

# ADF Foods Limited

## Press Release

### **ADF Foods bags exclusive distribution rights of Patanjali products across Western Europe and UK**

**Mumbai, December 07, 2021:** ADF Foods Limited (BSE: 519183; NSE: ADFFOODS), one of the leading players in the prepared ethnic food segment, via its Wholly Owned Subsidiary, ADF Foods UK Limited, has entered into an exclusive distribution agreement with Patanjali Ayurved Limited (Patanjali). This agreement entails the distribution of Patanjali consumer goods in the geographic regions of Western Europe and United Kingdom.

Patanjali is a rapidly growing Indian multinational consumer goods company based in Uttarakhand, India, that focuses on natural, herbal and ayurvedic products.

This development is in line with ADF's strategy to widen its product portfolio and offer a complementary range to retailers, thus leading to better market penetration. ADF already has a strong presence in the UK and European markets through its branded ethnic foods business.

Commenting on the development, Mr. Bimal Thakkar, Chairman, Managing Director & CEO, ADF Foods Limited said, "This alliance with Patanjali will offer significant opportunities to our Company to expand our product basket with our retailers. Leveraging our robust distribution network, we can funnel complementary product categories directly in stores thereby offering our consumers a wider range of products at their convenience. This will also enable us to further tap into the growing Indian diaspora market in Europe."

**About ADF Foods Ltd:** ADF is a consumer-focused company and a leader in prepared ethnic food offering ready-to-eat (RTE) items, ready-to-cook (RTC) items, sauces, pickles, pastes, dips and frozen foods under its 7 Flagship brands. It manufactures, distributes, and markets Indian food along with organic Mexican and natural meat alternative foods. The company's products are available in over 55+ countries through a strong distribution network across US, Canada, Europe, Australia, Asia and Middle East.

**For more details please visit:** [www.adf-foods.com](http://www.adf-foods.com)

**For any further details, please contact:**

**Shalaka Ovalekar, Company Secretary, ADF Foods Ltd**  
[co\\_secretary@adf-foods.com](mailto:co_secretary@adf-foods.com)

**Rishav Das**

**Pareto Capital Advisors (Investor Relations)**  
[rishav.das@paretocapital.in](mailto:rishav.das@paretocapital.in)

*Note: Certain statements made in the document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. ADF Foods Ltd will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*