



Srivari Spices and Foods Limited
(Formerly Known as Srivari Spices and Foods Private Limited)
CIN: L15494TG2019PLC130131

Reg. Off.: Shed No. 5-105/4/A, SY No.234/A Sriram Industrial Area, Kattedan, Jalpally, Hyderabad- 500077, Telangana, India

Corp. Off.: 4-1- 875, 876, 877 and 877/1, Tilak Road, Abids, Hyderabad G.P.O., Hyderabad -500001, Telangana, India

To
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051

Date: January 21, 2025

Symbol: SSFL

Dear Sir/Madam,

Sub: Intimation of the proposed launch of new D2C Platform in the name of 'Poushtik'

Ref: Regulation 30 of SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 read with Schedule III, Part A Para B of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform the Exchange that Srivari Spices and Foods Limited is in the process of developing a Direct-to-Consumer (D2C) Platform under the brand name 'Poushtik', which is expected to be launched in the first week of March 2025.

This strategic initiative is aimed at strengthening our digital presence and enhancing our ability to directly engage with consumers. Through this D2C platform, we intend to offer our products and unique premium groceries through an online interface, providing consumers with a more personalized and convenient shopping experience.

The development of this platform is part of our ongoing efforts to diversify our sales channels and meet the evolving preferences of our customer base, while also expanding our market reach.

The details of the said products, as required under SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, are as follows:

Sl. No.	Particulars	Details
1.	Name of the Product	Unique premium grocery products
2.	Date of Launch	First Week of March 2025
3.	Category of the Product	Food and Beverages
4.	Whether Caters to Domestic/International Market	Domestic Market
5.	Name of the countries in which the product is launched (in case of international).	-



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We will keep the Exchange updated on further developments related to the platform.

Brief details about the brand “**Poushtik**” are attached to this letter

This is for your information and records.

Thanking you.

Yours faithfully,

For Srivari Spices and Foods Limited

(Formerly known as “Srivari Spices and Foods Private Limited”)

Narayan Das Rathi

Chairman & Whole-Time Director

DIN: 09065949

Poushtik

Brand Identity Design by **Four Two**

Four Two Creative Media Private Limited

About the Brand

Poushtik is all about **sourcing the best quality and delivering it to your home that adds real value to your everyday life.**

The brand goes to great lengths to ensure that only the finest produce and groceries make their way into its offerings.

From handpicking farm-fresh fruits and vegetables to ensuring that every product meets rigorous quality standards,

Poushtik ***guarantees freshness from source to home.***

By blending **tech with tradition,**

Poushtik offers a seamless experience, from the moment you place an order to the time it arrives at your door.

The brand uses modern technology for efficiency while maintaining the care and attention that comes with traditional values.

Core Values

At **Poushtik**, every step that the brand takes is driven by their **commitment to bringing the best into your home**.

From the moment they source ingredients to the time they're delivered, Poushtik ensure that brand's core values shape the entire experience.

- **An Eye for Quality**

Poushtik starts with a careful selection process, inspecting every product with a sharp eye for quality.

- **Delivering Freshness**

Poushtik ensures that every product is delivered fresh, preserving the integrity of every item throughout the journey so the freshness and flavour are maintained when they reach your home.

- **Blending Tradition with Innovation**

Poushtik respects the traditional values of quality and care while embracing modern technology to ensure a seamless, efficient experience—from easy app navigation to timely deliveries.

- **Adding Value to Homes**

At the end of the day, Poushtik's goal is to add value to your home. By providing fresh, high-quality ingredients, they help create moments around the dinner table that nourish both body and soul, enriching your everyday life.

Where do we stand?

- Poushtik offers a **modern delivery experience** inspired by the convenience of quick commerce, where ordering groceries should feel like a snap.
- While we emphasise **nutrition and quality**, we are not strictly organic. Instead, we focus on **upgrading everyday meals** with better, fresher options.
- **Nutrition** is the key part of our brand, but we avoid the typical associations with organic products. That's why we chose not to include elements like the **organic leaf** in our branding, ensuring we are **not mistaken for an all-organic brand**.
- We want Poushtik to **feel familiar** to users who are used to other delivery apps, but also different in a way that reflects the **added value** we bring to nutrition and everyday meals.
- Poushtik **fits seamlessly within the quick commerce market**, offering a delivery experience that enhances daily eating habits **without overstepping into the organic product space**.

Brand Positioning

Poushtik

Quick Commerce Market

- Ultra bright colours
- Confident bold iconography
- Swift moves and modern lifestyle
- Rush to fulfil orders quickly



Organic Market

- Soft pastel, Earthy colours
- Minimal iconography
- Slow and easy lifestyle



An eye for Quality

In the quick commerce market, the rush to deliver can often compromise quality. Many players **fail to source the best, focusing on speed over selection**. On the other hand, the organic market excels at sourcing high-quality ingredients, meticulously choosing the best for their customers.

Poushtik borrows this precision from the organic world, applying it to every product we offer. At Poushtik, we **carefully inspect and source** the finest ingredients, ensuring that our customers receive only the best.

With a sharp **eye for quality**, we bridge the gap between speed and excellence, delivering fresh, high-quality produce and products without sacrificing convenience.

We believe that fast doesn't mean compromising on quality, and our sourcing standards reflect that.

