



June 27, 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 Launch of New GO Cheese Campaign
#HarTastyCheezMeinGoCheese**

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 you that the Company has announced the launch a new **GO Cheese campaign #HarTastyCheezMeinGoCheese** in its new TVC, reinforcing Go Cheese as metaphor for tasty food.

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 unfolds an interesting story of **#HarTastyCheezMeinGoCheese** in its new TVC

~ The campaign emphasizes on Go Cheese being a common ingredient in everyday edibles ~

Mumbai, 26th June 2019: Satiating the cheese cravings of millions of people, Parag Milk Foods one of India's leading private dairy company today announced the launch of a new GO Cheese campaign **#HarTastyCheezMeinGoCheese**. The TVC narrates a story of cheese lovers enjoying the delightful and happy moments with the type of cheese that suits their palate.

The new campaign is an effort to educate consumers on Go Cheese being the key ingredient in most loved dishes like pizza, fries and street sandwiches, which is being consumed almost every day out of the home at various QSRs & hotel chains. The campaign resonates with the business objective of the brand which is to increase its reach from QSR restaurant to the homes, as everyone has tried Go cheese somewhere outside. It connects with consumers by highlighting how Go Cheese makes all their favourite meals tastier by being present in them in different ways and styles like grated, sliced, dip/sauces.

The TVC emphasizes on storytelling with three generations who are enjoying everyday moments with their favourite food. The film opens with a conference room where a young woman is seen savouring a pizza slice with happiness from her favourite white and blue coloured box. It shifts towards a happy kid as he wholeheartedly dips his French fries in a bowl full of melted cheese dip and enjoys it to his fullest. The video ends capturing a heart-warming scene where the face of an old man lights up as the cheese from his sandwich he is busy munching on melts in his mouth with every bite. The film ends revealing 'HarTastyCheezMeinGoCheese', be it grated, sliced or shredded.

The **#HarTastyCheezMeinGoCheese** campaign reinforces Go Cheese as metaphor for tasty food. The brand has always been known to understand the changing demands of its consumers by constantly innovating and creating unique variants of cheese.

Commenting on the launch of the new campaign, **Akshali Shah, Senior VP, Strategy, Sales & Marketing, Parag Milk Foods Ltd.** said, *"Go Cheese is India's 2nd largest consumers favourite cheese brand. We understand our consumers' taste preference and therefore we have innovated over 60+ cheese variants. We are the largest suppliers of cheese to major QSR (Quick Service Restaurants) and through this TVC, we are just starting to create conversations on Go Cheese being the common ingredient in all your favourite tasty snacks. We are confident that the campaign will resonate well with all food lovers"*.

Commenting on this, **Samarth Srivastava, Sr. VP & EBC and Hanoz Mogrelia, Sr. VP & ECD, Wunderman Thompson Mumbai** said, *"We deliberately chose three different generations consuming delicious food in three different scenarios. so that the main idea landed better when it was revealed that all three were consuming Go Cheese. We had a super clear brief and we have tried to make the film interesting. If there is one thing we want people to relate to after being exposed to this TVC, it is to know that #HarTastyCheezMeinGoCheese"*.

It is a 360-degree campaign that will leverage mass-media on larger-than-life Outdoor sites in the core markets of Go Cheese. The campaign also leverages key social media platforms of YouTube, Facebook, Twitter and Instagram.

Go Cheese which goes by the tagline *"Make it Amazing"* is a marquee brand and the largest product portfolio from the house of Parag Milk Foods. It is one of a kind and is made from 100% cow's milk. It

boasts of the largest international quality cheese range and 60+ variants with the addition of a new unique variant called 'Chocolate Cheese'. The company offers cheese in all forms, is also the largest supplier of cheese to not only hotels, restaurants, pizza chains, and street food stalls.

One can check the TVC on **YouTube**: <https://www.youtube.com/watch?v=R5DoewJqX1g>

Creative Team on the new Go Cheese campaign

- **Agency: Wunderman Thompson**
- **Sr. VP & Executive Business Director: Samarth Srivastava**
- **Sr. VP & Executive Creative Director: Hanoz Mogrelia**
- **Creative Team: Siddhesh Telang, Anupam Basu, Rohan More, Rupal Kale**
- **Account Management Team: Ujwal Heffa, Soumya Chattopadhyay, Saral Kumar, Chandramoy Ghosh**
- **Director: John Fredrick Peter Mayne**
- **Production House: A Glass of Whisky**

Few snapshots of the TVC :





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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