

LT Foods further strengthens the supply chain of regional rice in India

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LT Foods Ltd, a leading billion-dollar global FMCG company in the consumer food space, has announced a new manufacturing facility in Raichur, Karnataka, for regional rice varieties, including Sona Masoori and Kolam. The move reinforces the company's commitment to strengthening its value chain for South India's preferred rice varieties and tapping into the rapidly formalising regional rice market.

Karnataka represents one of India's most vibrant and attractive markets for regional rice, both in terms of production and consumption. The state is a significant producer of premium non-Basmati rice and is supported by a large, discerning consumer base with a strong affinity for regional specialities. Varieties such as Sona Masoori and Kolam are staples in South Indian households, with Sona Masoori enjoying widespread acceptance beyond Karnataka, in Andhra Pradesh, Telangana, and among the global Indian diaspora.

The new facility will have an initial estimated production capacity of 30,000 metric tonnes per annum. Commercial production is expected to commence around February 2, 2026, subject to the receipt of necessary statutory and regulatory approvals. The project entails an estimated capital expenditure of Rs. 6 crore, which will be funded through internal accruals.

Speaking on the occasion, Ritesh Arora, CEO - India Business & Far East, LT Foods Ltd., said, "The move is a strategic step in strengthening our regional rice business in India. Regional varieties such as Sona Masoori and Kolam have deep-rooted consumer relevance and consistent demand, and this investment allows us to further strengthen the value chain—from sourcing to processing and delivering a consistent experience to our consumers."