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March 24, 2026

BSE Limited

Floor 25, P J Towers,
Dalal Street,
Mumbai – 400 001

Scrip Code: 543458

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Scrip Code: AWL

Dear Sir, Madam

Sub: Press Release issued by AWL Agri Business Limited (“the Company- formerly known as Adani Wilmar Limited”)

Please find attached copy of press release dated March 24, 2026 issued by the Company titled- **“AWL Agri Business strengthens flour portfolio, adds ‘Fortune Atta with Multigrains’ for health-conscious households”**.

Kindly take the same on records.

Thanking you,
Yours faithfully,

**For, AWL Agri Business Limited
(formerly known as Adani Wilmar Limited)**

**Darshil Lakhia
Company Secretary
Memb. No: A20217**

AWL Agri Business strengthens flour portfolio, adds 'Fortune Atta with Multigrains' for health-conscious households

~ *The new variant combines the goodness of eight carefully selected grains and is gut-friendly* ~

~ *It will be available as a 5-kg consumer pack across select metro cities, as well as leading quick commerce and e-commerce platforms* ~

National, 24th March, 2026: AWL Agri Business, one of India's leading integrated agri-business companies, continues to strengthen its presence in the value-added foods segment with the launch of **Fortune Atta with Multigrains**. Following the successful foray into premium flour market with Fortune Premium Sharbati Atta, it has now expanded into the fast-growing multigrain *atta* category to cater to consumers seeking healthier everyday staples without altering tradition.

The multigrain *atta* segment is witnessing strong growth as urban and semi-urban consumers increasingly move beyond conventional *chakki atta* to nutritionally enhanced alternatives. With higher margins and growing relevance among health-conscious families, the category represents a strategic growth opportunity for AWL Agri Business' flour portfolio.

Fortune with Multigrains Atta combines the goodness of **eight carefully selected grains, including** soy, *chana*, wheat, maize, fenugreek, oats, barley and psyllium husk, offering a balanced nutritional profile. The product, **high in protein, fibre and iron**, also contains **beta-glucan**, a known prebiotic that supports gut health. Designed for daily consumption, it enables consumers to add multiple health benefits to regular meals such as *rotis*, without compromising on taste or texture.

Commenting on the launch, **Mukesh Mishra, Joint President, Sales & Marketing from AWL Agri Business** said, *"At Fortune, consumer preferences are always at the heart of everything we do. With Fortune Chakki Fresh Atta already ranked No. 2 in India, we have built a strong foundation of trust and quality in the category. As Indian consumers become increasingly conscious about the nutritional quality of everyday foods, 'Fortune Atta with Multigrains', will help us to bridge the gap between health and habit by offering a nutritionally superior atta that fits seamlessly into the Indian kitchen. This launch marks an important step in strengthening our premium and value-added flour portfolio and will give an added boost to the category. Known for consistently matching evolving consumer preferences, we are confident that this product will strongly appeal to today's discerning, health-conscious consumers."*

The product is currently available in a **5-kg consumer pack** across leading quick commerce and e-commerce platforms, including **Blinkit, Zepto, Amazon and Flipkart** in select cities. AWL Agri Business plans to rapidly expand availability across key urban markets such as **Delhi, Mumbai,**

and Bengaluru with a plan to expand to other major cities across India as well. Subsequently, AWL plans to expand distribution through general trade and modern trade channels over the coming months.

As part of its integrated launch strategy, the brand will roll out a **new digital video commercial (DVC)**, supported by **social media amplification and influencer collaborations** across health and food creators. The campaign aims to drive awareness, encourage trials and build repeat consumption, while positioning 'Fortune Atta with Multigrains' as a credible and preferred choice in the premium value-added flour segment.

With this launch, **Fortune** continues to evolve its flour portfolio in line with changing consumer preferences, reinforcing its commitment to delivering trusted, high-quality food solutions that combine nutrition, taste and everyday convenience.

About AWL Agri Business:

AWL Agri Business Ltd. (formerly Adani Wilmar Limited) is one of India's largest Food & FMCG companies, offering a diverse portfolio of essential kitchen staples, including edible oils, wheat flour, rice, pulses, and sugar. Its flagship brand, Fortune, commands trust of more than 123 million households, reaching to every 1 in 3 Indian families. With 24 manufacturing facilities across 11 states, including India's largest single-location refinery in Mundra (5,000 tons per day capacity), AWL ensures seamless production and distribution. Its extensive supply chain, supported by 97 stock points, over 10,000 distributors and sub-distributors, along with a retail network of 2.1 million outlets, guarantees widespread accessibility across urban and rural India.

Beyond serving retail consumers, AWL also caters the HoReCa and institutional sectors, with staple food products, specialized bakery and Lauric fats, Castor Oil derivatives, Oleochemicals, and value-added Soya products. Its advanced castor oil facilities produce pharmaceutical-grade, and low-moisture castor oil, catering to global markets. Additionally, AWL has expanded into the Home & Personal Care (HPC) segment, offering soaps, handwashes, and multipurpose cleaners, further strengthening its product offerings.