

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 corporate@IN.nestle.com
Website www.nestle.in



Your Ref :

Our Ref :

BM: PKR: 23:16

Date :

29.04.2016

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 continues with its innovations, launches NESCAFÉ SUNRISE INSTA-FILTER"

Dear Sirs,

We are enclosing a copy of the Press Release dated 29th April, 2016 titled "Nestlé India continues with its innovations, launches NESCAFÉ SUNRISE INSTA-FILTER" 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 continues with its innovations, launches NESCAFÉ SUNRISE INSTA-FILTER

NESTLÉ HOUSE, APRIL 29, 2016: As a leader in Nutrition, Health and Wellness, Nestlé India continues with its endeavour to bring to its consumers, clutter breaking innovative products. Adding to the range of coffee and beverages, Nestlé India introduces **NESCAFÉ SUNRISE INSTA-FILTER** - which provides the taste of filter coffee and yet does not require a filter. Specially made from 100% Indian coffee beans, handpicked from Coorg and Chikmagalur, this is blended and roasted to perfection transforming into a dry decoction – locking the rich aroma and fresh taste of filter coffee in every granule.

Announcing the launch, Ms. Nayla Sioufi, General Manager –Beverages, Nestlé India said “Traditionally, the coffee market in India is divided into two segments which include the Instant and Roast & Ground coffee. Observing a trend of dual usage we realized that consumers want **a product offering which provides the best of both worlds- the taste of filter coffee with the convenience of instant coffee.** With the introduction of **NESCAFÉ SUNRISE INSTA-FILTER** we aim to create a whole new segment expanding the overall category in India while enhancing consumers coffee experience.”

Nestlé India has partnered with Snapdeal for an exclusive offering of this product starting April 30. The exclusive pack comes with a traditional South Indian steel tumbler. The product will be available in the market at the cost of INR 60 for a 24g pack that contains 15 sachets of 1.6g each as well as a 100g pack (tin) for INR 225.

Nestlé India has always been passionate about providing great coffee experiences to its consumers through the world's leading coffee brand **NESCAFÉ**. Nestlé India through the **NESCAFÉ** Plan works with thousands of farmers around the world, including in India and trains them on how they can further improve the productivity and quality of coffee in a sustainable and efficient manner.

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