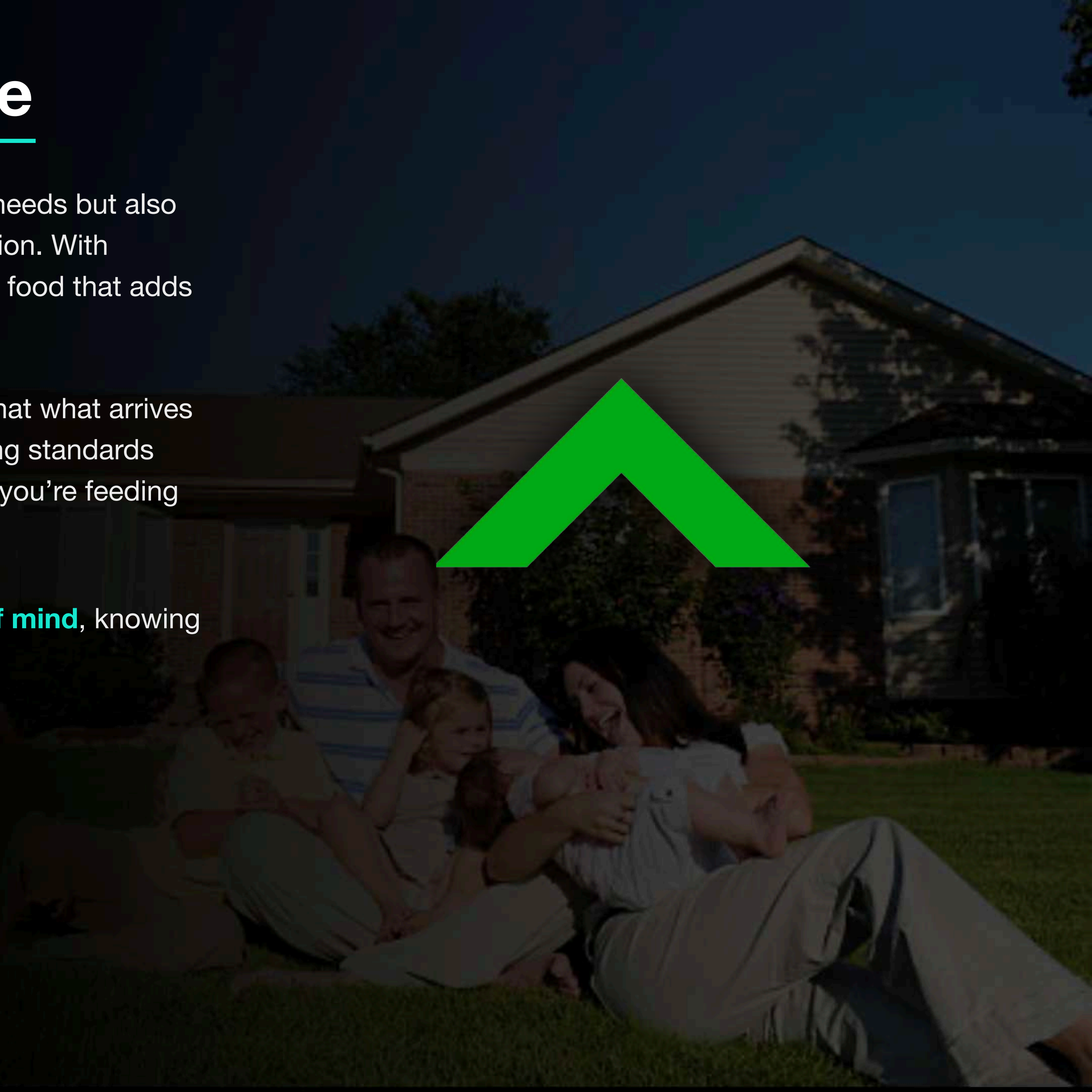


Adding value to your home

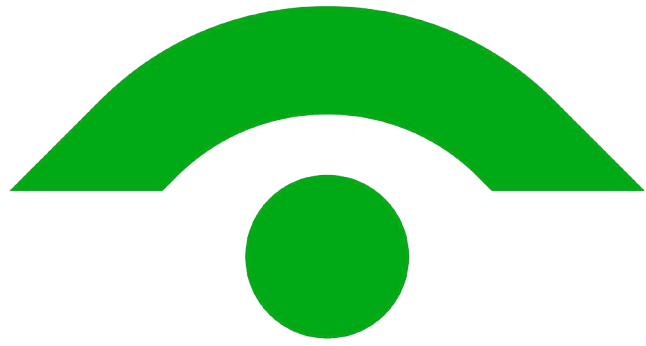
We focus on offering ingredients that not only meet your daily needs but also **elevate your everyday meals**, enriching your home with nutrition. With Poushtik, you're not just receiving products, you're investing in food that adds value to your health, your kitchen, and ultimately, your home.

When you order from Poushtik, you can feel at ease knowing that what arrives at your doorstep is **safe, fresh, and right**. Our rigorous sourcing standards mean that you don't have to second-guess the quality of what you're feeding your family.

With Poushtik, the confidence in our products **brings peace of mind**, knowing that you're making the right choice for your loved ones.

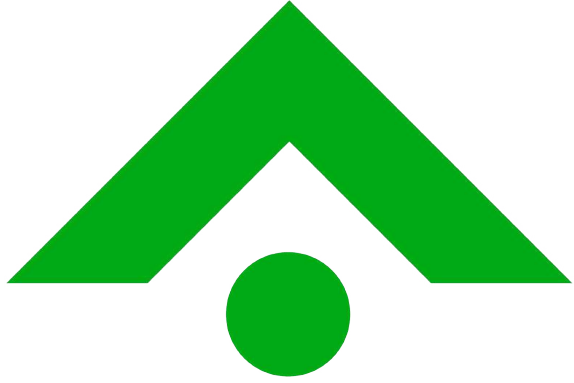


Bringing all the elements at one place



An eye for quality

+



that adds value to every household

=



Delivering Poushtik

Identity that snaps in memory instantly



By perfectly placing two key elements together, we have created a **location icon** as an overall identifiable design that quickly resonates with the category of "delivering" we position our brand in.

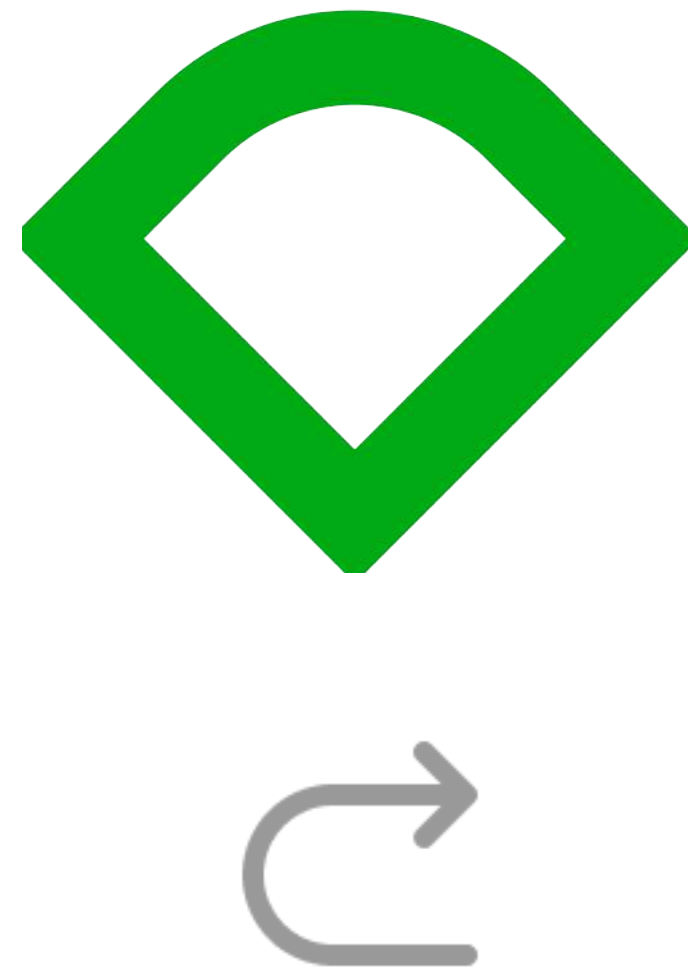
As customers engage with our brand daily, this familiar **visual reminder** reinforces our mission to deliver quality service.

& WE ARE JUST
GETTING STARTED.

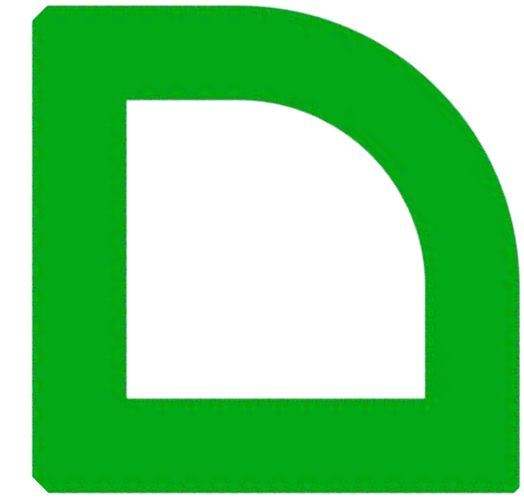
Here comes the awaited twist



How about we merge
elements of the logo



& twist it a bit...



