AMIR CHAND JAGDISH KUMAR (EXPORTS) LIMITED

ISO 22000 : 2018 Certified Organization • Super Star Trading House • Rice Millers & Exporters

CIN No.: L15312DL2003PLC121979, Website : www.aeroplanerice.com, E-mail : info@aeroplanerice.com

November 27, 2026

To,

BSE Limited,
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai - 400 001.
BSE Scrip Code: 544743

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor, Plot C/1, G Block,
Bandra - Kurla Complex, Bandra (E),
Mumbai - 400 051.
NSE Symbol: AEROPLANE

Dear Sir/ Madam,

Sub: Press Release - Rashmika Mandanna becomes brand ambassador for Aeroplane Rice & FMCG

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

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find enclosed herewith the Press Release dated November 27, 2026, titled "**Rashmika Mandanna becomes brand ambassador for Aeroplane Rice & FMCG**".

You are requested to take the above information on your records.

Thanking you,

Yours faithfully,

For **Amir Chand Jagdish Kumar (Exports) Limited**

Yours faithfully,

For **Amir Chand Jagdish Kumar (Exports) Limited**

SADHNA KHURANA
Digitally signed by SADHNA KHURANA
Date: 2026.11.27 22:59:39 +05'30'

Sadhana Khurana
Company Secretary and Compliance Officer
Mem. No. A24534

Encl. A/a

PRESS RELEASE

Rashmika Mandanna becomes brand ambassador for Aeroplane Rice & FMCG

Loved by consumers across India for its rice, Aeroplane now takes its name into atta, salt, sooji, sugar, besan and maida, with a new campaign, “Aeroplane Khao… Udd Jao!”, starring Rashmika Mandanna, with Fatima Sana Shaikh as co-star

New Delhi, 27 November 2026: Aeroplane Rice & FMCG, the flagship brand of Amir Chand Jagdish Kumar (Exports) Limited, today announced pan-India star Rashmika Mandanna as the face of the brand, with Fatima Sana Shaikh joining her as co-star in the film for its new campaign, “Aeroplane Khao… Udd Jao!” The campaign will be launched in the coming weeks.

The association marks Aeroplane's next big step: from a rice brand loved by consumers across India to a household name for everyday kitchen staples, including atta, salt, sooji, sugar, besan and maida. The trust that families already place in Aeroplane rice now extends to the rest of the Indian kitchen.

Rashmika Mandanna's appeal across Hindi, Telugu, Tamil and Kannada audiences gives Aeroplane a face that speaks to kitchens across the country. The association will also support the brand's growing presence in international markets.

Commenting on the association, **Mr. Jagdish Kumar Suri, CMD, Amir Chand Jagdish Kumar (Exports) Limited,** said:

> *“Since 1982, Aeroplane rice has earned the trust of consumers across India. We are delighted to welcome Rashmika Mandanna as the face of Aeroplane, with Fatima Sana Shaikh as her co-star in the campaign film, as we take that trust beyond rice and into every part of the Indian kitchen. Our ambition is to build Aeroplane Rice & FMCG into a leading consumer food brand, and this association is an important milestone in that journey.”*

Mr. Rahul Suri, Whole-time Director, Amir Chand Jagdish Kumar (Exports) Limited, added:

> *“We are entering an exciting phase of growth for Aeroplane Rice & FMCG. With atta, salt, sooji, sugar, besan and maida, Aeroplane is becoming a complete kitchen-staples brand, backed by our established manufacturing and distribution capabilities and an aggressive brand-building strategy. Rashmika will help us connect with a wider audience as we grow across India and international markets.”*

Speaking about her association, **Rashmika Mandanna, the face of Aeroplane Rice & FMCG,** said:

> *“I am delighted to be the face of a brand like Aeroplane, which has been part of countless Indian homes. For me, food is all about love, happiness and the little moments that bring people closer. I absolutely love the spirit of ‘Aeroplane Khao… Udd Jao!’ – it’s about enjoying every bite and letting that happiness take you places. I’m thrilled to be part of this journey and can’t wait for everyone to experience what we’ve put together.”*

Fatima Sana Shaikh, co-star in the Aeroplane campaign, added:

> *“I loved being part of the ‘Aeroplane Khao… Udd Jao!’ film, and I can’t wait for audiences to see it.”*

Building a Stronger Consumer Brand

Incorporated in 2003, Amir Chand Jagdish Kumar (Exports) Limited has developed a sizeable business across the procurement, processing, packaging and distribution of rice, building on a family rice business dating back to 1982 and more than four decades of industry experience.

Aeroplane Rice & FMCG is the company's flagship consumer brand.

The company has already built a strong presence in the rice category, but its ambitions go well beyond rice. The association with Rashmika Mandanna is therefore not simply about celebrity endorsement. It is part of Aeroplane's larger plan to build a contemporary national and international FMCG brand while retaining the experience and trust it has developed over decades.

Going forward, the company intends to leverage its established manufacturing capabilities, distribution infrastructure and brand equity to accelerate its consumer-facing FMCG ambitions. Its strategy includes strengthening its existing product portfolio, expanding distribution and investing in high-impact marketing initiatives to build Aeroplane Rice & FMCG into a household name in India and globally.

Aeroplane has built a broader food portfolio, with atta, salt, sooji, sugar, besan and maida now available alongside its rice. The objective is to bring the Aeroplane name into more Indian kitchens across different categories.

With Rashmika Mandanna as the face of the brand, Aeroplane Rice & FMCG is gearing up for its next phase of growth.

Aeroplane Rice & FMCG is ready for its biggest flight yet.
Aeroplane Khao… Udd Jao!

Aeroplane

BASMATI RICE - ATTA - SUGAR - SALT - BESAN - MAIDA - SOOJI

AMIR CHAND JAGDISH KUMAR (EXPORTS) LIMITED

