



Kareena Kapoor shares her love for dairy products, associates with premium brand Pride of Cows

~ Introducing Pride of Cows single origin ghee, curd and milk, made 'Full of Love'~

Mumbai, October 21, 2020: Parag Milk Foods Ltd, today announced that it has appointed ace bollywood celebrity Kareena Kapoor for its premium, subscription based, unique farm-to-home offering under the brand 'Pride of Cows'. This collaboration will help enhance the brand's reach and increase awareness amongst consumers that are looking for quality, fresh and pure products. The actor who recently made headlines after the announcement of her second pregnancy, is now part of Parag Milk Foods Ltd's family which has recently expanded the Pride of Cows range through the addition of the perfect curd and single origin ghee, products that are made from Pride of Cows' milk 'Full of Love'.

The actor was seen sharing her love for dairy products and her views about the importance of healthy and nutritious dairy products in everyday life. Kareena was thrilled to share how Pride of Cows products are of unmatched quality and are delivered all the way from the farm to the consumer's doorstep via a contactless process, ensuring safety and freshness.

Akshali Shah, Sr. Vice President- Strategy, Sales & Marketing, Parag Milk Foods Ltd. commented, *"We take pride in announcing our association with Kareena Kapoor for our Pride of Cows Product range. We feel Kareena is the obvious choice for us as she embodies the ethos of Pride of Cows which is delivering nothing but the best. She has perfectly juggled motherhood and work and has gained the respect of new-age mothers, making her the perfect match for our brand Pride of Cows which is made from milk 'Full of Love'.*

We have been pioneer's in the concept of a subscription based model for a category like milk and we are now happy to expand our portfolio further through the addition of curd and ghee. Through this brand, we offer pure and artisanal 100% cow's milk from grass-fed cows whose health and nutrition are scientifically monitored on a daily basis to deliver high-quality milk, directly sent to the doorstep of our select and premium clientele. The entire process of milking, processing and packaging of milk is untouched by human hands, which ensures absolute safety and hygiene. While our consumers can vouch for our product's taste, creaminess, quality, and aroma, Kareena's association will emphasise the importance of nutrition and good health, which will further deepen the brand's connect, increase brand recall and drive greater consumption across the country".

Excited about her association with the brand, Mrs. Kareena Kapoor further added, *"I am truly excited for my association with Pride of Cows. This association comes so naturally to me as I am personally a dairy lover and have grown up drinking a glass of milk every day. Dairy products are*

known for having high nutritional value and I always prefer to pair my meals with a dash of ghee and curd. The fact that the Pride of Cows products are so pure, fresh and sourced hygienically, I would recommend everyone to go and subscribe for them now and get hands on to their bottle of ghee, milk and curd which is so 'Full of Love'.

Pride of Cows is a subscription based model with its presence across Mumbai, Pune, Delhi and Surat.

Order now - <https://www.prideofcows.com/>

Youtube Link - <https://www.youtube.com/watch?v=FojeZTHXvL8&feature=youtu.be>
<https://www.youtube.com/watch?v=TOdY-E6TYmE&feature=youtu.be>

Instagram Link - <https://www.instagram.com/p/CGoihmRJWrN/?igshid=5iseprqgu2px>





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 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.



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