

Rajdhani and Shatabdi passengers get healthier & tastier meals with KOSH Oats

An endeavor to encourage travelers to stay healthy and eat right while travelling

National 3rd August 2017: The catering service providers in Indian Railways partnered with **KOSH Oats**, a premium oats grain brand by Future Consumer Limited to server nutritious and wholesome meals to Rajdhani and Shatabdi travelers. The objective of this collaboration comes with a strong intent of the Indian Railways to encourage its travelers to stay healthy and eat right, despite their hectic travel schedule.

In order to offer good and comforting travel experience railway serves wholesome and delicious meals to its travelers which can be opted for those who crave for home cooked food. Through the association with KOSH Oats, healthier and tastier meals are served prepared using oats. Oats are a source of high dietary fiber, protein and energy as compared to plain wheat atta, hence in-train parathas will be made & served using KOSH Wheat + Oats Atta.

Speaking about the partnership **Mr. Rahul Kansal, Head – Business Strategy and Marketing, Future Consumer Limited** says, “Railways serve fresh cooked meals to millions of travelers every day and we are extremely delighted to incorporate KOSH Oats in these meals. With our products one can include oats to prepare any type of food be it breakfast, lunch or dessert making it high in nutrition and flavor. Oats are extremely healthy and nutritious and this will be advocated through our association.”

KOSH Wheat + Oats Atta parathas are currently provided on select Rajdhani and Shatabdi train routes where meals are served as a package with the ticket and will end on 14th August 2017. During this association, KOSH Wheat + Oats Atta parathas will be served to approximately 4.5 lakh travelers in a month. In addition to this Indian Railway travelers will get an exclusive discount voucher of Rs.50 off on KOSH Wheat + Oats Atta.

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).

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