*to form something that
goes beyond our imagination.
Surprised? Why so?*

Let us take you through the possible scale of branding

Remember we talked about blending tech with tradition?

& that was our toughest challenge!

A simple merger of the element helped us

bring back the traditional values

through our

"font style and pattern design"

that can be dynamically adapted across multiple languages and designs.

Font style that has multi-lingual adaptability

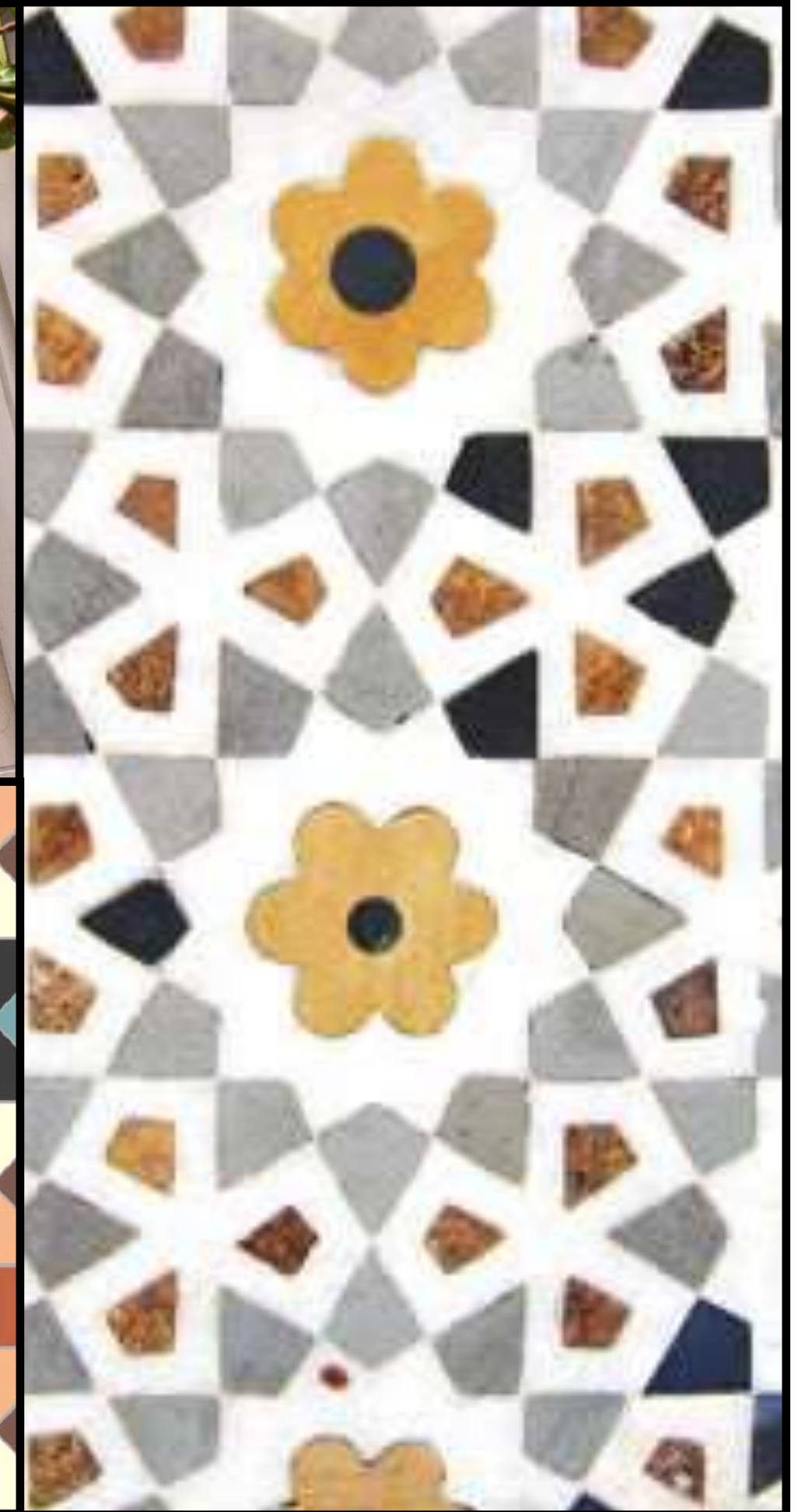
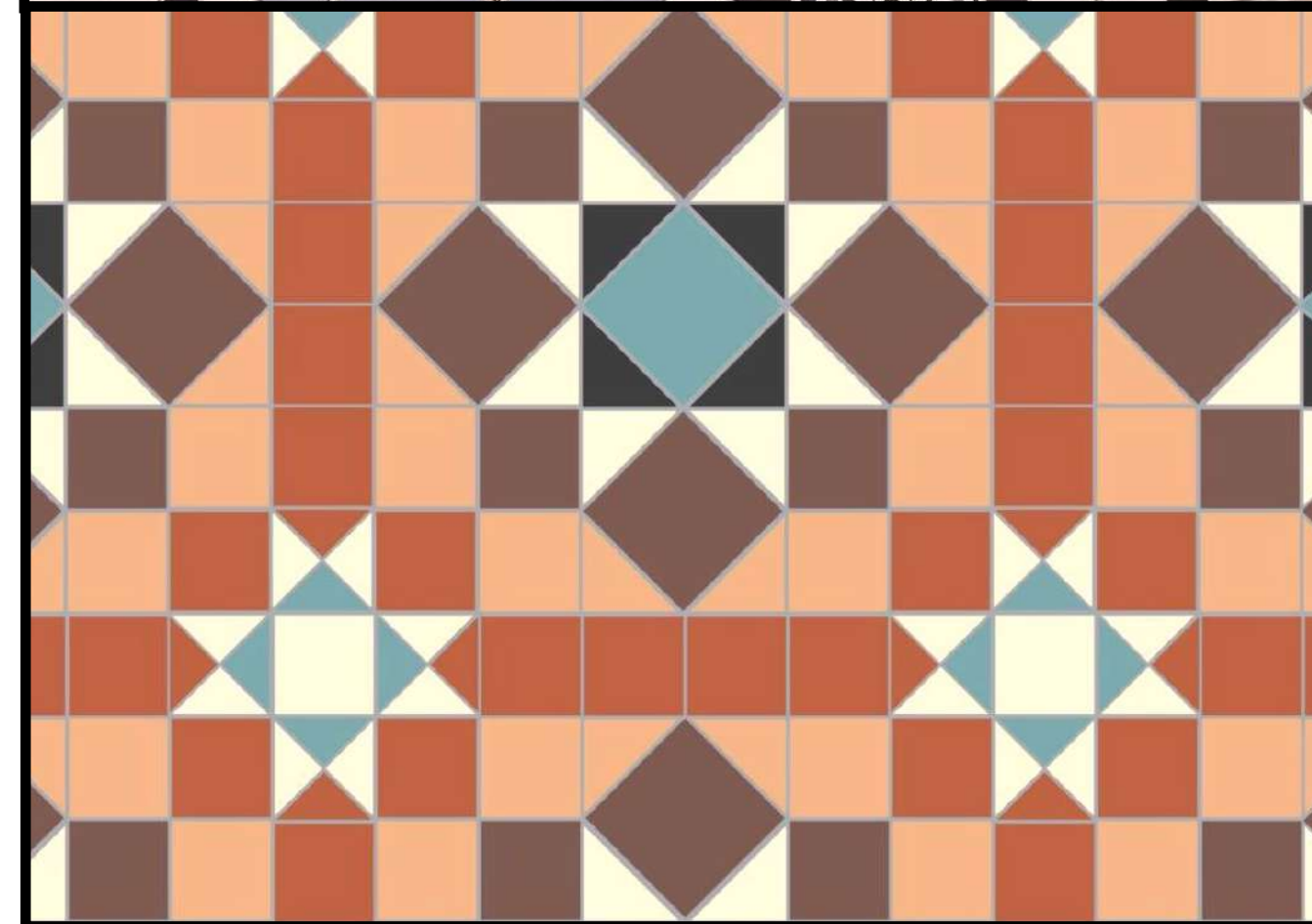
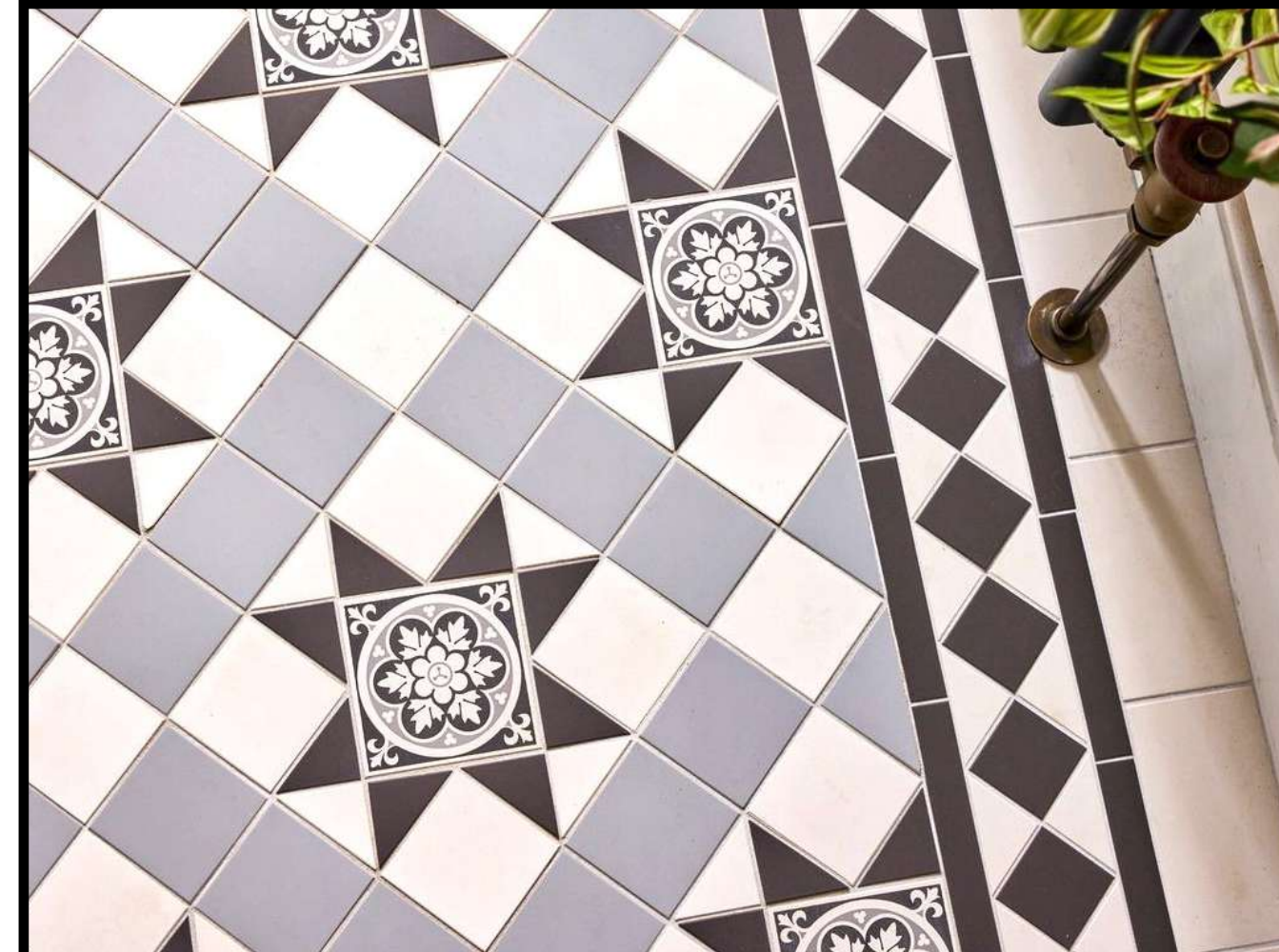
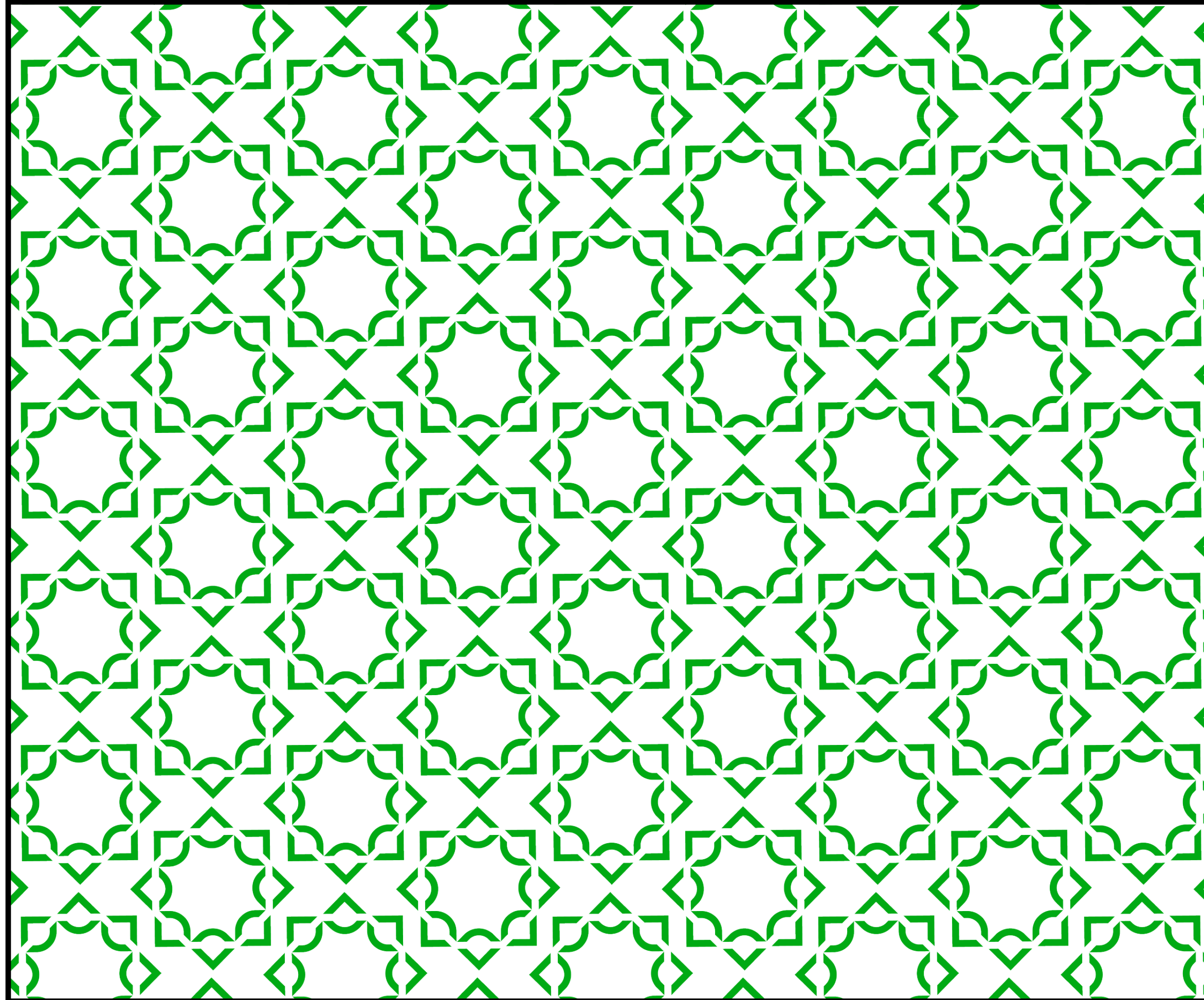


