

Date: August 21, 2024

To,

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| <p>The General Manager,<br/>Listing Department,<br/><b>Bombay Stock Exchange Limited</b>,<br/>P.J. Towers, Dalal Street,<br/>Mumbai - 400 001</p> <p><b>Scrip Code: 531449</b></p> | <p>The Manager,<br/>Listing &amp; Compliance Department<br/><b>The National Stock Exchange of India Limited</b><br/>Exchange Plaza, C-1, Block G, Bandra Kurla<br/>Complex, Bandra East, Mumbai - 400051</p> <p><b>Symbol: GRMOVER</b></p> |
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## Subject: GRM Welcomes Salman Khan as Brand Ambassador

Dear Sir/ Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that the GRM Overseas Limited (“the Company”) is thrilled to announce the signing of Bollywood superstar Salman Khan as its brand ambassador for its Basmati Rice and Wheat Flour(Atta).

This collaboration is in line with our strategy to further strengthen our brand identity 10X and market presence, and we are confident that Mr. Khan’s association will bring significant value to our brand 10X.

Please find the attached Press Release in this regards.

The above information is also available on website of the company [www.grmrice.com](http://www.grmrice.com)

Kindly take the same on your records.

Thanking you,

**Yours faithfully,**  
**For GRM Overseas Limited**

**Sachin Narang**  
**Company Secretary & Compliance Officer**  
**Membership No.: 65535**



**TANOUSH**  
ORGANIC

**Benti**



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## GRM Welcomes Salman Khan as Brand Ambassador

**Delhi, 21st August 2024** – GRM, India's leading exporters of Basmati rice, and a leading player in the India's FMCG sector, is thrilled to announce the signing of Bollywood superstar Salman Khan as its brand ambassador for its Basmati Rice and Wheat Flour(Atta). Salman Khan's popularity, among people across GRM's target market geographies and demographics fit perfectly with 10X.

### Harnessing Salman Khan's Stardom for Unprecedented Impact

Salman Khan is not just a beloved actor; he is a cultural icon with a massive fan base spanning across India and beyond. His unparalleled popularity, coupled with his relatable and down-to-earth persona, makes him an ideal ambassador for GRM. His influence extends beyond the silver screen, resonating with audiences across various demographics, from urban centers to rural heartlands in India, and in key export markets like the Middle East.

Salman Khan's personality as a fighter and challenger reflects the very essence of GRM's 10X brand. Just as Salman on the screen, is seen facing and overcoming numerous challenges, 10X is a brand that embodies resilience, strength, and the pursuit of excellence. By partnering with Salman Khan, GRM is set to leverage his iconic status to further strengthen its brand presence and connect with millions of consumers globally.

His association with GRM underscores the brand's commitment to quality and excellence, making him the perfect face to represent their mission of delivering the finest products to households everywhere.

"We are incredibly excited to have Salman Khan join the GRM family," said Atul Garg, Managing Director of GRM. "We found Salman's mass appeal and fanbase to be a perfect match for our 10X brand range of Basmati Rice and 10x Shakti range of Wheat Flour(Atta)"



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Salman Khan's unparalleled fame and widespread appeal make him a household name across India and beyond. Revered by millions for his charisma and authenticity, Salman's influence reaches every demographic, creating a deep connection with audiences of all ages. His dedication to health and fitness is widely recognized, further solidifying his status as a role model for those aspiring to lead a healthier lifestyle. By associating with Salman Khan, GRM not only taps into his immense popularity but also reinforces its commitment to delivering premium, nutritious products that resonate with consumers. Salman's iconic status ensures that GRM's message of quality and well-being will reach and inspire a vast audience, making him an ideal ambassador to elevate the brand's presence.

Speaking on the association, Salman Khan said **"I'm excited to associate with GRM, a brand that shares my belief in the importance of quality and authenticity. I'm confident that together, we can encourage people to choose nutritious, high-quality foods that support a healthier lifestyle every day."**

Both GRM and Salman Khan believe in the power of family, community and the impact of collective progress. Through his influence, GRM aims to inspire and engage consumers globally, encouraging them to be part of a movement that prioritizes sustainability and empowerment.

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### About GRM

Founded in 1974, GRM (NSE : GRMOVER , BSE : 531449) has grown from a rice manufacturing and trading house to a leading consumer staples organization, exporting premium basmati rice to over 42 countries. Known for its unwavering commitment to quality, sustainability, and innovation, GRM continues to set new standards in the Industries it operates in.

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