



December 14, 2021

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

Dear Sir(s)/Madam,

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

Gowardhan Ghee launches a New Winter Campaign - 'Thand Padi'

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce the launch of **New Winter Campaign - 'Thand Padi'** an exclusive campaign of its flagship product Gowardhan Ghee emphasizing on the importance of consuming ghee during winters.

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 Sangneria
Company Secretary and Compliance Officer
ACS No. 10280

Encl: a/a



Gowardhan Ghee launches a New Winter Campaign - 'Thand Padi'

Mumbai, 14th December 2021: Parag Milk Foods Limited, the makers of India's favorite dairy products like Gowardhan, Go, Pride of Cows and Avvatar, launched an exclusive campaign for their flagship product Gowardhan Ghee emphasizing on the importance of consuming ghee during winters. It weaves in the message of how having ghee in our food helps to keep one warm and healthy. Ghee is an important ingredient of Indian kitchens and the campaign aims at reiterating the immunity boosting power of ghee through the short film. The campaign subtly points out while we prepare for winter from the outside, it is equally important to prepare our body from the inside through a healthy and nutritious diet.

Speaking about the campaign, **Ms. Akshali Shah, Sr. VP- Strategy, Sales & Marketing**, said, "After long summer months, Indians look forward to winter every year and food continues to remain a highlight of the season. Through this Campaign, our aim was to remind consumers that while we prepare ourselves for winter through small rituals, it is imperative to maintain our health through consumption of the much needed nutrients. This is possible by adding ghee to our winter essentials to help us keep warm and strong against the dropping temperatures. Our key objective is to build awareness around pure cow ghee and re-emphasize our leadership position in the ghee segment. We have taken 360-degree holistic approach by promoting the Campaign on TV, Radio & Digitally. We hope that our customers will resonate with this campaign and continue to relish our products across seasons."



Link to the Gowardhan Ghee Winter film : https://www.youtube.com/watch?v=9lop40u_mpM

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's milk products which are healthy and nutritious. Our integrated business model and strong R&D capabilities has helped us emerge as the leader in innovation. Our dairy farm, Bhagyalaxmi Dairy Farm Limited house more than 2,500 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 a proposition of Farm to Home concept targeted towards customers seeking premium quality dairy products. The Company has also ventured into B2C segment for Whey Protein with the brand Avvatar – India's 1st 100% vegetarian whey protein, first of its kind manufactured in India.

Our goal is to become the largest dairy FMCG Company that emphasizes on health and nutrition to consumers through innovation.

Company: Parag Milk Foods	Investor Relations: Orient Capital
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