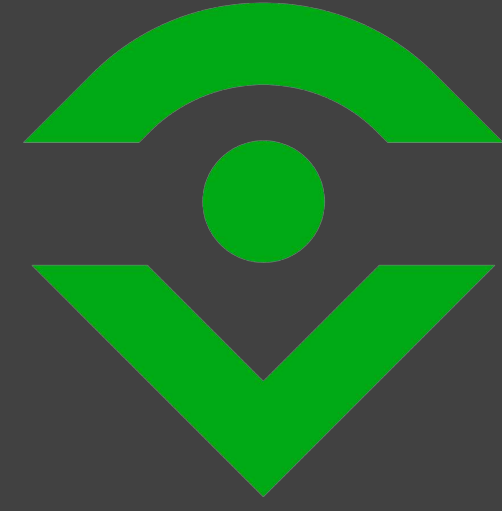
P of English



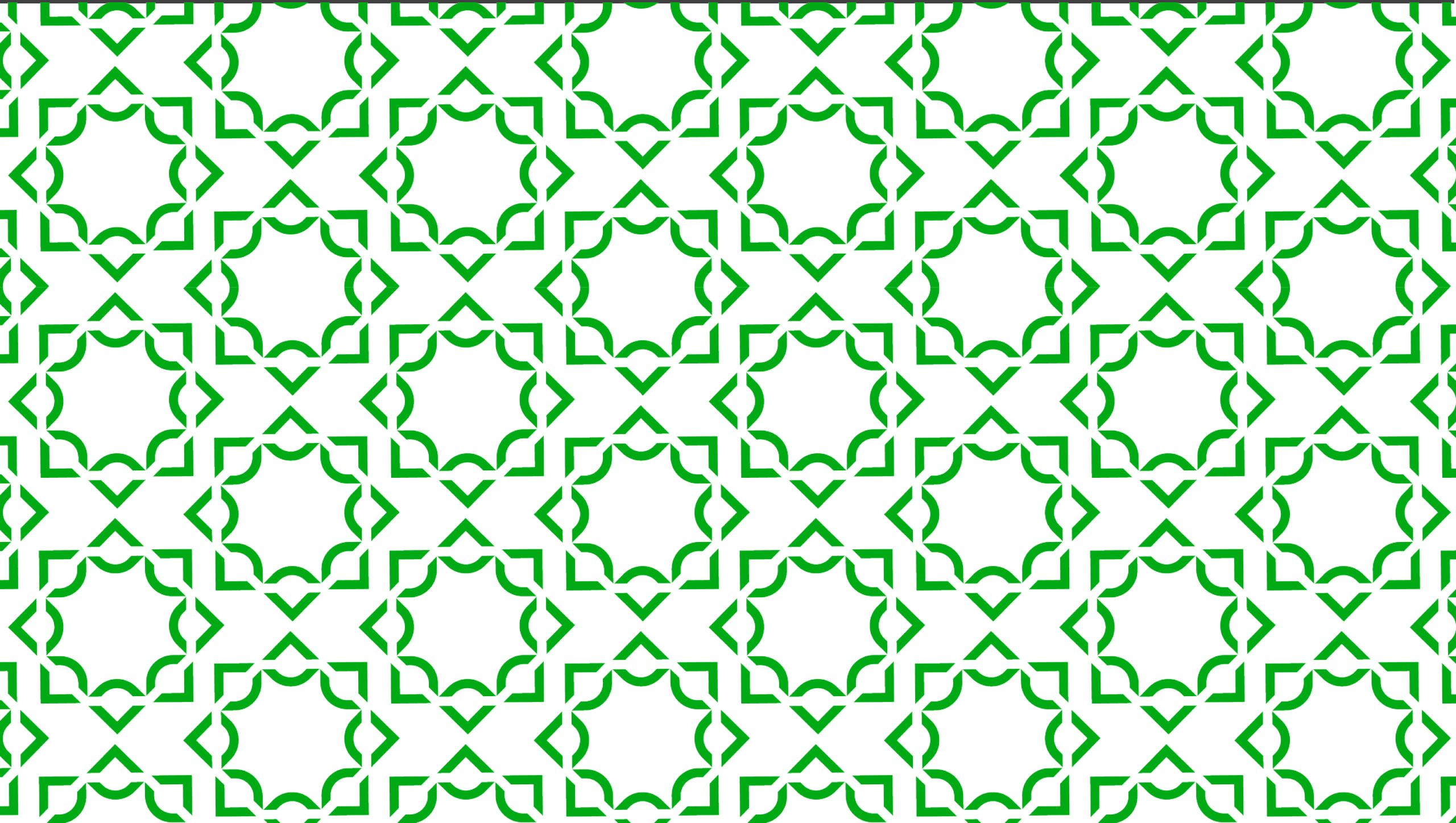
प of Hindi

Pattern design that roots us back to the tradition

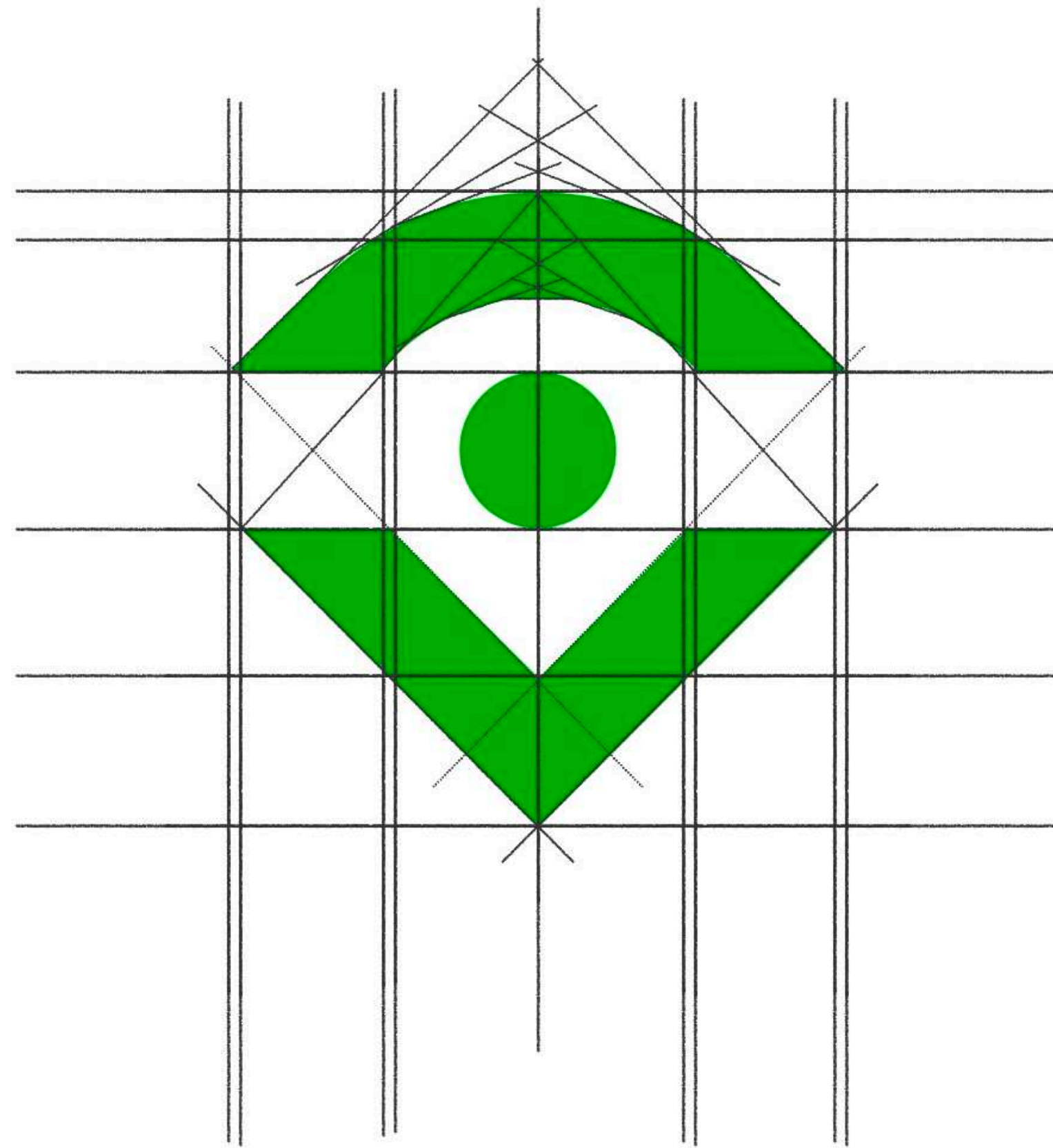




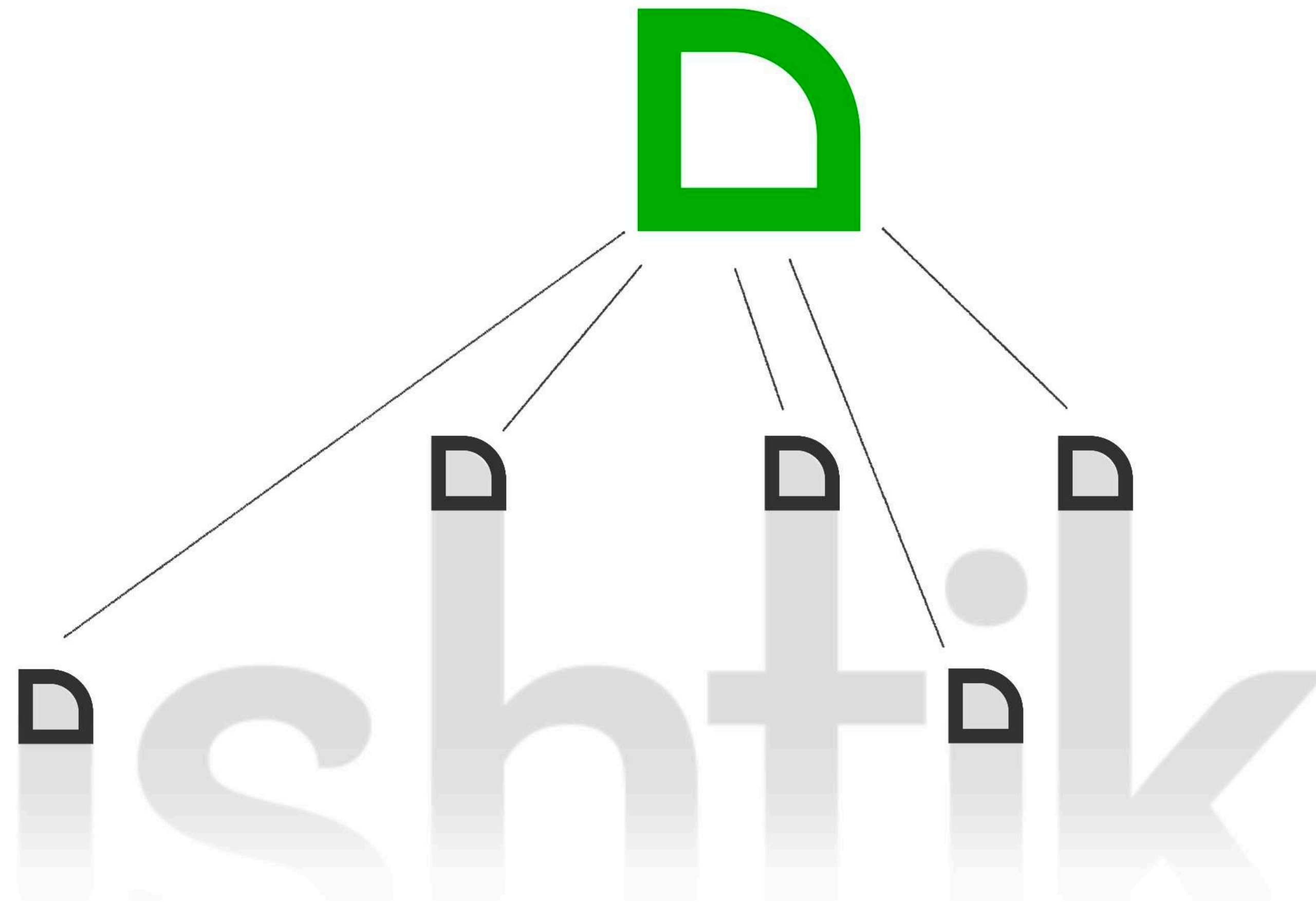
Poushtik



पोष्टिक



