

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: 49:16

Date :

26.09.2016

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 Changes Packaging of Iconic Brands MAGGI, NESCAFÉ and KITKAT - Supports the Cause of #EducateTheGirlChild with Nanhi Kali”

Dear Sirs,

We are enclosing a copy of the Press Release dated 26th September, 2016 titled “**Nestlé India Changes Packaging of Iconic Brands MAGGI, NESCAFÉ and KITKAT - Supports the Cause of #EducateTheGirlChild with Nanhi Kali**” being released.

This is for your information and dissemination.

Thanking you,

Yours very truly,

NESTLÉ INDIA LIMITED

**PRAMOD KUMAR RAI
DEPUTY COMPANY SECRETARY**

Encl.: As above

Press Release

Nestlé India Changes Packaging of Iconic Brands MAGGI, NESCAFÉ and KITKAT Supports the Cause of #EducatetheGirlChild with Nanhi Kali



Nestlé House, 26 September, 2016: Nestlé India has brought about a change in packaging of three of their most iconic brands, MAGGI, NESCAFÉ and KITKAT to support girl child education in association with Nanhi Kali, one of the largest NGOs imparting education to underprivileged girl children across India. In an attempt to spread awareness for this critical issue of girl child education in India, Nestlé has changed packaging of 100 million packs available on shelves by the end of September.

In an innovative approach and for the first time in India for any FMCG brand, MAGGI, NESCAFÉ and KITKAT will give up their most iconic and recognized brand properties to support the cause of educating the girl child. MAGGI has changed its tag line from “2 minute noodles” to “2 minutes for education”. KITKAT has changed the visual of the finger snap to one without the break with the line “No break from education” and NESCAFÉ changed the tagline “It all starts with a NESCAFÉ” to “It all starts with education”. This has been further reinforced with a blue band which carries more information on the association with the URL of Nanhi Kali.

Speaking on the partnership Mr. Suresh Narayanan, Chairman and Managing Director, Nestlé India said, “Brands are built with purpose and exist by earning the love and trust of consumers over time. Each time a consumer picks a pack off the shelf, the visual properties of the brand serve as symbols of the promise the brand has made to the consumers. These are invaluable assets, protected, cherished and treasured by organizations. We are changing the packaging of three of our most iconic brands to sensitize and draw attention to the crucial need for society & citizens to embrace our collective responsibility in ensuring that girls are allowed, given access to and nurtured with the power of education. Girls with access to education not only improve their own lives but also bring positive changes to their families, communities and economies. This is our belief and conviction as Nestlé India and our humble way of making a small yet deeply felt contribution to a cause that is important and vital to Indian society.”



...2...

Mr. Anand Mahindra, Chairman, Mahindra Group, says "This is a path-breaking and innovative partnership between Nestlé India and a non-profit organisation, both leaders in their respective field. We believe that supporting girl's education is a national priority and will have a far reaching positive impact on society. I am sure the new packaging of MAGGI, NESCAFÉ and KITKAT carrying the message to #EducateTheGirlChild will have the desired impact of helping Nanhi Kali put a million girls in school. I am immensely grateful to Nestlé for their support to Nanhi Kali."

The partnership with Nanhi Kali further strengthens the Nestlé Healthy Kids Programme which has already reached out to about 1,00,000 beneficiaries. Project Nanhi Kali, jointly managed by K. C. Mahindra Education Trust and Naandi Foundation, has been a credible programme working in the area of girl child education for decades. Leveraging on the extensive work done by Nanhi Kali, Nestlé India is supporting this cause and has become a part of the movement.

Download link for packshots : <https://we.tl/KyK1YQMqbF>

For more information:

Rumjhum Gupta, Nestlé India, + 91-9871749492
Shashank Kumar 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; investor@in.nestle.com, Website: www.nestle.in