

# 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: 41:16**

Date :

**05.08.2016**

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 Reaffirms its Commitment to Breastfeeding"**

Dear Sirs,

We are enclosing a copy of the Press Release dated 5<sup>th</sup> August, 2016 titled "Nestlé India Reaffirms its Commitment to Breastfeeding" being released.

This is for your information and dissemination.

Thanking you,

Yours very truly,

**NESTLÉ INDIA LIMITED**

**B. MURLU**

**SENIOR VICE PRESIDENT – LEGAL & COMPANY SECRETARY**

Encl.: as above

## PRESS RELEASE

### **Nestlé India Reaffirms its Commitment to Breastfeeding**

*Undertakes initiatives to enable mothers to breastfeed out-of-home by setting up exclusive breastfeeding rooms, across 150 Cities*

*Breastfeeding room locator to identify breastfeeding rooms within 10Km radius*

**NESTLÉ HOUSE, AUGUST 5, 2016:** On the occasion of World Breastfeeding Week, Nestlé India strengthens its commitment to breastfeeding. Recognizing the significance and necessity of breastfeeding for a healthier tomorrow, the company has undertaken several initiatives to raise awareness and support breastfeeding as the best way to provide nutrition to infants.

Putting into action a plan to set up 1000 exclusive Breastfeeding Rooms in 150 cities, Nestlé India has already made operational, 826 breastfeeding rooms in clinics, across the country. Around 200 of them are located in Metros and others are in smaller cities. The rooms are equipped with basic facilities to help mothers' breastfeed comfortably.

A Breastfeeding Room Locator tool, which is hosted on the 'Start Healthy Stay Healthy' website, allows users to locate breastfeeding rooms in a 10 km radius around them. This facility is currently available in the states of Maharashtra, West Bengal, Karnataka and Uttar Pradesh and will gradually roll out Pan-India.

To educate the immediate family members and support system of a nursing mother, Nestlé India has also launched a campaign on how to help raise 'Superbabies'. The campaign talks about the actions that fathers, grandmothers, friends and employers/bosses can take, to support a mother to breastfeed.

In addition to these initiatives, the company revised and extended Maternity Leave Policy from 18 to 24 months. A paternity leave policy has also been introduced in the recent past.

Speaking on the occasion of World Breast Feeding Week, Mr. Fabrice Cavallin, General Manager, Nutrition, Nestlé India says, "We firmly believe that breast milk is the first and best source of nutrition for the baby. We have been working consistently over the years to create and spread awareness on the benefits of breastfeeding by engaging with communities. We hope that through sustained efforts we will be able to make our contribution in increasing the breastfeeding rates of the country."

For more information:  
RUMJHUM GUPTA - NESTLÉ INDIA + 91- 9871749492;  
SHASHANK NAIR - NESTLÉ INDIA + 91 9818077775

---

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](mailto:media.india@in.nestle.com); [investor@in.nestle.com](mailto:investor@in.nestle.com), Website: [www.nestle.in](http://www.nestle.in)

