



January 07, 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 expands its reach by venturing into the Indian Sweets category through the launch of two new products “Gulab Jamun and Rasgulla”

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 has recently launched two ready-to-eat Indian desserts “**Gulab Jamun and Rasgulla**”, made from pure cow ghee and cow milk under the brand **Gowardhan**. With this, the company has forayed into the Indian sweets category; the details are as given hereunder:

Name of the Product	Gowardhan Gulab Jamun and Gowardhan Rasgulla
Category of the Product	Sweet Category
Market caters to Domestic/International	Domestic
Country of Product launch	India
Pack Sizes	1 kg pack sizes
Details of the Product	Ready-to-eat Indian desserts

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



Parag Milk Foods Ltd.,
CIN-L15204PN1992PLC070209

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Immediate Release

Parag Milk Foods Ltd. expands its reach by venturing into the Indian Sweets category through the launch of two new products

Mumbai, December 11, 2018: Parag Milk Foods Ltd, leading manufacturer and marketer of dairy-based branded foods in India, recently launched two ready-to-eat Indian desserts, Gulab Jamun and Rasgulla, made from pure cow ghee and cow milk under the brand *Gowardhan*. With this, the company has forayed into the Indian sweets category which is ~Rs. 7,000 -8,000 Crs in size.

The company has a strong history of innovation, especially in its cheese category, which has enabled it to strengthen its value added products (VAP) category that made up two-thirds of its overall revenue in FY18. With the entry into the ready-to-eat Indian desserts category through the introduction of the beloved desserts of all Indians, the company plans to further strengthen its VAP category.

Devendra Shah, Chairman, Parag Milk Foods Ltd. said, “The market for the Indian “sweets category” is extremely large. In this category, Gulab Jamun and Rasgulla are the two most popular Indian desserts, with nearly every store in the country serving some version of them. We have introduced these two products on a small scale which we will gradually scale up across India. Although, we have started by introducing the regular range in Indian sweets that consists of Gulab Jamun and Rasgulla, we plan to introduce Mysore Pak, Shahi Gulab Jamun, etc in the future. We are excited to bring this range of desserts to the market.”

Gowardhan Gulab Jamun and *Gowardhan* Rasgulla is currently available in 1 kg pack sizes at Rs. 190/-. The product has been launched across India, with the main markets for Gulab Jamun being West, North and South India, while that for Rasgulla being North and East India.



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 Private Limited house 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 a proposition of 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 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.

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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