

India Gate Foods Enters Low- Glycemic Index Rice Segment with Launch of India Gate Uplife Lite Everyday Rice

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KRBL Limited, India's leading integrated rice company and parent to India Gate Basmati Rice, has strengthened its presence in the health-focused FMCG space with the launch of India Gate Uplife Lite Everyday Rice, a new addition to the India Gate Uplife portfolio.

Launched last year, India Gate Uplife is a health-forward brand built on the trust and core values of India Gate, positioned as a proactive partner for modern Indian consumers. With the introduction of Uplife Lite Everyday Rice, the brand expands its range of value-added staples for today's active lifestyles supporting steady energy release while fitting seamlessly into familiar food habits. The launch reinforces Uplife's ambition to empower consumers towards healthy eating.

On the launch, Ayush Gupta, Head India Business, KRBL Limited, said, "Building on the successful launch of India Gate Uplife Lite Everyday Rice, we are expanding the brand with a clear ambition to create a meaningful presence in the proactive health and wellness space and evolve into a trusted lifestyle partner for young, emerging India. Anchored in the trust of India Gate, our focus is on innovations such as low GI rice that support steady energy and balanced blood sugar, helping

consumers stay active, avoid post-meal lethargy, and do more with their day. This reflects our commitment to bringing healthier, everyday choices to modern Indian households.â?•

Addressing the growing preference for staples with added health benefits, India Gate Uplife Lite Everyday Rice is a low-Glycemic-Index rice that helps maintain balanced blood sugar levels and supports sustained energy through the day. Fat-free and trans fat-free, it offers a lighter eating experience while remaining suitable for household consumption. The variant brings purposeful innovation to the evolving low-GI rice category, aligning with the needs of consumers seeking healthier staple choicesâ?? so light, so rightâ?•.

Adding to this, Kunal Sharma, Vice President, Marketing and Organised Trade, KRBL Limited, said, â??Consumers today are seeking staples that align with their wellness aspirations without disrupting everyday taste and habit. With Uplife, we aim to make health-forward choices more natural, relevant, and accessible in Indian kitchens.â?•

The brandâ??s journey began with its first foray into healthy, gut-friendly edible oils, and has since expanded into value-added staples such as Uplife LITE Everyday Rice, designed to support proactive wellness in daily diets. Alongside Uplife LITE, the Uplife value-added rice range also includes Uplife Weight Watchers Brown Rice and Uplife GutPro Basmati Brown Rice, each developed to address specific health goals while remaining suitable for regular household consumption.