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29th December, 2025

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 December 29 ,2025 issued by the Company titled-**“Fortune brings the spirit of ‘Pakko Gujarati’ to kitchens with their Fortune Cottonlite Festive Pack for Uttarayan”**.

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**

Fortune brings the spirit of 'Pakko Gujarati' to kitchens with their Fortune Cottonlite Festive Pack for Uttarayan

- ~ The specially designed Fortune Cottonlite Refined Cottonseed Oil festive pack celebrates Gujarat's food traditions ahead of Uttarayan ~
- ~ The pack was unveiled at an on-ground event attended by iconic Gujarati personality Siddharth Randeria. ~

Ahmedabad, December 29, 2025: As Uttarayan approaches, homes across Gujarat are gearing up for a season filled with colourful kites, togetherness and food that brings families together. From *undhiyu* to crisp puris and *jalebi*, the festival is as much about flavours as it is about celebration. Marking this special occasion, AWL Agri Business Limited announced the launch of its 'Pakko Gujarati' campaign, along with a specially designed Fortune Cottonlite Refined Cottonseed Oil Festive Pack, created to celebrate Gujarat's rich food culture and cooking traditions.

The campaign was unveiled at an on-ground event in Ahmedabad, where the festive pack was launched in the presence of legendary Gujarati theatre and film personality Siddharth Randeria. As part of the 'Pakko Gujarati' campaign, popular cultural icons Aparna Mehta, Tiku Talsania and Puja Joshi have also been onboarded. Deeply rooted in Gujarati culture, these familiar faces embody the true spirit of a 'Pakko Gujarati' warm, grounded, food-loving and proudly connected to tradition.

Commenting on the launch, Mukesh Mishra, Joint President – Sales & Marketing, AWL Agri Business Limited, said, "As a company headquartered in Gujarat, our relationship with the state is deeply personal. For us, Gujarat isn't just a market it's home, and we've grown up witnessing how a 'Pakko Gujarati' takes immense pride in the uncompromising taste of their kitchen, reflecting their strong culture. Food is a common thread that brings families together, especially during festivals like Uttarayan. Through the 'Pakko Gujarati' campaign and the Fortune Cottonlite festive pack, we are celebrating that bond and strengthening our connect with Gujarati households in a way that feels authentic."

The Uttarayan festive pack features a vibrant, hyperlocal design inspired by Gujarati culture and festival motifs, reflecting Fortune's effort to celebrate local traditions in a meaningful and authentic manner. Through this initiative, the brand aims to deepen its emotional connect with Gujarati households by recognising their everyday food habits, cultural pride and festive rituals.

For generations, cottonseed oil has been an integral part of Gujarati kitchens, valued for its suitability for both daily cooking and festive preparations. Fortune Cottonlite Refined Cottonseed Oil has been developed keeping these preferences in mind. The oil includes **tokko-ferol**, a natural antioxidant that helps retain the freshness of cooked food for longer durations.

The 'Pakko Gujarati' campaign reinforces Fortune's belief that food lies at the heart of Gujarati culture and everyday life. Being a 'Pakko Gujarati' goes beyond language or geography—it represents pride in tradition, strong food preferences and deeply held family values. The campaign is being amplified through an integrated promotional rollout including regional television and digital films, a Gujarati jingle across radio and music streaming platforms, outdoor visibility, influencer collaborations and in-store activations across key markets in Gujarat.

The Fortune Cottonlite Refined Cottonseed Oil festive pack will be available across Gujarat for a limited period during the Uttarayan season.

About Fortune Cottonlite Refined Cottonseed Oil

Fortune Cottonlite Refined Cottonseed Oil is designed for everyday Indian cooking, particularly suited for deep-frying. By removing light-sensitive fatty acids and adding antioxidants and synergists, the oil helps retain the freshness, aroma and stability of cooked food for longer durations. Through its Gujarat-focused packaging and communication, Fortune Cottonlite aims to become the preferred cottonseed oil choice for Gujarati households.

About AWL Agri Business Ltd.

AWL Agri Business Ltd. (formerly Adani Wilmar Limited) is one of India's largest Food & FMCG companies, offering a wide portfolio of essential kitchen staples, including edible oils, wheat flour, rice, pulses and sugar. Its flagship brand, Fortune Foods, is among India's most trusted staples brands, reaching over 131 million households across the country.

With 24 manufacturing facilities across 11 states, supported by a robust supply chain, AWL Agri Business ensures wide distribution across both urban and rural markets. The company also serves the HoReCa and institutional segments and has expanded into the Home & Personal Care category, further strengthening its presence across Indian households.