

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

Nestlé House
Jacaranda Marg
'M' Block, DLF City, Phase - II
Gurgaon - 122002 - 05, Haryana
Phone 0124 - 3940000
Fax 0124 - 2389399
E-mail investor@IN.nestle.com
Website www.nestle.in



Good Food, Good Life

Your Ref :

Our Ref :

BM: PKR: 20:16

Date :

21.04.2016

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

Kind Attn. : Mr. Marian D'Souza / Mr. Jaymin Modi (DCS – CRD)

Scrip Code - 500790

Subject : Press Release Titled “Nestlé India Launches NESTLÉ a+ GREKYO Yoghurt”

Dear Sirs,

We are enclosing a copy of the Press Release dated 21st April, 2016 titled “Nestlé India Launches NESTLÉ a+ GREKYO Yoghurt” being released.

This is for your information and dissemination.

Thanking you,

Yours truly,

NESTLÉ INDIA LIMITED

**PRAMOD KUMAR RAI
DEPUTY COMPANY SECRETARY**

PRESS RELEASE

Nestlé India Launches NESTLÉ a+ GREKYO Yoghurt

NESTLÉ HOUSE, APRIL 21, 2016: Nestlé India is delighted to announce the launch of a brand new exotic range of Greek Yoghurt under the brand name of **NESTLÉ a+ GREKYO**. As a leader in Nutrition, Health and Wellness, our endeavour is to provide consumers with nutritious and healthy products. **NESTLÉ a+ GREKYO** is a further brand extension of the **NESTLÉ a+** range

NESTLÉ a+ GREKYO is available in several variants like strawberry, mango, pineapple and orange, specifically tailored for the Indian consumer. This healthy and indulgent snack has low fat and contains real fruit bits. This delicious Yoghurt is rich in nutrients having 70 per cent more protein and calcium as compared to 'NESTLÉ a+ Nourish Toned Dahi'.

Announcing the launch, Mr. Arvind Bhandari, General Manager - Dairy, Nestlé India said: "We have introduced this product for the first time in India. A perfect blend of health and indulgence, **NESTLÉ a+ GREKYO** has a rich and creamy texture coupled with real fruit bits. Globally the Greek Yoghurt category came into prominence less than a decade back and in certain countries it has already captured a major share of the entire Yoghurt market. In India, this category is still at a nascent stage but we are confident that Nestlé will lead the global trend for the Indian consumers soon."

NESTLÉ a+ GREKYO has been launched in the Delhi NCR region at a competitive price point of INR 30 (100g) and will be available in other major cities soon.

We at Nestlé India, are working to bring more innovations to consumers to supplement our already strong Dairy portfolio comprising of **NESTLÉ a+** Dahi, **NESTLÉ a+** Milk, **MILKMAID** and **EVERYDAY** Dairy Whitener.

At Nestlé India we believe in creating long term value for both society and stakeholders. We collaborate with around 100,000 milk farmers across the states of Punjab, Haryana and Rajasthan. We support the sustainable development of our dairy farmers by assisting them to take care of their cattle, increase milk productivity as well as ensure food safety and quality for our consumers.

For more information:
HIMANSHU MANGLIK - NESTLÉ INDIA + 91-9811150977
RUMJHUM GUPTA - NESTLÉ INDIA + 91- 9871749492



Nestlé India Limited, Head Office: Nestlé House, Jacaranda Marg, M Block, DLF City Phase – II, Gurgaon 122 002 (Haryana)
Phone: +91-124-3321824, Fax: +91-124-2389381
Registered Office: M-5A, Connaught Circus, New Delhi – 110 001
Corporate Identity Number: L15202DL1959PLC003786
Email ID: media.india@in.nestle.com; investor@in.nestle.com, Website: www.nestle.in