



# SARVESHWAR FOODS LIMITED

(Formerly Known As Sarveshwar Organic Foods Limited)

CIN : L15312JK2004PLC002444

Regd. Off : Sarveshwar House, Below Gumat, Jammu, (J&K) - 180001

Ph. : 0191-2483981, 2481954, Fax : 0191-2481941, Email : info@sarveshwarrice.com

Ref. No. : .....

Dated : .....

20<sup>th</sup> March, 2024

Listing Compliance Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra- Kurla Complex Bandra  
(E), Mumbai 400051

Listing Compliance Department  
**BSE Limited**  
Phirozee Jeejeebhoy Towers,  
Dalal Street, Fort, Mumbai - 400 001

**Symbol: SARVESHWAR**

**Scrip Code : 543688**

**Sub: Submission of Press Release**

**“Sarveshwar Foods, to bolster its Nimbark Organics variety of Millet Products, initiated campaign to promote millet cultivation in Jammu & Kashmir, Himachal Pradesh via Sarveshwar Facilitation Centres (SFC)**

Dear Sir/Ma'am,

We are submitting herewith Press Release, in terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, titled **“Sarveshwar Foods, to bolster its Nimbark Organics variety of Millet Products, initiated campaign to promote millet cultivation in Jammu & Kashmir, Himachal Pradesh via Sarveshwar Facilitation Centres (SFC)”**.

We request you to please host the information on Stock Exchange official website for the knowledge of members/investors of the Company and oblige.

Thanking you,  
Your faithfully  
**For Sarveshwar Foods Limited**

**Sadhvi Sharma**  
Company Secretary

Encl : a/a



# SARVESHWAR FOODS LIMITED

(Formerly Known As Sarveshwar Organic Foods Limited)

CIN : L15312JK2004PLC002444

Regd. Off : Sarveshwar House, Below Gumat, Jammu, (J&K) - 180001

Ph. : 0191-2483981, 2481954, Fax : 0191-2481941, Email : info@sarveshwarrice.com

Ref. No. : .....

Dated : .....



## *Press Release*

**“Sarveshwar Foods, to bolster its Nimbark Organics variety of Millet Products, initiated campaign to promote millet cultivation in Jammu & Kashmir, Himachal Pradesh via Sarveshwar Facilitation Centres (SFC)”**

Jammu, India, March 20th, 2024: Sarveshwar Foods Limited, in alignment with the Central Government’s initiative to promote millets, and to promote nutrient-rich diet amongst the consumers, and to strengthen its Nimbark Organics variety of Millet Products, initiated campaign to promote millet cultivation in Jammu & Kashmir, Himachal Pradesh via Sarveshwar Facilitation Centres (SFC).

Millets are referred to as "Shree Anna" in India because of their cultural and historical significance. The term "Shree Anna" translates to "the honored grain" or "the mother of all grains". Millets are a group of small-seeded, drought-resistant cereal crops that are grown for their edible seeds and have been used as a staple food for thousands of years, especially in arid and semi-arid regions of the world.

Millets not only have wealth of health advantages, but are also beneficial for the environment as it requires less water and other resources. Year 2023, which was declared as International Year of Millets by the United Nations on the request of the Government of India, gave perfect opportunity to launch Sarveshwar Foods Limited its full range of Millet Products under its well- known Nimbark Organics brand to take the millets from the land of Himalayas to every Indian household’s kitchen. Sarveshwar Food boasts large variety of Millet-based Nimbark Organic products which are packed with nutrients, gluten-free, and high in fibre in eco-friendly and recyclable packaging.

Now, to augment and ensure uninterested supply of millets to its already popular Nimbark Organics Millet Product range, the Company has, as a backward integration measure, through its Sarveshwar Facilitation Centres (SFC), which are already established at various key locations across the Jammu and Kashmir region, and under implementation at some more strategic locations of Himachal Pradesh, initiated organized campaign, to revive the millet cultivation in Jammu and Kashmir and Himachal Pradesh.

For millets cultivation, through our network of Sarveshwar Facilitation Centres (SFC), in initial phase, we have enrolled farmers in Doda, Jammu and Udhampur districts with total 500 Acre area and now



# SARVESHWAR FOODS LIMITED

(Formerly Known As Sarveshwar Organic Foods Limited)

CIN : L15312JK2004PLC002444

Regd. Off : Sarveshwar House, Below Gumat, Jammu, (J&K) - 180001

Ph. : 0191-2483981, 2481954, Fax : 0191-2481941, Email : info@sarveshwarrice.com

Ref. No. : .....

Dated : .....

expanding this farmer franchise to Rajouri, Kathua and Ramban as well with targeted area to 2500 Acre. In Himachal Pradesh, we are aggressively enrolling farmers in Kullu, Lahaul Spiti and Shimla areas.

The Sarveshwar Foods campaign for millets cultivation has 2 broader objectives, one is to bolster procurement for its Millet-based Nimbark Organic products range by utilizing its Sarveshwar Facilitation Centres (SFC) network, and second, to leverage its market leader position in the region to transform millets cultivation from subsistence farming to one which is globally competitive, through cost-effective and environment friendly production, processing and value addition technologies, and supply chain networks.

### **About Sarveshwar Foods:**

Sarveshwar Foods Limited (SFL) is an ISO 22000:2018 and USFDA (United States Food and Drug Administration) certified company. SFL also has BRC (biggest global standard for food safety), Kosher, NPPO USA & CHINA along with NOP - USDA Organic certifications for its products.

The Company is engaged in the business of manufacturing, trading, processing, and marketing of branded and un-branded basmati and non-basmati rice in the domestic and international markets. Our operations are based out of the Jammu Region in the State of Jammu and Kashmir. SFL has sustainable and eco+ve legacy of serving healthy and tasty rice for more than 130 years and in last couple of decades proliferated its heritage to other premium categories of FMCG and Organic products.

SFL belongs to the lands in foothills of Himalayas which is nourished by fertile mineral-rich soil, organic manure and snow melted waters of river Chenab, wherein without using any artificial fertilizers and chemicals, they produce full range of 'ORGANIC' products, being sold with brand name 'NIMBARK'- conceptualized to spread the philosophy of the 'SATVIK' conscious lifestyle.

To sell its products, SFL has adopted 3-way strategies, first through conventional channels, another to have its own retail outlets, and to tap young and tech-savvy generations' growing tendency of buying products online through [www.nimbarkfoods.com](http://www.nimbarkfoods.com)

SFL is the first private sector NSE and BSE listed food company in Jammu & Kashmir with NSE Symbol: SARVESHWAR and BSE Scrip Code: 543688

Disclaimer: Certain statements, words in this document that are not historical facts are forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by this forward-looking statement. Sarveshwar Foods Limited, its subsidiaries and associates shall not be in any way responsible for any action taken based on such looking statements.