



Ref No: AWL/SECT/2023-2024/21

May 26, 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 26th May 2023 titled **“Adani Wilmar Enters Whole Wheat Category, Setting the Gold Standard for Authenticity and Purity.”**

Kindly take the same on records.

Thanking you,

Yours faithfully,

For Adani Wilmar Limited

Darshil Lakhia

Company Secretary

Memb. No: A20217

Adani Wilmar Ltd.
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Nr. Navrangpura Railway Crossing
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Gujarat, India
CIN: L15146GJ1999PLC035320

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



For a healthy growing nation



ADANI WILMAR LIMITED

Adani Wilmar Enters Whole Wheat Category, Setting the Gold Standard for Authenticity and Purity

~Fortune's Pure Whole Wheat variants of Sharbati, Poorna 1544, Lokwan and MP Grade 1 will be available in Delhi, Maharashtra, Madhya Pradesh, Gujarat, Rajasthan~

~Marks the beginning of a new era of trust, purity, and premiumness in the category~

National, 26th May 2023: Adani Wilmar, one of India's largest food FMCG companies, has today announced its entry into the whole wheat category with its brand Fortune. Adani Wilmar will be the only national player in this highly fragmented and commoditized category with its guarantee to provide unparalleled access to the purest wheat seed of the most premium wheat varieties in the country viz., Sharbati, Poorna 1544, Lokwan, and MP Grade 1.

Fortune will set the gold standard for whole wheat in India and stand out for its exceptional sourcing from the best growing regions such as Sehore in Madhya Pradesh, renowned for the unmatched Sharbati variant. It is the unique agro-climatic conditions and farming know-how that produces high-quality wheats which are golden amber in colour, hard on bite and heavy on the palm to give unbeatable qualities of softness, sweetness and taste in the roti. These varieties meet stringent AWL specifications to ensure purity of variety.

Talking about the product launch, **Mr. Vineeth Viswambharan, Associate Vice President, Marketing & Sales, Adani Wilmar** said, "Traditional wheat connoisseur households in the West & North of the country are very selective about their preferred wheat varieties which they get ground under their supervision in neighbourhood chakki stores. The range of Fortune Whole Wheat varieties will give them just what they are looking for and will stand out for their clearly superior quality and variety assurance. There is a pressing need for genuine and unadulterated whole wheat options in the market. Our products will deliver a wholesome and unadulterated whole wheat experience to consumers across the country."

The brand 'Fortune' is built on the pillars of trust, purity and premium-ness, aiming to widen its product portfolio and catering to the brand's patrons with niche preferences. The company aims to consistently increase its market share and expand its presence into high-value metro markets such as New Delhi, Mumbai, Pune, Surat and Ahmedabad.

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



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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:

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