



August 31, 2020

Compliance Department, <b>BSE Limited</b> , Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	Compliance Department, <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Plot No. C/1, G-Block, Bandra-Kurla Complex Bandra-(E), Mumbai-400051
<b>Scrip Code :- 539889</b>	<b>Scrip Symbol:- PARAGMILK</b>

Dear Sir(s)/Madam,

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Parag Milk Foods Ltd. launches Pride of Cows 'Single Origin Ghee'  
under its premium category**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we take great pride in informing that the Company, has launched **Pride of Cows 'Single Origin Ghee'** made from Pride of Cows milk, a first-of-its kind superior, Farm-to-Home milk.

We are enclosing herewith a copy of the Press Release for the same.

We request you to kindly take the same on record.

For **Parag Milk Foods Limited**

Rachana Sanganeria  
Company Secretary and Compliance Officer  
ACS No. 10280

Encl: a/a





## **After the success of its recently introduced Pride of Cows Curd, Parag Milk Foods Ltd. launches Pride of Cows Single Origin Ghee under its premium category**

**India, August 31, 2020:** Parag Milk Foods Ltd, a leading dairy FMCG Company with popular brands like 'Gowardhan', 'Go', 'Pride of Cows', and 'Avvatar', today launched Pride of Cows 'Single Origin Ghee' made from Pride of Cows milk, a first-of-its kind superior, Farm-to-Home milk.

Pride of Cows Single Origin Ghee is made to achieve the perfect balance of aroma and smooth texture to ensure that our consumers experience all the goodness of ghee. Being single origin makes our ghee differentiated from all other ghee in the market and we are confident that our consumers will enjoy the natural flavour of this premium quality ghee which promises Taste that is distinct, Texture which is smooth and Aroma which is perfect.

Speaking on the occasion, Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd said, "Pride of Cows' foray into the branded ghee market is a natural extension of the premium category in our dairy portfolio. It is yet another step towards consolidating our position as a leader in the Farm-to-Home dairy concept. Post the success of the Pride of Cows Milk, we have also witnessed a tremendous response to the recently launched Pride of Cows Curd and are very confident that our Pride of Cows Single Origin Ghee will also see the same love and acceptance from our esteemed consumers. With this launch, we aim to offer consumers a wider range of dairy products under the premium category."

The Pride of Cows brand is targeted towards consumers who believe in leading a healthy lifestyle through the consumption of natural and pure products. The Pride of Cows Single Origin Ghee is available in 1 litre & 500 ml priced at Rs. 1,500/- and Rs. 780/- respectively. The product would initially be made available to our consumers of Pride of Cows under a subscription model and later rolled out to select outlets as well as e-commerce platforms.

Pride of cows manufactures ghee using fresh and wholesome cream made from pure, high quality Pride of Cows Milk that is cultured and produced using a slow-cooking method at our own Bhagyalakshmi Dairy Farm. The product has been developed by adopting the special multi-phase clarification cum granulation process standardized at our own R&D center to develop the product characterized by a unique combination of purity, taste, granulation and the golden yellow colour that is characteristic of cow ghee.

PRESENTING, GHEE  
MADE BY A FARM FULL OF  
PAMPERED COWS.

Presenting Pride of Cows Ghee.  
So fresh, it's only made when it's ordered.

Pride of Cows Ghee is perhaps the only single origin ghee because it's made from fresh milk from our own farms that comes from our own cows. Untouched by human hands from the milking to the packaging, this ghee packs in an aroma, taste and graininess that's only possible when something is made from pure love.



Pure love meets pure ghee.

PRE-BOOK

your order now.





### **About Parag Milk Foods Ltd:**

Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a pan-India presence. We have our own manufacturing facilities with in-house technology which are strategically located at Manchar in Maharashtra, Palamaner in Andhra Pradesh and Sonipat in Haryana.

We sell 100% cow milk products which are healthy and nutritious. Our integrated business model and strong R&D capabilities have resulted in us emerging as a market leader in providing innovative products to our consumers.

Our dairy farm, Bhagyalaxmi Dairy Farm Private Limited houses more than 2,500 Holstein Friesian cows, with a mechanized milking process. Under brand “Gowardhan”, we offer traditional products like ghee, dahi, paneer etc. while under brand name “Go” we offer products like cheese, UHT milk, buttermilk, lassi, yoghurt etc.

‘Pride of Cows’, the flagship brand of Parag Milk Foods was introduced with the proposition of a Farm-to-Home concept targeted towards customers seeking premium quality cow milk. The Company has also ventured into the B2C segment for whey protein with the brand Avvatar – India’s first 100% vegetarian whey protein manufactured in India.

Our goal is to become the largest dairy FMCG company with an emphasis on providing healthy and nutritious products to consumers.

### **Safe Harbor Statement:**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.



For further information please contact:

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