



June 10, 2019

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(s)/Madam,

**Sub: PRESS RELEASE - Parag Milk Foods launches its premium milk brand 'Pride of Cows' in Singapore**

**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 announced the launch of its Farm-to-Home premium milk brand '**Pride of Cows**' in Singapore.

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



Immediate Release

## **India's first company to sell fresh milk in Singapore, Parag Milk Foods launches 'Pride of Cows' overseas and brings fresh milk directly from the Farm to Singapore**

**Mumbai, 10<sup>th</sup> June 2019:** Parag Milk Foods Ltd., one of India's leading dairy FMCG company has today announced the launch of its Farm-to-Home premium milk brand *Pride of Cows* in Singapore. With the objective of providing a farm fresh experience to consumers in Singapore, the company is airlifting the milk from India's largest dairy farm, located in Manchar, near Pune to Singapore. Singapore enjoys a reputation as a place for the well-heeled and has one of the largest per capita incomes in the world<sup>1</sup>. Known for its established wealthy households and emerging affluent millennials who are looking for transformational experiences that fulfil their aspirations, Singapore is an ideal region for the expansion of *Pride of Cows*.

Commenting on the occasion, **Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd.** said, "A typical *Pride of Cows* consumer has an evolved taste preference and is brand as well as health conscious. With an abundance of such consumers in Singapore, we have identified a huge opportunity for expansion there. As the consumption of fresh and organic milk has increased in Singapore, consumers have become mindful of the source of the milk they consume and its nutrient content and we believe that there is a dearth of such products in the country. Moreover, for the affluent consumer, experiential luxury is what truly drives spending, and a brand like *Pride of Cows* epitomizes those ideals."

*Pride of Cows* will initially be available through various home delivery platforms.

1. International Monetary Fund World Economic Outlook – As on April 2019

### **About Pride of Cows:**

Pride of Cows has seen tremendous growth since 2011 when it was first introduced to consumers with an objective of providing premium milk that is 100% safe, organic and unadulterated. Since its inception, the brand has been backed by state-of-the-art technology and intense research to make it one of the most preferred brands in the Indian dairy industry. With the introduction of cow comfort technology, zero human intervention and a fully integrated plant, the company has been able to produce high quality milk that is differentiated from the milk available in the market. The Bhagyalakshmi Farm currently houses more than 2,500 Holstein and Freisian cows that are given the 'Happy Cow' treatment to ensure quality milk which is packaged without any human contact to maintain purity and freshness. Today, Pride of Cows is one of the most favoured dairy products with a current reach to thousands of households in Mumbai, Delhi NCR, Pune and Surat.

### **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, Bhagyalaxmi 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.

For further information please contact:

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