

Grains of Hope

Everyone knows that hunger as a problem is real. There are many who go to sleep hungry, especially children.

According to the NITI Aayog ‘Transforming Child Nutrition’ Report, 2023, 68% of children in India have a healthy weight,

but 32% are still affected by hunger or poor nutrition. The Grains of Hope campaign seeks to address this gap — every share of our

campaign video will result in one meal donated to a child in need.

As a leading food brand, KRBL Limited (“KRBL” or the “Company”) feels that it is our responsibility to contribute to the cause of

fighting hunger. Through our "Grains of Hope" initiative, we aim to combat child hunger by providing meals to those in need.

We are initiating a campaign this Independence Day called ‘#FreedomFromHunger’ (“Campaign”) under which we are facilitating consumers

to contribute by sharing our initiative. For every share of the official campaign video, India Gate will provide a meal to a child in need.

Join us in this noble cause and help us create a hunger-less world.

This Independence Day, KRBL pledges to fight against hunger by spreading its initiative to all corners of India and providing meals to

children in need. To support this initiative, KRBL has hosted the campaign #FreedomFromHunger on its platform Grains of Hope at

www.IndiaGateGrainsOfHope.com (“Site”). Participants can be part of this Campaign by watching the campaign video and sharing it via the

available social platforms.

Terms and Conditions

Campaign:

- The #FreedomFromHunger Campaign ("Campaign") is valid from 13th Aug'25 and shall continue until further notification by the Company ("Campaign Period").
- The Participant is a resident of India, above the age of 18, and competent to contract.
- Participation in the Campaign is voluntary and subject to these Terms and Conditions ("T&C").
- By participating, the Participant confirms that they have read and understood the T&Cs and agree to be bound by them.

Campaign Details:

To participate in the Campaign, Participants are required to:

1. Visit www.IndiaGateGrainsOfHope.com.
2. Watch the official campaign video.
3. Share the video through WhatsApp, Instagram, or any other available platform.
4. For every share, India Gate will donate one meal to a child in need.

Participation in the Campaign will not incur any charges from the Company. However, Participants may be subject to data and other

charges imposed by their network provider for internet usage at applicable rates. It is the sole responsibility of the Participant to

verify and manage these charges.

The Participants agree to comply with all applicable laws and regulations when participating in the Campaign. In particular,

Participants must not post or transmit any material that is:

- Fraudulent, dishonest, or misleading.
- Unlawful, harassing, libelous, abusive, threatening, harmful, vulgar, obscene, or otherwise objectionable.

- Encouraging conduct that constitutes a criminal offence, gives rise to civil liability, or otherwise breaches any applicable laws.
- Infringing the copyright or other rights of any third party.
- Technically harmful (including, without limitation, computer viruses or other malicious software).

By sharing the campaign video, Participants grant the Company a royalty-free, non-exclusive license to use, reproduce, modify, translate, and distribute the shared content for the purpose of promoting the Campaign.

Liability and General Terms:

- The Company shall not be liable for any injury, loss, or damage suffered due to participation in the Campaign.
- The Company reserves the right to modify, suspend, or withdraw the Campaign at any time without prior notice.
- The content on the Site, including text, graphics, and trademarks, is the property of the Company and protected under applicable laws.
- The Company shall not be liable for any failure to perform its obligations due to force majeure events including but not limited to natural disasters, pandemics, or government restrictions.
- All disputes will be subject to the exclusive jurisdiction of the courts at New Delhi, India.

By participating in this Campaign, Participants acknowledge that they do so at their own risk and responsibility.