

8th January 2025

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 **“Karisma Kapoor joins Oleev as brand ambassador. Inspires women to “Make right choices and do what's right for you”**.

This is for your information and dissemination.

Thanking you!

Yours Faithfully,
for **MODI NATURALS LIMITED**

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Karisma Kapoor joins Oleev as brand ambassador. Inspires women to “Make right choices and do what's right for you”

New Delhi, January 2025 – Bollywood icon Karisma Kapoor has joined hands with Modi Naturals’ flagship brand, Oleev, to deliver an empowering message to women across India: “make right choices and do what's right for you.” As the new brand ambassador for Oleev cooking oils and pastas, Karisma Kapoor encourages women to break free from unrealistic standards and focus on making choices that truly matter—for themselves and their families.

Oleev’s latest campaign, featuring Karisma Kapoor, strikes a chord with women everywhere by addressing the constant pressures to achieve perfection. With its heartfelt and relatable narrative, the TV ad reminds viewers that it’s not about conforming to external expectations but about embracing healthier and sustainable choices that lead to long-term well-being.

Karisma Kapoor shared her thoughts on her association with Oleev: "As women, we often find ourselves battling societal expectations and our own insecurities, but we often don’t talk about them. Oleev’s philosophy of making the right choices resonated deeply with me. I am excited to collaborate with Oleev to spread the message that health and happiness come from making thoughtful, informed decisions for ourselves and our loved ones. It’s a message I live by and one that I’m proud to share with every woman out there."

Akshay Modi, Managing Director of Modi Naturals, expressed his enthusiasm for the partnership: "We’re thrilled to have Karisma Kapoor as the face of Oleev. Her authenticity and grace, combined with her strong advocacy for health and wellness, make her an ideal ambassador for our brand. This campaign is not just about promoting our products; it’s about connecting with women on a deeper level, inspiring them to prioritize their health and make choices that lead to a balanced and fulfilling life."

The campaign featuring Karisma Kapoor marks the beginning of an exciting journey for Oleev in 2025. With its range of healthy cooking oils and innovative multigrain pastas, Oleev continues to revolutionize the kitchen essentials market by empowering consumers to make choices that prioritize health without compromising on taste.

The partnership will be amplified through a comprehensive 360-degree marketing campaign, including TV commercials, digital activations, outdoor advertising, retail visibility, and PR engagements. This campaign aims to solidify Oleev’s position as the go-to brand for health-conscious families in India.



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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