

Prepare healthy and tasty dishes with wide range of KOSH Oats

Available in 100% Oats Atta, Broken Oats, Wheat + Oats Atta and Instant Oats

National, 17th July 2017: KOSH the premium oat grain brand from Future Consumer Limited (FCL), Food and FMCG arm of Future Group launches a nutritious range of Oats products. KOSH products are available in various forms like **Oats Atta (flour)**, **Broken (Tukda) Oats**, **mixture of Wheat + Oats Atta** and **Instant Oats** created to help the homemaker prepare healthy and delicious food as per the Indian palate.

KOSH Oats Atta is made by grinding and sieving whole oats into fine flour, which can be used to make **Roti, Chilla, Bhakri, Idli, Paratha, Dhokla** etc. **KOSH Broken (Tukda) Oats** offers the goodness of oats in smaller tukdas that can be used to prepare wholesome dishes like **Khichdi, Pulao, Biryani** etc. Enriched with the goodness of fibre, KOSH is the only brand that offers 100% Oats Atta and Broken Oats.



KOSH Wheat + Oats Atta is a pre-mixed blend of wheat and oats flour providing the goodness of two grains. It can be used to make **Roti, Paratha** and a variety of Indian breads. **KOSH Instant Oats** can be used to cook variety of recipes like **Upma, Poha, Chivda, Dahi Vada** and much more.

Speaking about the products **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, “KOSH is a brand that gives you all the vital nutrition from Oats which is the 3rd grain of India. One can easily benefit from the nutrients of oats by adding just a handful of KOSH in dishes like roti’s, which are consumed every day. Our wide range of products will help homemakers and food lovers prepare dishes that are healthy, tasty and extremely easy to cook.”

KOSH Oats products are available in sizes of **500 gm and 1 kg pouches** ranging between **INR 60 to 200**. These products can be purchased from Big Bazaar, Easyday, Nilgiris, Heritage, Star bazaar outlets, ecommerce sites and popular general stores across the country.



ABOUT KOSH

KOSH is the ingenious makeover and assimilation of oats into your everyday food without compromising on taste. Using the diverse product formats from KOSH such as Oats Atta, Broken Oats, Wheat+Oats Atta & Instant Oats, you can incorporate KOSH into everyday meals; be it roti, paratha, upma, khichdi, idli, cheela, kheer, halwa, barfi and much more! With KOSH, you can use your creativity & imagination to play with everyday dishes and flavors of your choice.

Kosh has been introduced by Future Consumer Limited. Future Consumer Limited is India's first sourcing-to-supermarket food & FMCG company from Future Group. We believe, that we have created products that have helped our consumers live a better lifestyle. Future Consumer Ltd is a part of Future Group.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).