



## Enjoy the New Range of Healthy Chapata Khanna with KOSH Instant Oats

Introducing new variants like Bombay Pav Bhaji, Bengal Spice Mix and Schezwan Masala

**National, 28<sup>th</sup> March 2019:** KOSH the premium oats grain brand from Future Consumer Limited adds three more exciting flavours of instant oats to their product range. Health conscious foodies can now feast on three new flavours which include the all-time hit among Mumbaikars – Oats in **Bombay Pav Bhaji Masala**, Panch Phoran inspired Oats in **Bengal Spice Mix** and the popular Oats in **Schezwan Masala**. The new range of Instant Oats can be a healthy snacking dish or even a meal that can be prepared within just few minutes.

In addition to this, KOSH Oats existing range includes savoury flavours that are inspired from popular regional dishes like **Lively Lemon** has been inspired by Lemon Rice a famous dish in the south of India, **Chole Masala** from the North of India & **Chinese Chilli** and **Terrific Tomato** for people who prefer spicy and tangy food. For the ones with a sweet tooth, Kosh has launched **Magic Mango** and **Banana Caramel** both infused with the goodness of fruit and oats.

Speaking about adding new variants of oats flavours **Sadashiv Nayak, CEO – Food Business, Future Group** says, “Healthy food is always perceived as food that is not tasty and bland. Likewise, oats is generally considered as an ingredient that is consumed only for breakfast. KOSH has changed this perception and has introduced different products through which oats can be consumed as any meal and most interestingly also as a dessert. Our initial range of flavoured oats was a big hit which is why we are delighted to introduce three new recipes for all our consumers.”

KOSH flavoured oats is available in packs of 40gms and can be purchased from Big Bazaar, Easyday, HyperCity, Heritage, Nilgiris, Foodworld, Aadhar and WH Smith stores across the country. Bombay Pav Bhaji Masala, Bengal Spice Mix and Schezwan Masala is priced at Rs.18 while Lively Lemon, Chole Masala, Chinese Chilli, Terrific Tomato, Magic Mango and Banana Caramel is priced at Rs.15.

### **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):**

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 30 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

**FOR MORE INFORMATION, CONTACT:**

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