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July 17, 2026

BSE Limited

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Dalal Street,
Mumbai – 400 001

Scrip Code: 543458

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Scrip Code: AWL

Dear Sir / Madam,

Sub: Press Release titled “Alife Relaunches its Bathing Soap Portfolio with new variants for everyday Beauty and Care.”

Please find attached copy of press release dated 17th July 2026 titled “Alife Relaunches its Bathing Soap Portfolio with new variants for everyday Beauty and Care.”

Kindly take the same on records.

Thanking You

Yours faithfully,

**For AWL Agri Business Limited
(formerly known as Adani Wilmar Limited)**

**Darshil Lakhia
Company Secretary
Memb. No: A20217**

Media Release

Alife Relaunches Its Bathing Soap Portfolio with New Variants for Everyday Beauty and Care

- Brand introduces four new bathing soap variants with upgraded formulations, contemporary packaging and skincare-inspired ingredients -

National, 17th July 2026: Alife, the personal care brand from AWL Agri Business Ltd. (formerly Adani Wilmar Limited), has relaunched its bathing soap portfolio with four new variants featuring upgraded formulations, thoughtfully selected ingredients and contemporary packaging under its new brand promise, '**Khubsurati Kuchh Khaas**'. The new range was officially launched on **15 July 2026** at the company's **Mundra manufacturing facility** in the presence of **50 of Alife's top distributors from across the country**, marking an important milestone in the brand's growth journey and strengthening its partnership with the trade.

The relaunched range is designed to elevate the everyday bathing experience by combining trusted care with skincare-inspired ingredients, signature fragrances and a modern visual identity that reflects the evolving needs of today's consumers.

As part of the relaunch, Alife introduces four refreshed variants — **Active Nimboo**, **Haldi Chandan**, **Rozy Glow** and **Fresh Lily** — each thoughtfully crafted with carefully selected ingredients and enhanced formulations to deliver an enriching bathing experience. Inspired by popular skincare ingredients and paired with signature fragrances, every variant offers a unique combination of cleansing, care and sensorial appeal. The new packaging further enhances shelf visibility while clearly communicating the distinctive benefits of each variant.

The relaunch is anchored in Alife's new brand proposition, '**Khubsurati Kuchh Khaas**', which reflects the brand's evolution from offering everyday personal care to creating more meaningful bathing experiences through upgraded formulations, special ingredients and a contemporary visual identity. The refreshed identity reinforces Alife's commitment to making everyday beauty routines more enjoyable and rewarding for consumers.

Speaking about the relaunch, **Mr. Mukesh Mishra, Joint President, Sales & Marketing, AWL Agri Business Ltd.**, said: *"At AWL, we believe everyday personal care should be both effective and enjoyable. The relaunch of Alife's bathing soap range reflects our commitment to continuously evolve with consumer preferences by introducing new variants with enhanced formulations, thoughtfully selected ingredients and contemporary packaging. With our new brand proposition, 'Khubsurati Kuchh Khaas', we aim to offer consumers a richer bathing experience that combines trusted care with skincare-inspired benefits, making every bath feel a little more special."*

The relaunched Alife bathing soap range will be available across retail outlets and leading distribution channels nationwide, offering consumers a refreshed portfolio that blends upgraded formulations, skincare-inspired ingredients, signature fragrances and contemporary packaging to meet today's evolving personal care needs.

About AWL Agri Business Ltd. (formerly known as Adani Wilmar Ltd.)

AWL Agri Business Ltd. (formerly Adani Wilmar Limited) is one of India's largest Food & FMCG companies, offering a diverse portfolio of essential kitchen staples, including edible oils, wheat flour, rice, pulses, and sugar. AWL through its brands, including flagship brand - Fortune, commands the trust of more than 135 million households, reaching to every 1 in 3 Indian families. With more than 80 manufacturing facilities across 11 states, including India's largest single-location refinery in Mundra (5,000 tons per day capacity), AWL ensures seamless production and distribution across the country. Its extensive supply chain, supported by 98 stock points, over 10,000 distributors and sub-distributors, along with a retail network of 2.6 million outlets, guarantees widespread accessibility across urban and rural India.

Beyond serving retail consumers, AWL also caters the HoReCa and institutional consumers, with staple food products, specialized bakery and Lauric fats, Castor Oil derivatives, Oleochemicals, and value-added Soya products. Its advanced castor oil facilities produce pharmaceutical-grade, and low-moisture castor oil, catering to global markets. Additionally, AWL has expanded into the Home & Personal Care (HPC) segment, offering soaps, handwashes, and multipurpose cleaners, further strengthening its product offerings.