



**AIL/CS/2025-26/457**

**March 10, 2026**

The Listing Department  
BSE Limited  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai-400 001

**Scrip Code: 506166**  
**ISIN: INE070K01014**

**Subject: Disclosures under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended**

Dear Sir/Madam,

In terms of Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with the relevant circulars and notifications issued thereunder, it is hereby informed that the Company is expanding its existing product portfolio with the introduction of a new product – Masala Dates in three variants, i.e., Masala Dates-Tamarind (Imli), Masala Dates-Chilli Lime and Masala Dates- Achari.

This addition is expected to create business synergies with the Company's existing range of domestic food products and further strengthen its presence in the consumer food segment.

The details of the said product as required under SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are as follows:

| <b>S. No</b> | <b>Particulars</b>  | <b>Details</b> |
|--------------|---|----------------|
| 1.           | Name of Product   | Masala Dates   |
| 2.           | Date of Launch  | 09.03.2026     |
| 3.           | Category of the product   | Snacks         |
| 4.           | Whether caters to domestic/international market                                   | Domestic       |
| 5.           | Name of the countries in which the product is launched (in case of international) | Not Applicable |

A copy of the Press Release with regard to the Product Launch is enclosed herewith.

**APIS INDIA LIMITED**

Registered Office : 18/32, East Patel Nagar, New Delhi-110008 | CIN : L10300DL1983PLC164048

Works : Khasra No. 66-72, Makhiali Dundi, Peerpura Road, Roorkee-247667, U.K. (India)

+91 11 4320 6650 | mail@apisindia.com | www.apisindia.com



This information is also being uploaded on the website of the Company i.e. [www.apisindia.com](http://www.apisindia.com).

We request you to take the above information on record.

Thanking You  
**For Apis India Limited**

**Amit Anand**  
**(Managing Director)**  
**DIN; 00951321**

**Encl: a/a**



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## **Apis India Limited's Misk launches Masala Dates - Seedless, Superfood-On-The-Go in Bold Indian Flavours**

- **Seedless, sliced dates tossed in achari, imli (tamarind) and chilli-lime masalas; a flavour-forward, ready-to-eat alternative that is set to change everyday snacking.**
- **Soon to be available PAN India through retail stores and major e-commerce platforms.**

**New Delhi, 10 March 2026:** Apis India Limited's MISK has launched its newest innovation - **Masala Dates** in New Delhi. It's a savoury spin on a traditional **superfood-on-the-go** that brings three punchy Indian masala profiles - **Achari, Imli (tamarind) and Chilli-Lime** to **deseeded, sliced dates**.

Traditionally consumed in their whole form, dates often require preparation such as deseeding or cutting before consumption. Recognising this friction and the growing consumer interest in flavour experimentation, Apis India has introduced Masala Dates as a value-added, sweet-savoury innovation in the category. The range is designed for immediate consumption and flavour exploration, offering an alternative to sugary and fried snacks.

Unlike conventional date products that largely remain in their natural sweet format, Masala Dates is an innovation that introduces a differentiated flavour dimension. It combines the natural sweetness of dates with bold Indian spice blends to create a snack that stands apart from typical offerings in the segment.

Masala Dates pairs the natural energy and nutritional profile of dates with bold spice blends created for snacking, topping and quick recipe uses. The product is seedless, pre-sliced and ready to eat, making it easy to add to breakfast bowls, chaat, salads, or to enjoy straight from the pack as an on-the-go savoury bite.

The launch expands the company's clean-nutrition and value-added portfolio and is aimed at consumers who are curious about flavour, time-pressed, or looking for healthier substitutes to conventional snacks. The de-seeded format is intended to reduce handling time and broaden usage occasions across households and on the move.

Commenting on the launch, **Mr Amit Anand, Managing Director, Apis India**, said: *"We are excited to present this latest innovation to consumers. We developed Masala Dates to address everyday convenience and healthy choices without moving away from familiar Indian flavour profiles. The range is intended for consumers who want ready-to-use options that fit into modern routines while offering distinct taste choices."*



Masala Dates will be rolled out PAN India through retail shops, leading modern trade stores and major e-commerce platforms in coming weeks.

## **About Apis India Ltd.**

Incorporated in 1983, Apis India Limited is a consumer foods company known for its honey and value-added food products. With an emphasis on sourcing standards, product quality and expanding distribution reach, the company continues to broaden its clean-nutrition portfolio.

Website:

<https://www.apisindia.com/>

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