



E: KRBL/BIBHU/STK_EX_1617/78
March 9, 2017

The General Manager Department of Corporate Services BSE Limited Floor 25, Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 001 Scrip Code: 530813	National Stock Exchange of India Limited "Exchange Plaza", C-1, Block-G Bandra-Kurla Complex Bandar (E) Mumbai-400051 Symbol: KRBL Series: Eq.
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Dear Sir/Madam,

Sub: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, regarding new Product launch.

Pursuant to the provisions of Regulation 30 read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to kindly inform you that as a forward integration step, KRBL Limited, is delighted to announce the launch of its new product in the name and style of "India Gate Quinoa" on March 10, 2017.

The details of the said product are as follows:

- a) **Name of the Product:** India Gate Quinoa.
- b) **Date of Launch:** March 10, 2017.
- c) **Category of the Product:** Wholesome Grain (FMCG).
- d) **Whether caters to domestic and international market:** Both Domestic and International Market.

This is for your kind information and record.

Thanking you,

Yours Faithfully,
For KRBL Limited

Raman Sapra
Company Secretary
M.No. A29044
267, Street No. 18,
Pratap Nagar, Delhi-110007

Corporate Office : C-32, 5th & 6th Floor, Sector-62, Noida-201301, Gautambudh Nagar, (U.P.), INDIA.
Regd. Office : 5190, Lahori Gate, Delhi - 110 006, INDIA. Tel. : +91-11-23968328, Fax : +91-11-23968327, CIN No. L01111DL1993PLC052845
Tel. : +91-120-4060300, Fax : +91-120-4060398. E-mail : mails@krblindia.com. Visit us at : www.krbllrice.com

WORLD'S LARGEST RICE MILLERS & BASMATI RICE EXPORTERS

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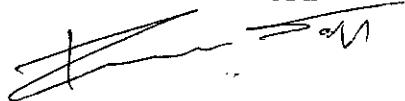
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