Precision Perfect Design



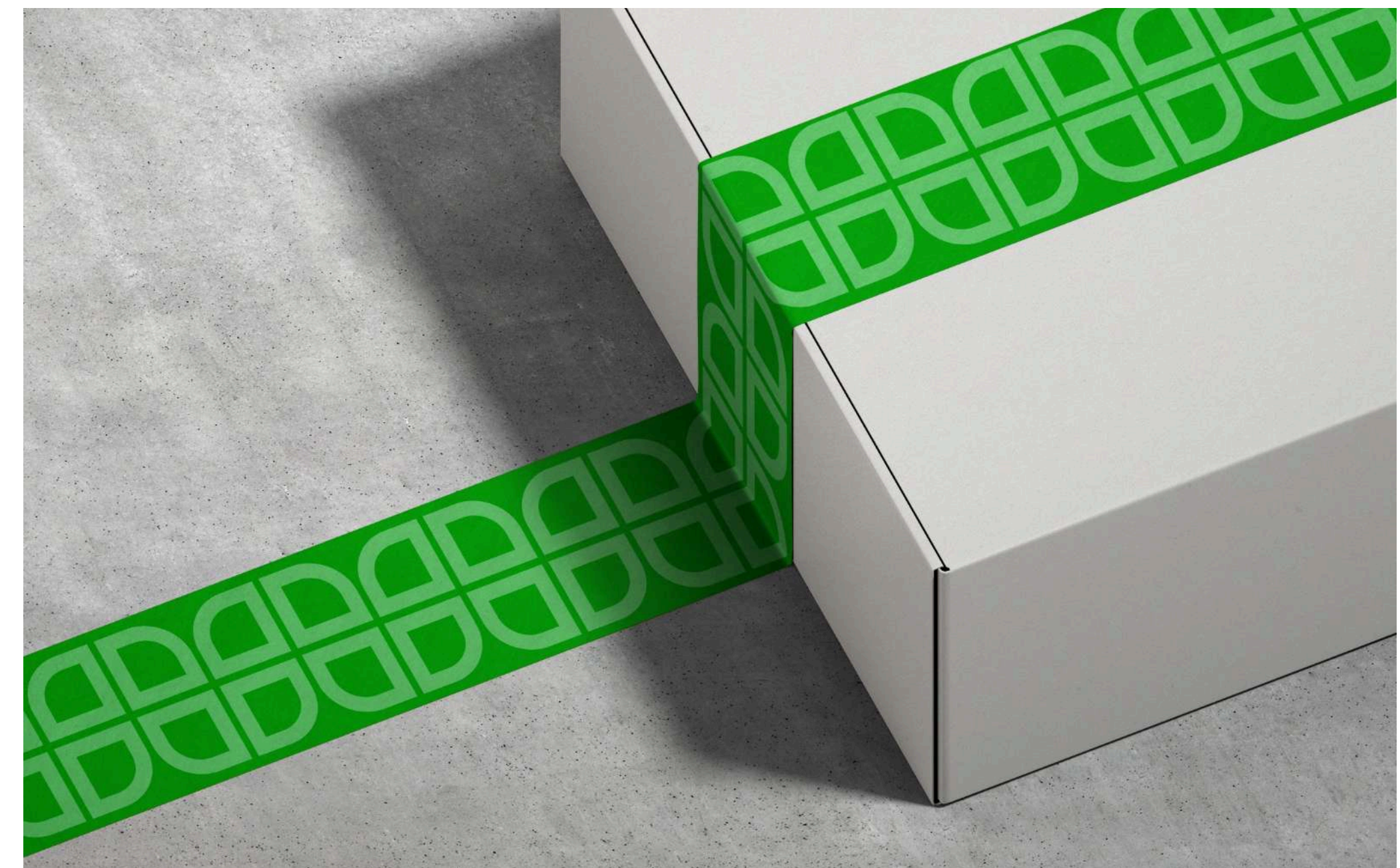
Custom type face that resonates with overall brand experience



**Brand that conveniently adapts modern Operating Systems &
Device Designs**

TIME TO TEST
BRAND SCALABILITY

in everyday circumstances.





