

**Nestlé India Limited**

(CIN : L15202DL1959PLC003786)  
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**BM: PKR:62:19**

**17.07.2019**

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai – 400 001

**Scrip Code - 500790**

**Subject : Press Release titled "MAGGI Fusian Noodles Records Overwhelming Sales On Amazon Prime Days Orders Received From Across The Country"**

Dear Sir,

We are enclosing a copy of the Press Release dated 17<sup>th</sup> July, 2019 titled "**MAGGI Fusian Noodles Records Overwhelming Sales On Amazon Prime Days Orders Received From Across The Country**" being released today.

Thanking you,

Yours truly,  
**NESTLÉ INDIA LIMITED**

**B. MURLI**  
**DIRECTOR – LEGAL & COMPANY SECRETARY**

Encl.: as above

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Press Release

Nestlé House, Gurugram, 17<sup>th</sup> July 2019



**MAGGI Fusian Noodles Records Overwhelming Sales On Amazon Prime Days**  
Orders Received From Across The Country

**MAGGI Fusian** – the range of Asian flavor inspired noodles, have garnered overwhelming consumer response on Amazon Prime Days, witnessing an equivalent of 2.5 lakh single units being sold over a two day period, with orders coming from 29 states of India.

Commenting on this, **Mr. Nikhil Chand, Director, Foods and Confectionery, Nestlé India** said, “We are humbled by the overwhelming consumer response that MAGGI Fusian Noodles has received for Prime Days across the country. We led the sales in the ‘grocery and gourmet section’ of Amazon.in and have accounted for an equivalent of 2.5 lakh single units in sales. This is the highest ever sale over a two day period of any MAGGI Noodle variant unit on an e-commerce platform and surpasses what we had achieved while relaunching the brand in 2015.”

The limited edition assortment box, created for the platform, became the bestseller in the ‘grocery and gourmet foods’ section within four hours of the launch and continued to be the most sold item during the entire duration of sales on this section. The box was also the most ‘wished for’ product in the same section, when the ‘Prime Day’ sales closed.

For more information:

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