

KOSH launches Instant Oats in delicious sweet, popular Indian and spicy Chinese savoury flavours

A perfect snacking and desert option for health conscious food lovers

National, 26th September: KOSH the premium oat grain brand from **Future Consumer Limited (FCL)**, Food and FMCG arm of Future Group launches a wide range of Instant Oats in delicious sweet, popular Indian and spicy Chinese savoury flavours. The new range of Instant Oats includes **6 distinct flavours** that can be a healthy snacking and desert dish.

The range includes **savoury flavours** that are inspired from popular regional dishes like **Lively Lemon** has been inspired by Lemon Rice a famous dish in the south of India, **Chole Masala** from the North of India & **Chinese Chilli** and **Terrific Tomato** for people who prefer spicy and tangy food. For the ones with a sweet tooth, Kosh has launched **Magic Mango** and **Banana Caramel** both infused with the goodness of fruit and oats.

Speaking about the new products **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, “Today, consumers are very conscious about what they eat and at the same time are open to experimenting with different food. Oats as an ingredient is extremely healthy, the new flavours in savoury and sweet give consumers a choice of snacking right and at the same time eat oats in flavours of dishes that are usually cooked at home.”

KOSH flavoured oats are available in packs of 40gms and are priced at just Rs. 15. They can be purchased from Big Bazaar, Easyday, Nilgiris, Heritage, Star Bazaar outlets, ecommerce sites and popular general stores across the country.





ABOUT KOSH

KOSH is the ingenious makeover and assimilation of oats into your everyday food without compromising on taste. Using the diverse product formats from KOSH such as Oats Atta, Broken Oats, Wheat+Oats Atta & Instant Oats, you can incorporate KOSH into everyday meals; be it roti, paratha, upma, khichdi, idli, cheela, kheer, halwa, barfi and much more! With KOSH, you can use your creativity & imagination to play with everyday dishes and flavors of your choice.

Kosh has been introduced by Future Consumer Limited. Future Consumer Limited is India's first sourcing-to-supermarket food & FMCG company from Future Group. We believe, that we have created products that have helped our consumers live a better lifestyle. Future Consumer Ltd is a part of Future Group.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

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