



November 20, 2019

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,

Sub: PRESS RELEASE - Parag Milk Foods Announces Launch of "Go Cheese Blend" for out of home consumption market

Pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are pleased to inform that the Company announces the launch of "Go Cheese Blend", mix of two natural cheeses, cheddar and mozzarella in diced form, for out of home consumption segment.

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

shah
Devendra Shah
Chairman
DIN: 01127319



Encl: a/a

Parag Milk Foods Ltd.,

CIN - L15204PN1992PLC070209

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Website: www.paragmilkfoods.com



Immediate Release:

Parag Milk Foods announces launch of Go Cheese Blend for out of home consumption market

Mumbai, November 20, 2019: Parag Milk Foods Ltd has launched Go Cheese Blend, a mix of two natural cheeses; cheddar and mozzarella in diced form for out of home consumption segment.

Commenting on the launch, Mr. Devendra Shah, Chairman, Parag Milk Foods, asserted, "Ghee, Cheese and Paneer are currently the three focus categories of our business. The Cheese business has two segments, consumer and institutional. We have seen tremendous consumer acceptance for our Cheese business and enjoy a 35% market share in it. Along with the consumer segment, out of home consumption of cheese is growing at a very fast pace. We have a very wide-spread distribution in out of home segment through our Hotel, Restaurant and Catering (HoReCa) channel. As innovation is our forte, we have packed the goodness of two cheeses in a single pack for the consumers. As the palate of Indian consumer has evolved, they prefer soft and stringy texture of mozzarella cheese while craving for the full flavor of cheddar in various dishes like sandwiches, pizza, pasta etc. With the blended cheese available in right balance and being readily available in diced form, it provides much more convenience to the HoReCa users. With different innovations, we are looking at cementing our position further in most important and fast growing category of cheese."

Go Cheese blend is available in 1 kg and 2 kg packs at attractive prices distributed through exclusive HoReCa distributors.

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, Bhagalaxmi 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 also forayed into dairy based beverages with the launch

of “Topp Up” and “Slurp” - a mango drink with a dash of milk. Recently 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.