

19th September, 2024

Corporate Relationship Department
BSE Limited
P. J. Towers, Dalal Street, Fort,
Mumbai - 400 001

Scrip Code: 519003

Dear Sir / Madam,

Press Release

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of the Press Release titled “**Modi Naturals expanding its portfolio with the launch of its new pasta range under the Oleev Kitchen brand**”.

This is for your information and dissemination.

Thanking you !

Yours Faithfully,
for **MODI NATURALS LIMITED**

Ankit Agarwal
Company Secretary
M. No.-A23445

Encl: As above



Oleev Kitchen By Modi Naturals Promotes Pasta Brand by Roping in Actress Chitragda Singh

New Delhi, 19th September 2024: Modi Naturals, a multisource cooking oils and olive oil company is expanding its portfolio with the launch of its new pasta range under the Oleev Kitchen brand. By tapping into the multi-grain pasta category, Oleev Kitchen aims to capture the market with healthier alternatives, with a mission to deliver high-protein and fiber rich pasta, without compromising on the taste. The company has roped in Bollywood Actress Chitragda Singh for the launch campaign.

Pasta being a staple now in most households across the country, the new multigrain pasta the company hopes will strengthen its foothold in the health-conscious and nutritious food products category. Combining four grains – Chickpea, Jowar, Brown rice and Durum Wheat, Oleev kitchen multigrain pasta becomes the perfect choice for health-conscious customers looking for healthier alternatives to traditional pasta.

Akshay Modi MD Modi Naturals said, “Oleev Kitchen has always been committed to providing healthy and flavourful food choices. There is a general perception among consumers, that something which is healthier or made using multi-grains would not be tasty, however through our dedicated R&D, we have successfully developed a pasta that combines the benefits of multiple grains whilst delivering the same taste and texture. We are confident that this pasta will resonate with health-conscious consumers who refuse to compromise on taste.”

Oleev has roped in Bollywood actress, Chitragda Singh for the digital campaign that focuses on healthy eating. The actress the company explains is known for her commitment to a well-balanced lifestyle, perfectly embodies the spirit of Oleev Kitchen. With her journey and influence, her partnership with Oleev Kitchen aims to elevate the brand’s mission of providing clean and healthy eating. Further endearing their innovative products, like the new Multigrain Pasta, to those seeking a healthier lifestyle.

It is currently available on Amazon and the brand’s D2C website (www.modiretail.com) under 2 SKUs – Multigrain Macaroni 400gms and Multigrain Penne 400gms. The brand also has other variants as part of their ‘Zero Maida’ pasta portfolio such as penne, fusilli, spaghetti and macaroni.

Oleev Kitchen added that it has always been committed to providing healthy and tasty food options. But with its foray into multigrain pasta, it aims to take its pasta portfolio to the next level.

This partnership between Oleev Kitchen Multigrain Pasta and Chitragda is a step towards reassuring individuals to make healthier cooking choices without compromising on taste.



About Modi Naturals Limited (MNL):

Modi Naturals Ltd is one of India’s leading consumer goods companies operating in the wellness and foods category. MNL has created niche, premium and differentiated brands in highly competitive edible oils and healthy foods categories. During FY 2023 - 24, MNL recorded a consolidated turnover of ~INR 400 crores through its products sold in India through our portfolio of brands such as Oleev, Oleev Kitchen and PIPO foods. Our strong focus on quality, innovation, product differentiation and brand building has helped us stand out in a cluttered retail market, with Oleev becoming the No.1 “Goodness of Olive Oil&” brand in India, with a fully backward-integrated portfolio of products. Over the last decade, MNL has developed a pan-India distribution network across all channels of FMCG, including the upcoming Q-Commerce, serving our consumers through all modes of online and offline retail across the country. We are a very proud Indian company, manufacturing and marketing world-class food products in India.

The company is poised to grow exponentially in the next few years with its three verticals namely a) consumer goods vertical, b) bulk edible oil and feeds vertical and c) ethanol manufacturing vertical. In line with the Ethanol Blended Petrol (EBP) program, Modi Naturals Limited has diversified into ethanol manufacturing, with a state-of-the art greenfield Ethanol Plant established in the state of Chhattisgarh under its wholly owned subsidiary Modi Biotech Pvt. Ltd. Established in 1974 and headquartered in New Delhi, MNL is listed on the BSE. We operate 3 factories in India located at Pilibhit, Sonipat and Hyderabad with a fourth inaugurated in Chhattisgarh. The company has previously received awards for being the ‘Largest Processor of Rice Bran in India’ for several years.

Safe Harbor:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further details please contact:

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