



Ref: SECT: STOC: 50-24
June 05, 2024

To
The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

To
The Manager,
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, C-1, G Block, Bandra-Kurla
Complex, Bandra (East), Mumbai - 400 051

Scrip Code: 519552

Scrip Code: HERITGFOOD

Sub: Intimation pursuant to Regulation 30 of the SEBI (LO&DR) Regulations, 2015 regarding New Products Launch

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company is delighted to announce the launch of its new products on 5th June, 2024.



The requisite details as per SEBI circular dated 9th September, 2015 are submitted below:

Name of the product	Laddus and Ice-Creams
Date of launch	05 th June, 2024
Category of the product	Sweet and Ice-cream
Whether caters to domestic/ international market	Domestic
Name of the countries in which the product is launched (in case of international)	NA

The press release in this regard is attached herewith.

Kindly take the same on record and display the same on the website of your exchange.

Thanks & Regards,
For **HERITAGE FOODS LIMITED**

UMAKANTA BARIK
Company Secretary & Compliance Officer
M. No: FCS-6317

Encl: a/a

HERITAGE FOODS LIMITED

CIN : L15209TG1992PLC014332

AN ISO: 22000 CERTIFIED COMPANY

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Heritage Foods unveils Truly Good Pure Ghee Laddus and Alpenvie Kids' Ice Cream range on its 33rd Foundation Day

The Company also launches Farm Fresh UHT Milk and GlucoShakti Whey-Based Energy Drink in Convenient on-the-go cartons.

Hyderabad, [Jun 05, 2024] – On the 5th of June, 2024, Heritage Foods celebrated its 33rd Foundation Day and on the occasion, launched a new range of pure ghee laddus under the brand name “TRULY GOOD”. The event also saw the launch of a new exciting range of Ice-cream for kids and the introduction of new packaging formats for its farm fresh UHT milk and the GlucoShakti whey-based Energy drink.



The Heritage Foods limited, founded in 1992, operates across multiple categories of dairy and animal feed businesses. "At Heritage Foods, our vision is to deliver health and happiness through high-quality, nutritious products. Our continued innovation and dedication to excellence reflect our commitment to these values," said Mrs. Bhuvaneshwari Nara, Vice Chairperson & Managing Director. "We believe in providing our consumers with the best, ensuring their well-being and delight."

The company reaffirmed its mission to provide healthy products to consumers with the launch of its *Truly Good Ghee Laddu* range with the promise of “purity as good as mother’s love”.

Mrs. Brahmani Nara, Executive Director, Heritage Foods Ltd. said, "Heritage Truly Good Ghee Laddu comes in a delicious range of Millet, Jowar and Besan Variants and is a healthy alternative to the Palm-oil based branded laddus that are available in the market. We have crafted these Laddus with rich and pure Heritage Ghee, real nuts, and select grains like Gram, Millets and Jowar and are free from any added preservatives. We're excited to bring these authentic, wholesome sweets to our consumers, offering a delightful and nutritious option for all ages."

Press Release



In addition to the ghee laddus, Heritage Foods introduced a new range of kids' ice cream in fun ball formats under its Alpenvie Premium Ice cream Brand, in three exciting flavors: Banana Strawberry, Cotton Candy and Bubblegum. "We crafted this range of ice creams with children in mind, selecting flavors that they love and presenting them in an engaging, playful format which kids would love to have." said Mrs. Brahmani Nara, Executive Director of Heritage Foods Ltd.

Heritage Foods also unveiled its Farm Fresh UHT milk in single-serve packs of 200ml and 110ml, priced at Rs 18 and Rs 10 respectively. The new packaging is designed for convenience, ensuring that individual consumers living away from their families can enjoy fresh milk on-the-go.

Additionally, the company introduced GlucoShakti, a whey-based Energy Drink in a Tangy Orange flavor, available in 200ml SIG packs. This product aims to provide a nutritious and refreshing option for health-conscious consumers.

The launch event underscored Heritage Foods' ongoing commitment to innovation and quality in the food and dairy sector, reinforcing its mission to bring health and happiness to every household.

About Heritage Foods Limited:

Heritage Foods, one of the fastest growing private dairy companies in India, stands as a beacon of well-being and joy in the world of nutrition. Heritage's legacy of dairy excellence began from the year 1992. It's been over 32 years and today it is bringing health and happiness to over 10 million consumers every day. Heritage Foods was born to empower dairy farmers, improve their lives and delight every home with fresh and healthy products. Heritage has state-of-the-art manufacturing facilities with multiple levels of stringent quality checks. It is committed to delivering not only health, but also to spread happiness with every wholesome serving. In a recent survey of top 20 food companies in India by "access to nutrition index" (ATNI), Heritage was rated No. 1 on the healthiest product portfolio, which reconfirms its commitment to healthy products for our consumers. Heritage Foods boasts an extensive and diverse range of dairy-based products. From fresh products like premium-quality milk and soothing curd, to ready-to-consume products like indulging milk drinks and a range of desserts – ice-creams and sweets, we offer a comprehensive selection that caters to various tastes and preferences. Heritage also enjoys long-term relationships with over three lakhs farmers and has a vast distribution network across the country, comprising 6,900+ distributors and agents. The company is ESG responsible and has a total renewable energy generation capacity of 11.75 MW from both solar and wind for captive consumption within its dairy factories.