

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

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Good Food, Good Life

Your Ref :

Our Ref :

BM: PKR: 46:16

Date :

26.08.2016

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 launches NESTLÉ a+ PRO-GROW containing 20% higher milk protein”

Dear Sirs,

We are enclosing a copy of the Press Release dated 26th August, 2016 titled “Nestlé India launches NESTLÉ a+ PRO-GROW containing 20% higher milk protein” being released.

This is for your information and dissemination.

Thanking you,

Yours very truly,

NESTLÉ INDIA LIMITED


PRAMOD KUMAR RAI
DEPUTY COMPANY SECRETARY

Press Release

Nestlé India launches NESTLÉ a+ PRO-GROW containing 20% higher milk protein

Nestlé House, August 26, 2016: Strengthening its core of Nutrition, Health and Wellness by offering products which combine great taste and healthy nutrients, Nestlé India is delighted to announce the launch of NESTLÉ a+ PRO-GROW. This is the latest addition to the NESTLÉ a+ brand and has 20% higher milk protein, specifically targeting growing children.

Speaking about the innovative product, Mr. Arvind Bhandari, General Manager-Dairy, Nestlé India, says, "NESTLÉ a+ PRO-GROW addresses specific needs of protein for growing children. All mothers are anxious about their child's growth and want to make sure that their children get the best nutrition for growth. NESTLÉ a+ PRO-GROW, which comes in two exciting flavours of vanilla and chocolate, caters to this need as it has 20% more milk protein and contains all the essential amino acids." Mr. Bhandari adds, "We have attempted to introduce nutrition benefits through milk for a new consumer segment. With high quality protein being critical during a child's growing up years, NESTLÉ a+ PRO-GROW provides the perfect combination of taste and health."

NESTLÉ a+ PRO-GROW comes in two packs, 1 litre pack for regular in-home consumption and 180ml small trial packs at competitive price points of Rs.99 and Rs.30, respectively. The product will be available across key cities in the first phase of the launch.

NESTLÉ a+ PRO-GROW is the latest addition to the NESTLÉ a+ brand which attempts to offer nutritional benefits to specific members of the family. As of now, NESTLÉ a+ milk range has three different offerings: NESTLÉ a+ Nourish which is a high quality milk for the entire family; NESTLÉ a+ Slim that has 15 times lower fat than regular milk for fitness focused adults and now NESTLÉ a+ Pro-Grow containing 20% more milk protein for growing kids.

For more information:

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