



Shivashrit Foods Limited

Formerly Shivashrit Foods Pvt. Ltd.

14th November, 2025

To,
Listing Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai – 400051

Company Symbol: SHIVASHRIT

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Dear Sir/Madam,

With reference to the above-mentioned subject, please find enclosed herewith the Press Release titled - **Shivashrit Foods Limited Introduces A New Range of Traditional Indian Snacks Under the Brand Name “Shree Aahar – Namkeens”**.

This is for your information and records.

Thanking you,
Yours faithfully,

For SHIVASHRIT FOODS LIMITED

Digitally signed by
NISHANT SINGHAL
Date: 2025.11.14
13:21:49 +05'30'

Nishant Singhal
Managing Director
DIN No. 01503506

Shivashrit Foods Limited Introduces A New Range of Traditional Indian Snacks Under The Brand Name

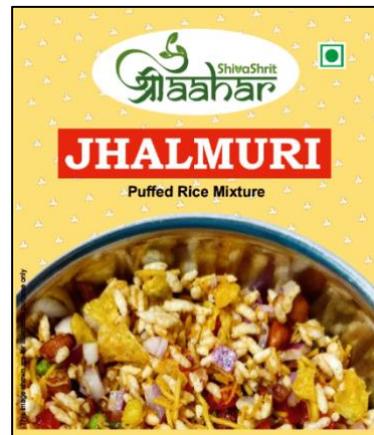
“Shree Aahar – Namkeens”



ALIGARH, India – November 13, 2025 – Shivashrit Foods Limited, a leading manufacturer and supplier of premium potato flakes, has announced its strategic foray into India’s traditional organized snacks market with the launch of its new product line: “**Shree Aahar – Namkeens.**” The introduction of this range marks a significant milestone in the company’s diversification strategy, strengthening its consumer-facing brand presence in the ready-to-eat foods category.

The new **Shree Aahar – Namkeens**  collection features a wide assortment of authentic Indian snacks crafted to deliver the perfect balance of taste, quality, and crispness. The initial launch includes popular offerings such as::

- **Traditional Mixtures:** Aaloo Bhujia, Moong Dal, Navratan Mix, Punjabi Tadka, and All Rounder Mix.
- **Kids Namkeen Range:** Exciting puffed and crispy snacks, including Chatkare, Crunchy Katori, and Masala Puffs.



This diversification reflects Shivashrit Foods Limited’s long-term vision to strengthen its foothold in India’s rapidly growing packaged snacks market. Following the successful launch of its retail potato flakes in December 2024, the company’s entry into the Namkeen category underscores its commitment to product innovation, consumer convenience, and nationwide brand growth.

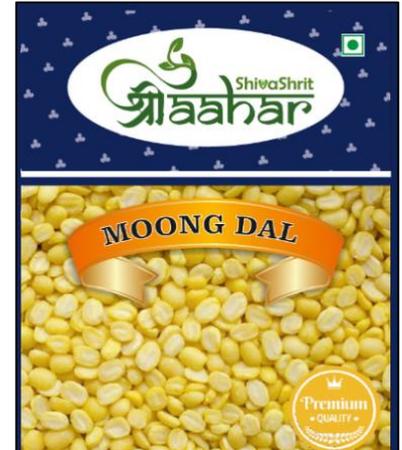
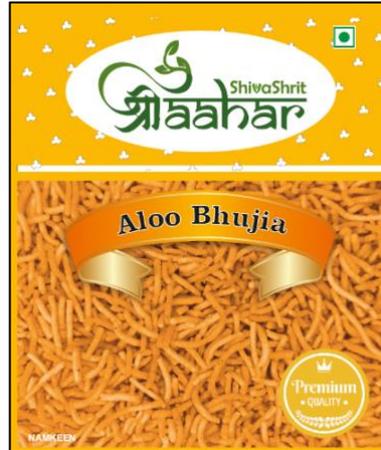
Mr. Prashant Singhal, Chairman and Non-Executive Director of Shivashrit Foods Limited, commented on the launch:

“This entry into the organized Namkeen segment marks a significant milestone in our journey to becoming a comprehensive consumer food company. The Indian snacks market, currently valued at approximately ₹46,500 crore, continues to grow steadily at 8–9% CAGR, with the organized Namkeen category expanding at an even faster pace of around 10% CAGR.

Through ‘Shree Aahar’ Namkeen, our objective is to bring authentic Indian flavors to consumers with the assurance of modern quality, hygiene, and consistency. We aim to strengthen our footprint across urban and semi-urban markets through a balanced mix of general trade, modern retail, and e-commerce channels, supported by strong brand-building initiatives.

We believe this strategic diversification of product portfolio aligns perfectly with our long-term growth vision and positions Shivashrit Foods as a trusted name in India’s evolving packaged food landscape.”

The company remains steadfast in its commitment to quality, taste, and innovation, continuing its mission to bring delightful, premium food products to customers both in India and globally. A full-scale commercial diversification across additional regions is planned following market feedback and response from this initial phase.



About Shivashrit Foods Limited

Established in Aligarh, India in 2017, Shivashrit Foods Limited is a prominent manufacturer and exporter of premium potato flakes, initially serving industrial clients globally. The company operates a state-of-the-art, fully automated facility capable of processing 28.8 metric tons of potatoes daily.

Key milestones include securing ISO, BRCGS and USFDA certifications, achieving an expanded production capacity of over 8,000 MTPA, and developing a global presence across 14 countries, including the USA and Dubai. The company successfully entered the B2C retail segment in 2024 with its “Shree Aahar” brand, leading to this new strategic diversification.

Outlook

Shivashrit Foods remains focused on **accelerating growth and enhancing value** for all stakeholders. The company aims to deepen its retail presence across India through expanded distribution partnerships, digital engagement, and sustained marketing investments. Future plans include **diversifying its product portfolio**, scaling up production capabilities, and exploring global opportunities to position *Shivashrit Foods Ltd* as a **leading Indian food brand with international appeal**.

Website: <https://www.shreeaahar.com/>