



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 :

07th February, 2024

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

Listing Compliance Department
BSE Limited
PhirozeeJeejeebhoy Towers,
Dalal Street, Fort, Mumbai - 400 001

Symbol: SARVESHWAR

Scrip Code : 543688

Sub: Submission of Press Release

'Bharat'brand-an Initiative by Govt. of India and Sarveshwar Foods designated through NAFED for distribution of Rice in Union Territory of Jammu & Kashmir

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 **"Bharat brand-an Initiative by Govt. of India and Sarveshwar Foods designated through NAFED for distribution of Rice in Union Territory of Jammu & Kashmir"**

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



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Press Release

'Bharat'brand-an Initiative by Govt. of India and Sarveshwar Foods designated through NAFED for distribution of Rice in Union Territory of Jammu & Kashmir .

Jammu, India, February 07,2024: Sarveshwar Foods is pleased to announce that it has been designated for distribution of rice under 'Bharat'brand-an initiative taken by Government of India for in Union Territory of Jammu & Kashmir.

'Bharat'brand is a central government strategic initiative to sell high-quality pulses, rice and other essential commodities directly to general public at subsidised price. 'Bharat' brand is an ambitious scheme whereby Government of India is aiming to stabilise prices, curb food inflation, and augment domestic availability, of quality food items across India.

Pulses and Atta are already being sold under 'Bharat'brand at various places in across India with overwhelming response from the consumers. The expansion of the 'Bharat' brand to include rice aligns with the government's broader strategy to provide essential food items to the masses at affordable rates.

Now Government of India has launched the retail sale of packaged subsidized rice for the general public under the brand 'Bharat Rice' on February 6, 2024 and Sarveshwar Foods Limited has been designated for the distribution of rice through NAFED in Union Territory of Jammu & Kashmir. Under 'Bharat' brand, rice shall be priced at Rs.29 per kilogram and will be sold through outlets of NAFED and NCCF. It will be made available across leading e-commerce platforms as well.



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The event was Organized in Jammu, led by Sarveshwar Group and attended by prominent citizens of Jammu & Kashmir and general Public wherein Shri Ravinder Raina , President, BJP, J&K and Shri Ashok Koul, General Secretary (Organization) flagged off" Bharat Rice" vans from BJP headquarters, Trikuta Nagar, Jammu.

Commenting on this occasion, Shri Ravinder Raina appreciated the quality of products of Sarveshwar Foods Limited being sold in domestic and overseas market covering USA, Europe and Middle east countries.



Commenting on the occasion Mr. Rohit Gupta, Chairman Sarveshwar Group traced the company's journey from a small industrial unit to a listed company with offices in India and abroad and Appointment of Sarveshwar Foods for distribution of Bharat Brand Rice Union Territory of Jammu & Kashmir is a proud moment for us, it not only gives us an opportunity



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to serve the nation in more significant ways, but testimonies our business prowess, distribution capabilities. We are happy to be part of India growth story and our priority remains delivering value to shareholders and customers while solidifying our commitment of playing a key role in India's transition to a developed nation.

About Sarveshwar Foods:

Sarveshwar Foods Limited (SFL) is an ISO 22000:2018 and USDA (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'- conceptualised 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

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



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