



Ideas for a new day

June 25, 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/Madam,

Sub: Business Update:-Parag Milk Foods Ltd has seen rise in HORECA sector post unlock 1.0

Parag Milk Foods Ltd, leading manufacturers and marketers of dairy-based branded foods dairy FMCG Company with a Pan India presence has started delivering its products to Hotel, Restaurants and catering (HORECA) Channel Partners. This business was impacted due to lockdown in the country as commercial places like offices, hotels, restaurants, catering, small tea/ coffee stalls were shut down. As unlock 1.0 kicked in, our HORECA segment has started seeing movement. We are hoping to achieve pre-Covid level business with our partners in the next few months.

Cheese and Paneer are the two focus categories of HORECA business. Cheese Business has two segments – Consumer & Institutional. Company enjoys tremendous consumer acceptance of its Cheese Business with 35% market Share in the Country. Along with Consumer Segment, out of home consumption of cheese is growing at a robust pace. Home consumption of Ghee, Butter, Paneer and Cheese has seen significant increase in the Pandemic Period.

We have attuned our production plans according to the demand from various channels like General trade, E- commerce, Modern trade and HORECA so that we can meet the demand. This has ensured availability of our products as per demand without disruption and continued customer loyalty.

Being a food company, safety & hygiene are already strict in all our plants and we are following all the guidelines of Government. Our teams are operating very efficiently at ground level as well as working full-fledged at all the manufacturing units.



Parag Milk Foods Ltd.,

CIN-L15204PN1992PLC070209

Regd. Office: Flat No. 1 Plot No. 19, Nav Rajasthan Co-Op Housing Society, Behind Ratna Memorial Hospital, Senapati Bapat Road, Shivaji Nagar, Pune - 411016. Ph: +91 72764 70001

Corporate Office: 20<sup>th</sup> floor, Nirmal building, Nariman point, Mumbai - 40021 Tel: 022-43005555 Fax: 022-43005580

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### **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, Palamner 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 2,000 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, chaas, 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. 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.

You are requested to kindly take the same on record

For **Parag Milk Foods Limited**

Rachana Sanganeria  
Company Secretary and Compliance Officer  
ACS No. 10280



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