



BIKAJI FOODS INTERNATIONAL LIMITED

F 196-199, F 178 & E 188, Bichhwal Industrial Area, Bikaner, Rajasthan, India - 334006

T: +91-151-2250350 | F: +91-151-2251814 | E: cs@bikaji.com | W: www.bikaji.com

CIN: L15499RJ1995PLC010856 | GST No.: 08AAICS1030P1Z5

Ref: BFIL/SEC/2025-26/91

Date: December 22, 2025



To,
Dept of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001 (Maharashtra)
Scrip Code: 543653

The Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai 400 051 (Maharashtra)
Trading Symbol: BIKAJI

Subject: Intimation of new Logo along with Press Release

Dear Sir/ Madam,

Pursuant to the requirements of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), as amended, from time to time, we hereby inform you that, as part of transformation initiative, the Company has unveiled new logo, as set out below:

New Logo	Existing Logo
	

A copy of Press Release issued by the Company in this regard is enclosed herewith, the content of which is self-explanatory.

In compliance with the Regulation 46 of the Listing Regulations, the above disclosure will also be hosted on the website of the Company and the same can be accessed at www.bikaji.com.

You are kindly requested to take the same on record.

Thanking you

Yours faithfully,
For Bikaji Foods International Limited

Rahul Joshi
Head - Legal and Company Secretary
Membership No.: ACS 33135

Enclosure: As above



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Bikaji Foods International Limited

Press Release

Bikaji Foods unveils new brand logo: A tribute to Rich Rajasthani Heritage and Modern Progress

Bikaner, 22nd December 2025:

Bikaji Foods International Limited (Bikaji), India's third largest ethnic snacks company and the second fastest-growing player in the organized snacks market, has unveiled its brand-new logo that celebrates enduring legacy while marking a new chapter in its journey towards modernity and global growth.

New Logo	Existing Logo

Inspired by Bikaji's deep rooted Rajasthani heritage the new brand logo is crafted around a distinctive royal shield, symbolizing trust, legacy and pride- the values that have shaped the brand since its inception. Its upper curve subtly echoes the silhouettes of a traditional Rajasthani turban, symbolizing honour and warm hospitality, while the fluid lines mirror the golden sand dunes of the desert, a tribute to Bikaji's roots in Bikaner.

Deepak Agarwal, Managing Director, Bikaji Foods International Ltd., said: *"Our new logo is more than just a design, it's a celebration of who we are, a blend of tradition and modernity. As we gear up for 2026, this refreshed visual identity aims to strengthen Bikaji's connection with its loyal consumers while appealing to new generations. It reflects our heritage, values, and unwavering commitment to authenticity, taste, and quality, even as we continue to expand our footprint across domestic and international markets".*

Neha Rao, Vice President - Marketing, Bikaji Foods International Ltd., said: *"Bikaji has always been in the forefront of impactful marketing, from large scale campaigns like Bikaji Khao, London Jao to our recent collaboration with Pankaj Tripathi as the brand icon for our Uttar Pradesh market expansion. These initiatives reflect our aggressive marketing strategy and our ambition to strengthen and expand Bikaji's presence across India and beyond.*

As we grow, its vital for us to stay deeply connected to our traditional roots while reimagining how the brand speaks to modern audiences. The new logo marks the first step in this transformation- a thoughtful balance between our heritage and vision for the coming years. We believe that a modernized logo and packaging system helps Bikaji stand out on crowded shelves, appeal to younger consumers and signal superior quality while retaining its traditional savour. The new elements form a mark, that is both regal and welcoming, deeply anchored in cultural authenticity while confidently express a modern, progressive brand identity".

This change is limited solely to the Company's visual identity and does not impact the Company's legal name, corporate status or any existing rights, obligations or contracts change does not affect the Company's legal identity, name or any existing rights and obligations.



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About Bikaji Foods International Ltd. (<https://www.bikaji.com/>)

Bikaji Foods International is the third largest ethnic snacks company in India with an international footprint, selling Indian snacks and sweets, and is the second fastest growing company in the Indian organised snacks market. (Source: F&S Report). Shiv Ratan Agarwal launched the Bikaji brand in the year 1993 with an in-depth understanding of Indian tastes and preferences. The company as of September 30, 2025, has operations in 28 states and 7 union territories in India. The company also exports its products to 43 international countries, including North America, Europe, the Middle East, Africa, and Asia Pacific. Bikaji Foods' product range includes six principal categories: bhujia, namkeen, packaged sweets, papad, western snacks as well as other snacks which primarily include gift packs (assortment), frozen food, mathri range, and cookies.