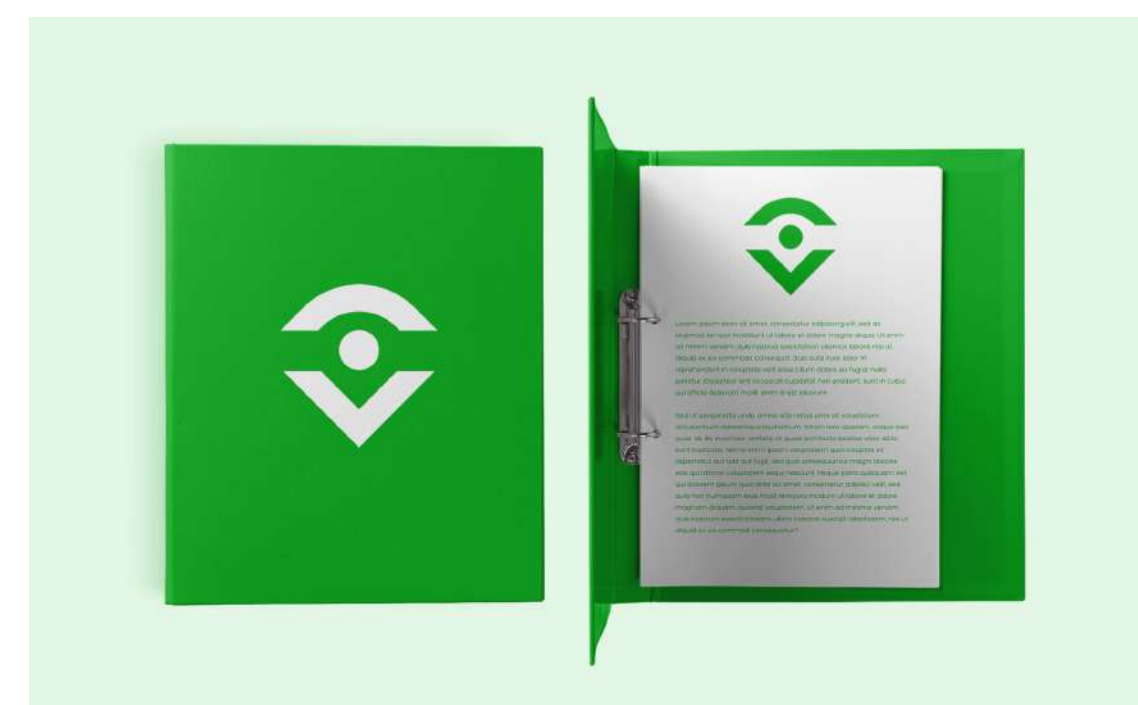


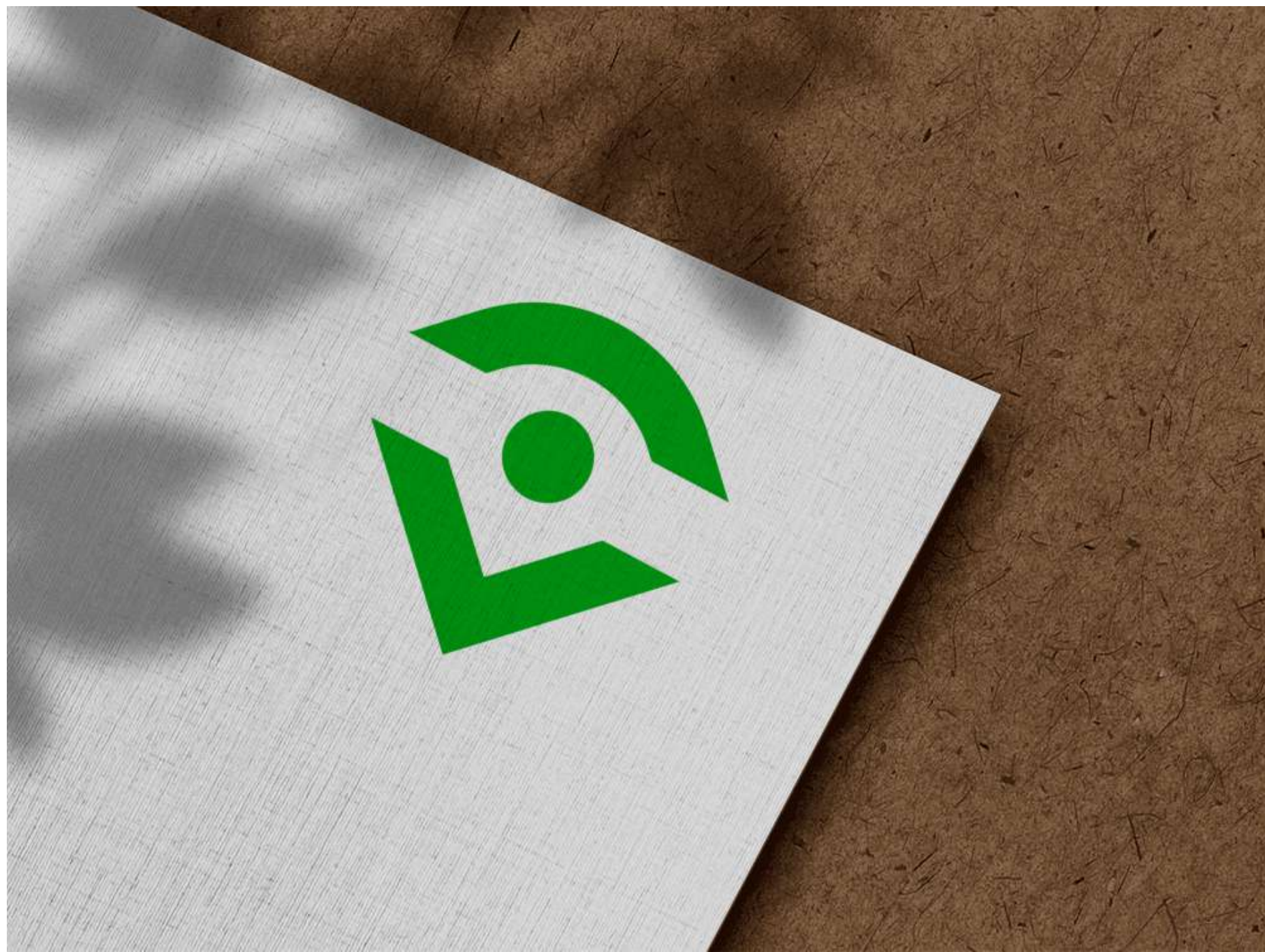
PIANO

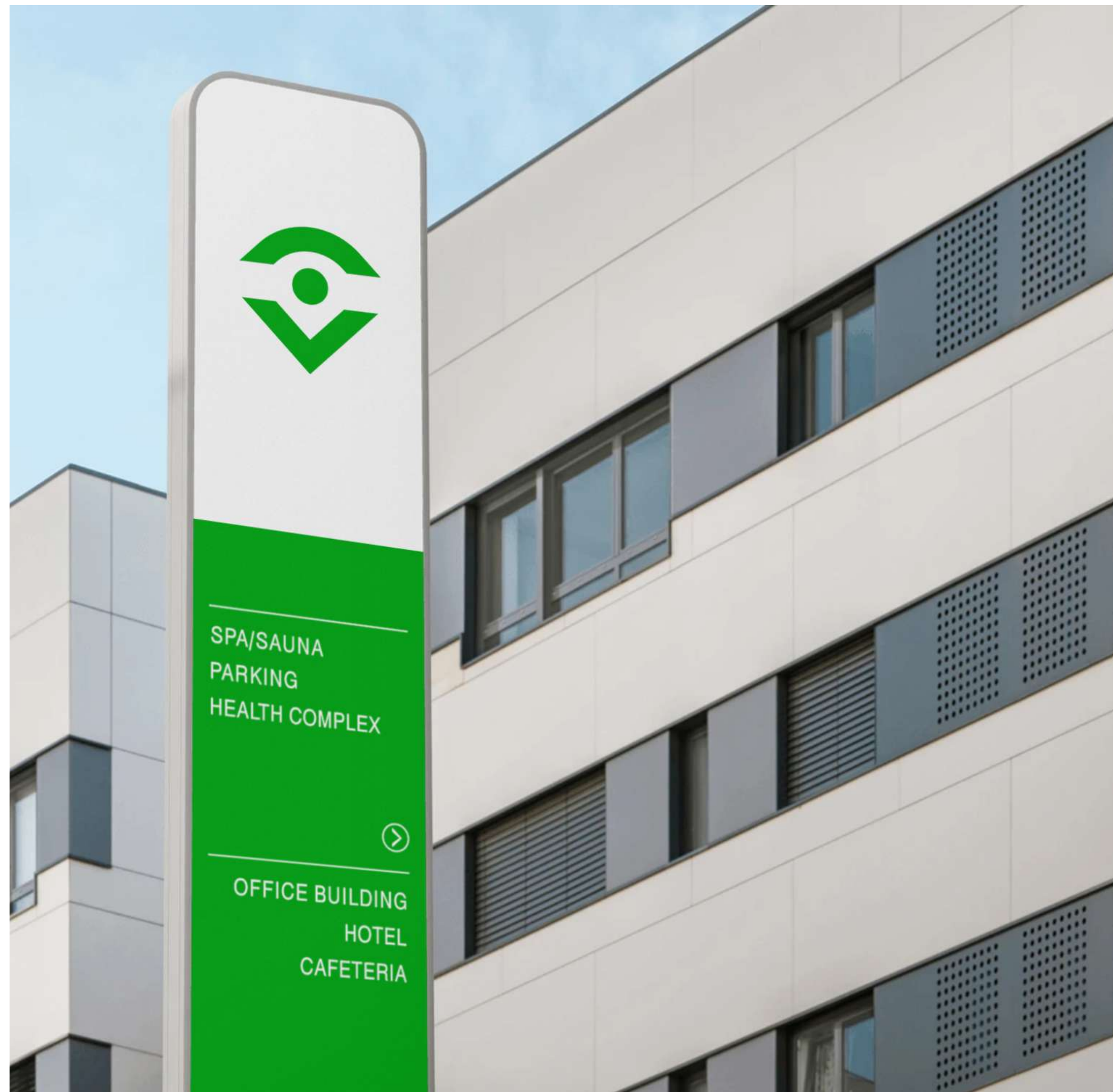




Poushtik













Groceries on schedule
Because good things take time.





From farm to front door,
you'll know exactly what's coming and when



Groceries on Schedule,
Because good things take time.



Quality isn't a luxury, it is the right everyone deserves.
And we pledge to deliver the right at your doorstep.



DELIVERING

पौष्टिक

Thank You

Brand Identity Design by **Four Two**

Four Two Creative Media Private Limited

*Prithvi
Ratni*