

# Nestlé India Limited

(CIN : L15202DL1959PLC003786)

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Good Food, Good Life

Your Ref :

Our Ref :

**BM: PKR: 43:16**

Date :

**17.08.2016**

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 delights consumers with new variants of MAGGI Noodles”**

Dear Sirs,

We are enclosing a copy of the Press Release dated 17<sup>th</sup> August, 2016 titled “Nestlé India delights consumers with new variants of MAGGI Noodles” being released.

This is for your information and dissemination.

Thanking you,

Yours very truly,  
**NESTLÉ INDIA LIMITED**

**B. MURLI**

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

Encl.: as above



## PRESS RELEASE

### Nestlé India delights consumers with new variants of MAGGI Noodles

**NESTLÉ HOUSE, AUGUST 17<sup>TH</sup>, 2016:** Nestlé India continues its endeavour to offer unique food experiences to consumers. Catering to multiple palates, the company is delighted to introduce new additions to the MAGGI Noodles portfolio: '**MAGGI HOT HEADS**' and '**MAGGI No Onion No Garlic Masala**'. Cup noodles make a comeback with the re-launch of **MAGGI CUPPA Masala & MAGGI CUPPA Chilly Chow** as well as the introduction of **MAGGI HOT HEADS CUPPA**.

Building on the popularity of MAGGI Noodles and consumer trust, **Mr. Suresh Narayanan, Chairman and Managing Director, Nestlé India** said, "MAGGI Noodles has regained its leadership in the hearts and minds of the Indian consumer. It has been the consistent and abiding passion at Nestlé to marry the benefits of our extensive knowledge of flavours, technology and the science of nutrition with the tastes and experiences that delight our consumers. **MAGGI HOT HEADS, MAGGI CUPPA** and **MAGGI No Onion No Garlic Masala** are result of this passion and determination which we are pleased to offer."

**MAGGI HOTHEADS** is a new sub-brand under MAGGI Noodles specifically targeted at those who enjoy delicious, spicy food. **MAGGI HOTHEADS** has 4 unique, never before flavours in Noodles with differential spice levels. Delicious & mildly hot Peri Peri, Smoking hot barbeque pepper, Yummy Chilli Chicken and the raw awesomeness of Green Chilli – all in Noodles! The Barbeque Pepper and Peri Peri flavours are also available as variants of **MAGGI HOT HEADS CUPPA Noodles**.

The **MAGGI No Onion No Garlic Masala Noodles** will cater to consumers preferring food without onion and garlic.

The cup-noodles variants that have been re-launched are **MAGGI CUPPA Masala** and **MAGGI CUPPA Chilly Chow**. The 'Masala' variant offers the classic MAGGI 'Masala' taste and 'Chilly Chow' is the spicier variant.

**MAGGI HOT HEADS Noodles** will be available for a price ranging between INR 20 to INR 22 for a 71 g pack. **MAGGI No Onion No Garlic Masala Noodles** priced at INR15 for a 70g pack will be available initially in Gujarat, Mumbai and Katra. **MAGGI CUPPA Masala** and **MAGGI CUPPA Chilly Chow** will be available for INR 40 (70g) and **MAGGI HOT HEADS CUPPA Noodles** variants for INR 50 (70g). We have partnered with Snapdeal for an online sale as well of all these variants.

For more information:  
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