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Press Release

Basumoti Rice Launches New Brand Campaigns For The Festive Season

~The Campaigns Feature Brand Ambassador Prosenjit Chatterjee along with Kaushik Ganguly, Srijit Mukherji, Kharaj Mukherjee and Aparajita Auddy~

Kolkata, 28th August, 2025: Bardhaman Agro Products India Private Limited (BAPPL), one of the leading agro enterprises of the country, today, unveiled their festive campaigns for their brand, **Basumoti Rice**. The Campaigns feature BAPPL's newly signed brand Ambassador, Superstar **Prosenjit Chatterjee** along with the National Award-winning film makers, **Kaushik Ganguly** and **Srijit Mukherji** and actors **Kharaj Mukherjee** and **Aparajita Auddy**.

The story of the first campaign, 'Date Chai' is as engaging as its cast. Two rival filmmakers, Kaushik Ganguly and Srijit Mukherji, arrive at veteran actor Prosenjit's home for a much-anticipated, high-stake meeting. What begins as a tense confrontation soon shift its mood when Prosenjit serves them a traditional Bengali meal. As steaming rice and homely curries are shared, old rivalries soften, giving way to laughter, memories, and heartfelt conversations. By the end, food emerges as the ultimate equaliser — dissolving egos and uniting people around the dining table. Along with 'Date Chai', he will be featured in **three more ad films**, which will highlight the brand's deep connection with Bengal's culinary heritage. All the Ad films are directed by Mr. Abhishek Sinha.

"Food is far more than nourishment in Bengal — it is a language of love, bonding and celebration. Having these stalwarts of Bengali cinema coming together for this project gives our message an authenticity and cultural strength that Basumoti Rice always stands for", said **Mr. Sekh Rabi-UI Haque, Managing Director of Bardhaman Agro Products India Private Limited (BAPPL)**

"Basumoti Rice is not just a product, it carries Bengal's tradition and taste. I am proud to be associated with a brand that represents both cultural pride and uncompromising quality," said, **Mr. Prosenjit Chatterjee**, speaking about the association with the brand.

These campaigns will be promoted across television, digital platforms, and social media and are expected to resonate strongly with audiences for its blend of humour, nostalgia, and the universal joy of sharing food.

With a legacy of trust and quality, Basumoti Rice continues to be a cherished household name, bringing the authentic taste of Bengal to dining tables across generations. The company has aggressive expansion plan as a part of their **Vision 2030** where they will be focusing on new product launches, opening of manufacturing facilities in India and abroad and scaling up their business operations.

About Bardhaman Agro Products Pvt Ltd (BAPPL)

Bardhaman Agro Products (I) Pvt Ltd (BAPPL) is a leading name in the rice manufacturing industry, dedicated to delivering premium quality rice products to the customers. BAPPL was founded with a simple yet ambitious goal - to bring the best rice to every home. The company was established as a partnership firm in 1997. Later, in 2009, BAPPL was incorporated as a Private Limited company. Since 1997, BAPPL has been at the forefront of rice manufacturing. The product range are available across India and exported in countries like UAE, Oman, Saudi Arabia, Kuwait, Bahrain & Qatar.

BAPPL strictly adheres to food safety regulations and maintain rigorous quality control measures throughout the manufacturing processes. Thus, only ISO 9001-2015, ISO 22000-2018, Halal, HACCP, FSSAI, SFDA and APEDA-certified products are sold to ensure that the quality standards is maintained.

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