



Date: 08.07.2022

<p>To The Listing Department, National Stock Exchange of India Limited Exchange Plaza, 5th Floor, Plot No . C/1, G Block, Bandra – Kurla Complex, Bandra East, Mumbai – 400051.</p> <p>Scrip Code: CCL</p>	<p>To The Corporate Relations Department, Bombay Stock Exchange Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001.</p> <p>Scrip Code: 519600</p>
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Dear Sir/Madam,

Sub: Press Release on the launch of plant-based meat products – ‘Continental Greenbird’

Please Find the enclosed Press Release being issued by the Company on the launch of the Company’s plant based meat substitute – Greenbird.

This is for your information and necessary records.

Regards,
For CCL PRODUCTS (INDIA) LIMITED


Sridevi Dasari
Company Secretary & Compliance Officer



CCL PRODUCTS (INDIA) LIMITED

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CCL ventures into the frozen foods category with the launch of plant-based meat products – ‘Continental Greenbird’

~ Offers a range of quality plant-based meats with Chicken-like Nuggets, Chicken-like Seekh Kebab, Chicken-like sausage, and Mutton-like Keema~

~ Aims to cater to growing market for sustainable lifestyle and dietary choices~

Hyderabad, July 07, 2022: Globally there is an increase in awareness among consumers about sustainability, environmental impact, industrial meat packing and flexitarian diets. In the past few years, the popularity of plant-based meat has been gaining momentum globally as well as in India. The pandemic has propelled the growth further. Today, individuals are conscious of their food consumption, thereby making the concept of plant-based lifestyle a new healthy trend to adopt. Based on industry research and growth potential, Continental Coffee (CCL), a home-grown coffee brand, has launched its plant-based brand ‘Continental Greenbird’ in India. Continental Greenbird enables its consumers to make choices which are sustainable to the globe without losing the taste of meat.

As per industry research, India’s meat substitute market is estimated to be around 300 Cr largely driven by consumer package food. Market Size is estimated to touch around 3500 crores in 3 years*. The concept of plant-based meat is drawn from the growing awareness among consumers about sustainability. Additionally, the climate impact on food choices and animal welfare are some of the key reasons behind the development of plant-based meat alternatives. Plant-based meat is also healthier than regular meats as they are free from cholesterol and trans fat and is non-GMO (genetically modified organism).

With this launch, CCL plans to tap into the growing consumer set who are looking for sustainable products while bridging the gap between meat cravings and guilt-free habits. With Continental Greenbird, CCL will initially offer four plant-based meat varieties: **Chicken-like nuggets, Chicken-like seekh kebab, Chicken-like sausage, and Mutton-like keema.** All their products are made from plant-based protein which are derived from Green pea, Chickpea, and in the case of Keema from soya. This is done to create a real meat-like taste, texture and maintain excellent flavor. With Continental Greenbird, CCL will now bring to consumers the same taste, feel, and texture of meat but without any cruelty to animals.

These protein-rich plant-based products are perfect for non-vegetarian consumers who want to make healthier dietary choices without giving up the taste and texture of meat. It also makes for a great offering for vegetarians who are exploring options to increase their protein and fiber intake. These products also fit in well with those consumers whose meat consumptions is restricted by religious reasons, giving them now a whole new opportunity of guilt free snacking without any compromising on taste.

Commenting on the launch of Continental Greenbird, **Praveen Jaipurkar – Chief Executive Officer, Continental Coffee** said, “At CCL, we see India leading the trend towards a new generation of plant-based food in Asia. Given the growing awareness as well as acceptance of products on wellness and

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sustainability (like Jute vis-e-vis plastic, wooden toothbrushes, spoons, cutlery and paraben-free shampoo etc), India has the potential to emerge as one of the largest markets for plant-based protein alternatives. This has inspired us to enter this category and make plant-based meat part of everyone's daily lifestyle. With Continental Greenbird, we offer delicious and nutritious products made from plant protein ingredients, enabling consumers, particularly those who make conscious choices about their diet and how it impacts the planet and their health, to find quality solutions to match their sustainable lifestyle."

Speaking on the health benefits of plant-based meat, **Sujatha Stephen, Nutritionist & Consultant Continental Greenbird** said, "Adopting a plant-based diet has become increasingly popular worldwide. Plant-based meats are new additions to our daily diet. They are not only rich in proteins but also rich in antioxidants, fiber, iron and folic acid. Additionally, they are beneficial in weight management, preventing cardiac diseases and maintaining healthy gut microbiome." Speaking on the new launch Sujatha Stephen added, "Continental Greenbird range is delicious and mirrors the same experience of having meat. For instance, the taste and texture of chicken-like nuggets is just like real chicken. The range is not just great to taste but filled with nutrition and protein since they are made from green peas, chickpea and soya. This diet is good for health and for the environment as well."

Continental Greenbird range starts from Rs. 295 for 260 gm and is currently available in Grocery stores and Modern Trade outlets across Hyderabad, Pune, and Chandigarh. The product can also be ordered from company's online portal [Continental Greenbird website](#) and would be soon available on eCommerce platforms like Big Basket.

About Continental Coffee:

Continental Coffee (CCL Products India Ltd.) is a leading Indian coffee company in the global coffee market successfully operating businesses in Coffee Exports, Private Label Manufacturing, and Continental Coffee branded coffees. Established in 1994 on a modest scale with just one coffee blend, one factory in Duggirala, Andhra Pradesh, and exporting to one country, CCL has grown to become a leader in the industry globally offering **more than 1000 finest quality coffee blends**, manufactured across **four state-of-the-art facilities (India, Vietnam & Switzerland)** to customers across **90 countries**. CCL coffee is customized to suit different palates and cater to the diverse needs of customers around the world leading to them becoming manufacturers for top players private label brands in India and globally. They are **the largest instant coffee manufacturer in India and one of the largest instant coffee manufacturers in the world**. Almost 1000 cups of CCL coffee are consumed every second across the globe.

Social Media Links: [Website](#) | [LinkedIn](#) | [Shop](#)

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