

NHC FOODS LTD

(Government Recognised Three Star Export House)

An ISO 22000:2005 Certified Company

CIN : L15122GJ1992PLC076277 • GSTIN :- 27AAACM3032B1Z6



October 28, 2024

To,
The Listing/Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001
SCRIP CODE: 517554

Dear Sir,

Sub: Press Release

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

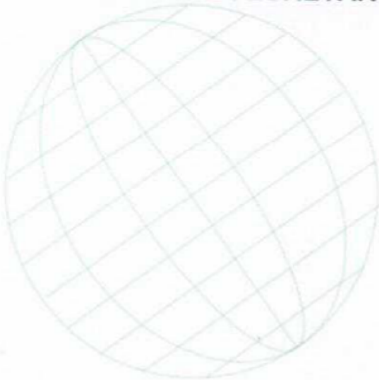
Please find attached herewith Press Release issued by NHC Foods Limited.

You are requested to take the same on records.

Thanking you,
Yours Faithfully,

For NHC FOODS LIMITED

**ALESHA HAKIM KHAN
COMPANY SECRETARY & COMPLIANCE OFFICER**



Warehouse : D-22/8, TTC Industrial Area,
MIDC, Turbhe, Navi - Mumbai - 400705.

Factory & Registered Office : Suevey No.777,
Umarsadi Desaiwad Road, Village Umarsadi,
Taluka Pardi, Dist. Valsad, Gujarat - 396175.

Corporate Office : 419 & 420, 4th Floor, C - Wing,
Atrium 215, Andheri - Kurla Road, Chakala, Andheri (E),
Mumbai - 400059.

Tel: + 91 22 - 698 75000 / Email: contact@nhcgroup.com / URL : <http://www.nhcgroup.com>

NHC Foods assigns Public Relations mandate to PROSE Integrated

Key Highlights:

- *NHC Foods aims for fast-track growth on the back of diversification, digital transformation, and innovative products fuelled by the Rights issue.*
- *Prose Integrated will amplify NHC Foods strategic initiatives and ensure visibility amongst key stakeholders.*

Mumbai – October 28, 2024: NHC Foods limited (BSE: 517554) has trusted Prose Integrated as the Public Relations (PR) agency. NHC Foods is recognised as a Three Star Export House by the Ministry of Commerce and Industry, Government of India and leader in the export of agricultural commodities. The company is leveraging the rights issue to spur growth and enhance profitability by repaying loans.

With over 64 years of experience, NHC Foods has become a prominent player in global markets, exporting to over 30 countries across the Middle East, Europe, USA, UK, China, Russia, Brazil, and South Africa. As NHC continues to witness significant financial growth, including a 391% rise in net profit to Rs. 200.88 lakhs for the quarter ending June 30, 2024, the company is set to capitalize on this momentum through its Rights Issue.

Prose Integrated will support NHC Foods in strengthening its public image, handling its media office and media outreach activities to ensure the success of this crucial financial move. A narrative which is compliant to the guidelines will be drafted and broadcasted as a part of this project.

Mr. Apoorva Shah, Chairman & Managing Director of NHC Foods, shared, *"The partnership comes at a pivotal moment for NHC Foods, as the company continues to evolve with a focus on geographical diversification, digital transformation, and product innovation. With an established reputation for excellence, Prose Integrated will work closely with NHC to amplify the company's growth strategies across geographies and ensure the successful execution of the Rights Issue."*

Commenting on the partnership, **Arun Nair, Advisory Board Member of Prose Integrated,** said, *"We look forward to working with NHC Foods during this pivotal stage of their development. We aim to emphasize their financial success and innovative strategies, especially as firms expand into newer markets and broaden their product offerings. We will use our experience in public relations and leverage new age media to magnify their message and increase brand recognition across global platforms."*

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About NHC Foods

NHC Food Limited (NHC), established in 1960, is one of the leading exporters of agricultural commodities and specialises in the merchant export of Spices, Food Grains, Oil Seeds, Pulses and Dry Fruits. The 3 Star Export House with exports to 30+ countries is famous for some leading and signature brands like Indi Bite, Eat'mor and Saaz.

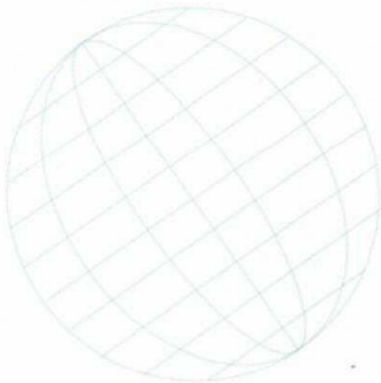
About Prose Integrated

PROSE is a new generation agency offering integrated solutions in the area of Public Relations, Digital media, Advertising and Advocacy. In the last 10 years Prose have acquired over 100 clients and achieved a turnover of close to a million USD. The agency has presence in Mumbai, Delhi, Bangalore, Pune and Singapore office. The agency has a wide range of sectors such as BFSI, Technology, Manufacturing, Consulting firms, Infrastructure, Energy and the emerging Startup ecosystem. Prose Integrated also integrated or standalone services to large corporates as well as mid-sized clients.

For media inquiries or more information

Please contact:

nhcfoods@proseintegrated.com



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