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May 8, 2023

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,

Sub: Press Release / Media Release

Please find attached copy of press release dated 8th May 2023 titled **“Celebrate the Taste of India with Fortune's New Pickle Special Pack and Achaar Ka Perfect Jodidaar Campaign.”**

Kindly take the same on records.

Thanking you,

Yours faithfully,

For Adani Wilmar Limited

Darshil Lakhia

Company Secretary

Memb. No: A20217

Adani Wilmar Ltd.
Fortune House
Nr. Navrangpura Railway Crossing
Ahmedabad – 380 009
Gujarat, India
CIN: L15146GJ1999PLC035320

Tel +91 79 2645 5650
Fax +91 79 2645 5621
info@adaniwilmar.in
www.adaniwilmar.com

Registered Office: Fortune House, Nr. Navrangpura Railway Crossing, Ahmedabad 380 009, Gujarat, India



For a healthy growing nation

Celebrate the Taste of India with Fortune's New Pickle Special Pack and Achaar Ka Perfect Jodidaar Campaign

~The special pickle pack will be available in 1L pouch and 5L jar across Uttar Pradesh and Bihar~

National, 08th May, 2023: In a bid to tap the pickle season in India during the months of May and June, Adani Wilmar Limited (AWL), one of India's largest food & FMCG companies, has launched a Fortune Kachi Ghani Mustard Oil (KGMO) special pickle pack emphasizing on the age old tradition of pickle making and reviving the nostalgia associated with it. The special Mustard Oil pack, which comes in both 1L pouches and 5L jars, will be available across Uttar Pradesh and Bihar. The pack focuses on few essential aspects associated with pickles like taste, aroma and longevity. Fortune Kachi Ghani Mustard Oil has been infused with extra dose of pungency that ensures taste and aroma for the consumers. Additionally, the product includes low moisture levels that aids in the pickle-making process and ensures it stays fresh and delicious for longer.

Fortune KGMO's has also launched a new digital campaign, 'Achaar Ka Perfect Jodidaar', to celebrate the tradition of homemade pickles and the perfect pairings that go with them. It's an exercise that the brand has undertaken with much pride. The goal is not only to leverage the popularity of the pickle season and emphasize the feeling of nostalgia associated with homemade pickles, but also to revive a conversation and interest in the traditional art of pickle-making. By tapping into the powerful memories associated with homemade pickles, brand aims to bring out the emotions and sentiments associated with home-made pickle making.

As part of the campaign, Adani Wilmar Limited will host on-ground events at Lucknow & Patna on 6th & 7th May respectively. Around 100 women will participate in the 'Achaar Making' activity, led by some of the prominent Chefs in the industry as well as the contestants from famous Masterchef India 2020 program. The event aimed to educate participants on using the right ingredients and creating easy pickle recipes, which could be made in an instant, all while celebrating India's rich culinary heritage.

In the age of convenient cooking, the practice of pickle making has been losing significance in urban centres despite it being passed down through generations. It is this insight that has resulted in the launch of the campaign to bring out the emotions and sentiments associated with home-made pickle making. It aims to nudge those who have forgotten the art of pickle-making in India, which is a complex and diverse tradition that has been passed down through generations. Each region has its own unique style of making pickles, which includes sun-drying or smoking that adds a unique flavour to the condiment.

The campaign also takes inspiration from the tradition of everyone having a favourite dish that pairs perfectly with *achaar* and celebrates it with the hashtag *#AchaarKaPerfectJodidaar*. It aims to create a community around the tradition of making and enjoying homemade pickles by inviting people to share their family recipes and unique approaches to making *achaar*. This platform will not only showcase the culinary creativity, love and nostalgia associated with India's favourite condiment, but also open a whole new world of pickle to the new generation through stories that people share of their memories about their favourite condiment.

The unique campaign and the launch of pickle pack offers an opportunity to the brand to connect with the consumer and make them nostalgic about the memories associated with pickles.



For a healthy growing nation

Commenting on the launch of Fortune KGMO's new pickle pack campaign, **Mr. Mukesh Mishra, Vice President, Sales & Marketing, Adani Wilmar Limited**, said, "As we enter the pickle season in India, we are delighted to introduce our Fortune Kachi Ghani Mustard Oil (KGMO) special pickle pack. Since mustard oil is a vital ingredient in the making of authentic pickles, we believe that this is the perfect time to introduce this special pack. We are confident that our customers will love this product, and we hope to foster a community of passionate pickle enthusiasts through our latest campaign. Our goal is to celebrate the love and nostalgia that Indians associate with their favourite condiment by encouraging culinary creativity and preservation."

The brand's new campaign also includes a 10-second special film on pickle which is released Meta and YouTube platforms. (<https://youtu.be/QFYObFqd9Fk>)

Fortune Kachi Ghani Mustard Oil is renowned for its pungent aroma and taste. It is cold-pressed and unrefined, which makes it an excellent choice for cooking and pickling. The oil is also rich in monounsaturated and polyunsaturated fats and Omega-3 fatty acids, making it a perfect choice for a healthy lifestyle.

The leading edible oil brand offers two variants of mustard oil – the high-pungent Fortune Premium Kachi Ghani of Pure Mustard Oil and Fortune Pure Mustard oil, a low-pungent alternative. The new pickle pack, however, has a bright yellow background base featuring nuances from the pickle making process – this includes images of dried raw mangoes, oil flowing from a glass jar of mango and green chilli pickle.

About Adani Wilmar Limited

Adani Wilmar Limited (AWL) is one of the largest food FMCG companies in India offering most of the primary kitchen essentials for Indian consumers, including edible oil, wheat flour, rice, pulses and sugar. The company's products are offered under a diverse range of brands across a broad price spectrum catering to different customer groups. Its flagship brand 'Fortune' is one of the largest selling edible oil and food brands in India. It has a wide array of packaged foods including packaged wheat flour, rice, pulses, *besan*, sugar, soya chunks and cereals-based products such as ready-to-cook khichdi. It also offers a diverse range of industry essentials, including oleochemicals, castor oil and its derivatives and de-oiled cakes and HPC category under brand Alife which includes soap, hand wash and hand sanitisers.

For additional information, please contact:

Kartik Behl: +91-9004333899; kartik.behl@adfactorspr.com

Evelyn Vaz: +91 9833678010; evelyn.vaz@adfactorspr.com