



June 29, 2021

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,

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Parag Milk Foods Expands Pride of Cows Brand Portfolio – Launches Fat-free Milk**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we take great pride in informing that the Company, is expanding its portfolio under the premium milk brand Pride of Cows by launching milk variant “**Fat-free Milk**”.

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 Sangneria  
Company Secretary and Compliance Officer  
ACS No. 10280

Encl: a/a





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**Investor Release**

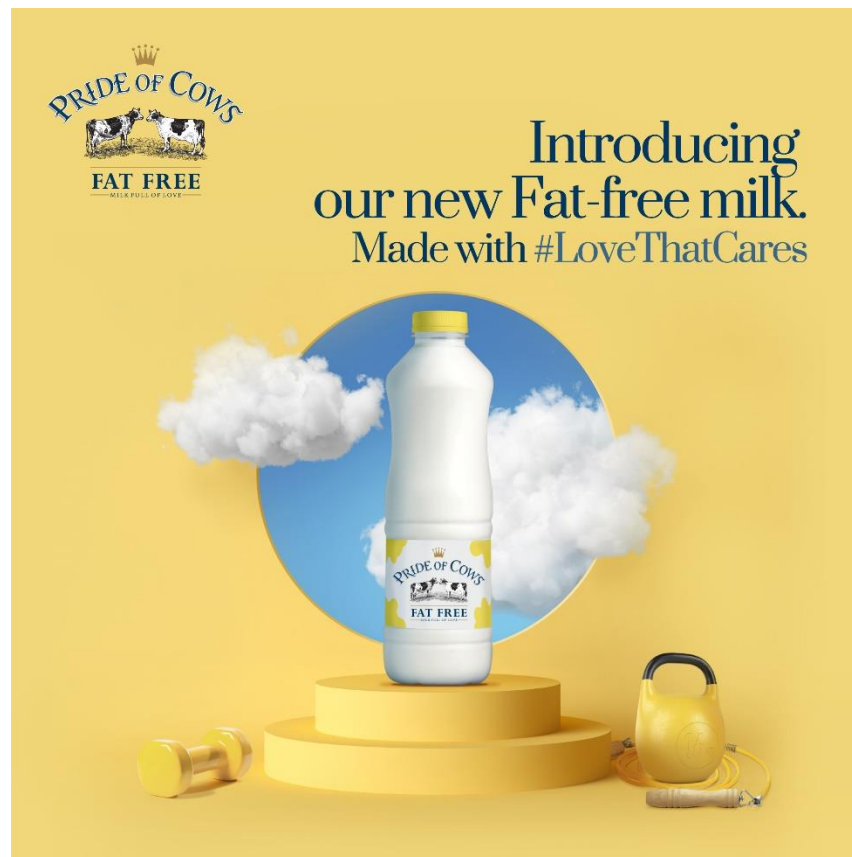
**For immediate release**

## **Parag Milk Foods expands Pride of Cows brand portfolio – launches Fat-free Milk**

### **Key highlights:**

- The fat free milk will be available across households in Mumbai, Delhi, Pune and Surat
- The company is working on expanding Bhagalaxmi Dairy Farm and increasing cows under the farm to more than 15,000 by 2026
- The current Pride of Cows brand portfolio expansion is aimed at seeding the market with increased milk production of 2,00,000 liters planned at the farm

**Mumbai, June 29, 2021:** Parag Milk Foods Ltd, a leading dairy FMCG Company with reputed brands such as Gowardhan, Go, Pride of Cows and Avvatar, today forayed into the Fat-free milk variant under their premium milk brand Pride of Cows. The company plans on expanding their Bhagalaxmi Dairy Farm, which supplies milk exclusively under 'Pride of Cows' brand, to more than 15,000 cows by 2026 and is therefore expanding the portfolio under this brand to create market for increased milk being produced. The Pride of cows Fat Free milk would be distributed across Mumbai, Pune, Surat and Delhi from June 28, 2021.





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The Fat-free milk will be in its purest form with the fats removed, which will be produced and packed in one of the most technologically advanced dairy farms in India. The result is the milk will be highly nutritious, fresh and unadulterated. The Pride of Cows Fat-free milk promises to be tastier and full of natural goodness without the burden of milk fats. Furthermore, the product will be adulteration free, untouched by human hands and will be delivered fresh through the company's Farm-to-Home business model. With this launch the company aims to provide alternative to consumers seeking all the goodness of Pride of Cows without fats.

Pride of Cows Fat Free milk will be available in Mumbai, Pune Surat and Delhi. It is priced at Rs 120/- per liter in Mumbai, Pune and Surat. In Delhi, it is priced at Rs 140/- per liter. It will be available on our existing subscription based model.

Speaking on the launch, **Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd.** said, "Parag Milk Foods has been a leader in the premium milk segment for a decade now. With the launch of Fat-free milk, we are expanding our portfolio under the Pride of Cows brand which is targeted towards a niche audience. The dairy industry is evolving at a rapid pace and consumers too are getting more inclined towards building immunity and want to know the source of their products as well as looking at options like less fats. Considering this growing need, our Pride of cows Fat-free milk that will be delivered through the existing subscription model fresh from the farm directly to our customers at their doorstep every day. To cater to the growing consumer demand for safe, nutritious, natural and premium dairy products, we will be increasing our milk production capacity to 2,00,000 liters by 2026"

Adding to this, **Ms. Akshali Shah, Sr. Vice President- Strategy, Sales & Marketing, Parag Milk Foods Ltd.** said, "The functional benefits of value added products have been gaining a lot of prominence in the Indian market. Our new Fat-free milk is an extension of our premium milk brand Pride of Cows and a step further to make Pride of Cows national brand after addition of Curd and single-origin Ghee under the portfolio."

She further added, "Today's consumers are more technologically equipped and digital savvy. This transition towards the online world has been driving the overall consumer experience. For the same, we will be marketing our new product through a digital first strategy where we will be introducing it on all relevant social media platforms. To further increase consumer awareness, we will be launching a full-fledged influencer marketing campaign which will consist of fitness enthusiasts and health influencers."

#### **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's milk products which are healthy and nutritious. Our integrated business model and strong R&D capabilities have helped us emerge as the leader in innovation. Our dairy farm operated under subsidiary, Bhagyalaxmi Dairy Farms Private Limited house 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 a proposition of Farm to Home concept targeted towards customers seeking premium quality cow milk. 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.



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For further information, please connect:

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