

## Future Consumer launches Golden Harvest Sona Masoori Rice

Superhero Rana Daggubati creates a film on the brand deeply rooted with the South Indian culture

**National, 24<sup>th</sup> January 2018:** Future Consumer Limited (FCL), India's next generation FMCG Company launches Golden Harvest Sona Masoori Rice. Offering premium quality, Golden Harvest Sona Masoori Rice is handpicked from the best paddy fields in South India. Each grain of rice is processed and checked using high-end Swiss Technology. Future Consumer has collaborated with Suresh Productions and Annapurna Studios: Two largest production houses of South India to create a film on the brand that captures the essence of food in their culture.

Golden Harvest is a Rs. 1200 crore brand and has products in centre of plate categories like staples, spices and dry fruits. The brand aims at serving every Indian family through its large portfolio of 350 plus food products. Its latest product includes, Golden Harvest Sona Masoori Rice which is available in five variants created in packs of 10 kg and 25 kg. The range includes Classic, Premium, Economy, Supreme, Popular and Standard quality of rice and is priced from Rs. 600 to Rs. 1900. Golden Harvest is giving consumers a chance to taste Sona Masoori rice through special community feeding sessions which is being held at Big Bazaar, Nilgiris and Heritage stores in South India.

Speaking about the brand **Kishore Biyani, Group CEO, Future Group** said, "At Future Consumer, through our brands we want to offer every ingredient that makes a wholesome Indian thali. Rice is an integral part of the meals of the South Indian families. The launch of Golden Harvest Sona Masoori is our attempt to be the preferred brand in this region. We are happy to have got the chance to introduce the product by a talented team that understands the pulse of our customers."

Dedicated to all of South India, the film depicts how food plays an important role in nurturing and building new relationships. Sharing his experience as an ad maker, **Rana Daggubati, Director, Suresh Productions** said, "The film on Golden Harvest Sona Masoori will always be special because it brought me back into telling short form content after a long time and the other is that any story on food and family is always fun to tell. The "Golden Harvest" film captures our passion for food, in all its unique traditional and multi-cultural dimensions."

**Ms. Supriya Yarlagadda, Producer, Annapurna Studios,** said “It was refreshing to work with a brand that had a clear idea of how they want their product presented. Golden Harvest knew exactly what they wanted and what their identity is. I am glad that Annapurna Studios and Suresh Productions were able to collaborate on a sweet & original marketing campaign.”

FCL is a new age FMCG Company that caters to the fast moving consumer generation. By identifying gaps in the market, the company has launched innovative products and has created new categories. FCL operates in categories across frozen food, sauces, staples, flour, beverages, snacks, chocolates, bakery, dairy, dry fruits, personal and home care. Currently, FCL has over 30 brands like Tasty Treat, Karmiq, Desi Atta Company, Sangi’s Kitchen, Nilgiris, Kara, Clean Mate, Swiss Tempelle and many more.

### **ABOUT GOLDEN HARVEST**

Golden Harvest is all about the love that is infused in every home-cooked meal. Food is the language of love and every dish cooked for an occasion, cooked for a loved one, that evokes a memory, that has a special place in your heart, is what we stand for. Golden Harvest caters to everyday kitchen essentials by providing the premium quality of flour, pulses, rice, dry fruits, cereals and spices. Golden Harvest is all about the ‘Bhar Pet Pyaar’ that a mom, a husband or a grandparent puts in the food that they lovingly make for you. Just like when your mother knows just how you like your kheer and adds extra raisins. Or when you come home late from work and find a plate of your favourite parathas that your husband has left for you.

### **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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