited's MISK has launched its newest innovation - **Masala Dates** in Hyderabad. It's a savoury spin on a traditional **superfood-on-the-go** that brings three punchy Indian masala profiles - **Achari, Imli (tamarind) and Chilli-Lime** to **deseeded, sliced dates**.

Traditionally consumed in their whole form, dates often require preparation such as deseeding or cutting before consumption. Recognising this friction and the growing consumer interest in flavour experimentation, Apis India has introduced Masala Dates as a value-added, sweet-savoury innovation in the category. The range is designed for immediate consumption and flavour exploration, offering an alternative to sugary and fried snacks.

Unlike conventional date products that largely remain in their natural sweet format, Masala Dates is an innovation that introduces a differentiated flavour dimension. It combines the natural sweetness of dates with bold Indian spice blends to create a snack that stands apart from typical offerings in the segment.

Masala Dates pairs the natural energy and nutritional profile of dates with bold spice blends created for snacking, topping and quick recipe uses. The product is seedless, pre-sliced and ready to eat, making it easy to add to breakfast bowls, chaat, salads, or to enjoy straight from the pack as an on-the-go savoury bite.

The launch expands the company's clean-nutrition and value-added portfolio and is aimed at consumers who are curious about flavour, time-pressed, or looking for healthier substitutes to conventional snacks. The de-seeded format is intended to reduce handling time and broaden usage occasions across households and on the move.

Commenting on the launch, **Mr Amit Anand, Managing Director, Apis India**, said: *"We are excited to present this latest innovation to consumers. We developed Masala Dates to address everyday convenience and healthy choices without moving away from familiar Indian flavour profiles. The range is intended for consumers who want ready-to-use options that fit into modern routines while offering distinct taste choices."*



Masala Dates will be rolled out PAN India through retail shops, leading modern trade stores and major e-commerce platforms in coming weeks.

About Apis India Ltd.

Incorporated in 1983, Apis India Limited is a consumer foods company known for its honey and value-added food products. With an emphasis on sourcing standards, product quality and expanding distribution reach, the company continues to broaden its clean-nutrition portfolio.

Website:

<https://www.apisindia.com/>

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