

HAP | Hatsun Agro Product Limited

CIN: L15499TN1986PLC012747

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HAPL\SEC\80\2024-25

January 28, 2025

BSE Limited
Corporate Relationship Department
2nd Floor, New Trading Ring,
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National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
BandraKurla Complex,
Bandra(E), Mumbai – 400 051

Stock Code: BSE: 531531
NSE: HATSUN

Dear Sir / Madam,

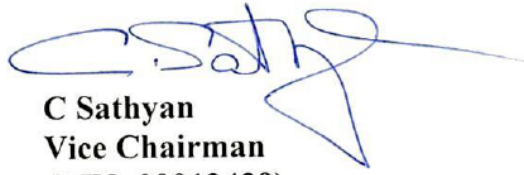
Sub: Intimation of Press Release – Reg.

We enclose the Press Release issued by the Company and published in the leading English Daily Newspapers and their other online news platforms, for your information.

You may please take the above on records.

Thanking you.

Yours faithfully,
For Hatsun Agro Product Limited


C Sathyan
Vice Chairman
(DIN: 00012439)



Hatsun Agro Product Limited



Arun Icecreams Launches "Happy 100" Offer: Delight Teenagers with Free Ice Cream Worth Rs. 100!

Govindapur, 27th Jan 2025: Arun Icecreams, a trailblazer in the Indian ice cream industry, is thrilled to announce its *Happy 100 Offer*, designed to captivate teenage audiences across Andhra Pradesh, Telangana, Karnataka, and Goa. Known for its innovative extrusion technology, Arun Icecreams delivers a unique experience with creatively shaped and irresistibly delicious frozen treats. This campaign aims to build brand preference among the youth ahead of the summer season while introducing them to the convenience of HAP Daily outlets.

Campaign Details and How to Participate:

The *Happy 100 Offer* invites customers, especially teens, to enjoy free ice creams worth Rs. 100 from an exciting range of products crafted using Arun Icecreams' advanced extrusion process. This includes crowd-pleasers like *2in1 Strawberry & Blackcurrant*, *Trio*, *Whale*, *Fun Wheel*, *Smiley*, *Neapolitan*, *Spiral (Mango & Litchi)*, *Choco Toffee Bites*, and more. The offer is valid exclusively at HAP Daily stores in the campaign markets from 4th February to 8th February 2025.

To participate, customers can register online at arunicecreams.in/happy100offer.html by providing their details, selecting a nearby HAP Daily store, and choosing a preferred redemption date. Upon successful registration, a unique coupon code will be sent via email and WhatsApp. On the chosen date, participants can visit the selected store, present the coupon code, and enjoy a delightful selection of ice creams worth Rs. 100 on-site.

R G Chandramogan, Chairman of Hatsun Agro Product Limited, shared: "At Arun Icecreams, we are passionate about delivering joy through our innovative and high-quality offerings. The *Happy 100 Offer* is our way of connecting with teenagers and young audiences, allowing them to explore our unique creations while discovering the convenience of HAP Daily outlets. We are excited to bring this campaign to life and create lasting memories for our young consumers."

For more details and registration, visit: arunicecreams.in/happy100offer.html.

ARUN ICECREAMS REACHES NEW PRODUCTION MILESTONE AT GOVINDAPUR FACILITY

Govindapur, 27th January 2025: Arun Icecreams, Ice Cream brand under Hatsun Agro Product Limited, has achieved a significant production milestone at its Govindapur facility, now producing 1.27 lakh kilograms of ice cream daily. This accomplishment underscores the company's commitment to meeting increasing consumer demand.

Established in 2022, the Govindapur plant spans 113 acres and is recognized as India's largest ice cream manufacturing unit. The facility is equipped with cutting edge robotic technology and equipment that enable the production of a diverse range of ice cream products with enhanced efficiency, precision and quality. Marking the milestone, Arun Icecreams organized a Kids Adventure Education Program on January 27, 2025 at the facility. Part of a series that commenced on January 20, 2025, this initiative aimed to educate children on sustainability and ice cream production while offering an engaging learning experience.

In line with its commitment to sustainability, the Govindapur facility incorporates several eco-friendly initiatives. These include rainwater harvesting systems, water treatment and recycling processes, and the utilization of solar-powered energy solutions, all aimed at minimizing the environmental impact of operations.

Commenting on the milestone, Padma Shree Shri. **R G Chandramogan, Chairman of Hatsun Agro Product Limited**, said,

"Reaching this production milestone reflects our dedication to leveraging advanced technology and sustainable practices in our operations. The Govindapur facility exemplifies our approach to responsible growth and quality assurance."

He also added, *"We are pleased to host the Kids Adventure Education Program at our Govindapur facility, which allows us to share our success story while creating an enriching experience for young minds. We look forward to hosting more such programs in the future, blending education and fun to inspire children to learn about sustainability and the fascinating world of ice cream production."*

Arun Icecreams continues to focus on delivering high-quality products while adhering to environmentally responsible practices, reinforcing its position as a trusted name in the ice cream industry.

About Hatsun Agro Product Ltd:

Hatsun Agro Product Ltd. (HAP) is a leading private sector dairy player in India. HAP procures milk from select fine quality cattle collected directly from around 4,00,000 farmers, chosen with care. HAP follows quality standards certified by the prestigious ISO 22000. HAP's portfolio includes: **Arun Icecreams** – South India's leading ice cream brand, **Arokya Milk & Milk products** – the country's largest private sector milk brand, **Hatsun Dairy Products** – a rapidly growing, wide portfolio brand of dairy products, **ibaco** – Premium chain of ice cream outlets enabling consumers create their own ice cream sundaes. **Aniva** - a range of deliciously flavoured whey drinks, **HAP Daily** - With 3900+ outlets, HAP Daily has expanded its reach in traditionally strong markets like Tamil Nadu, Pondicherry, Karnataka, Andhra Pradesh, and Telangana, and has started to make inroads into Maharashtra, Kerala, Orissa, Goa, Chhattisgarh, Madhya Pradesh, West Bengal, Jharkhand, Gujarat, Andamans, Chandigarh and the Bihar. HAP Daily products are sent to stores from Kiranas and premium supermarkets to various outlets through various distribution channels. This increases availability and expands the brand's reach

to a wider consumer base. **Hanobar Chocolates** – A range of chocolates infused with nuts, ganache and fruit fillings, with every bite is an exquisite mouthfeel, giving an indulgent experience like none other. **Havia** - Premium chocolates have been made to make each of these moments memorable by gifting the special one's with a box of indulgence. & **Santosa** is an in-house brand for cattle feed and cattle care. **Imiyo Juice & DAKO toppings** are the recently launched products in the kitty of HAP.

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