



October 26, 2017

Compliance Department, BSE Limited, Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	Compliance Department, National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G-Block, Bandra-Kurla Complex Bandra-(E), Mumbai-400051
Code No:- 539889	Code No. PARAGMILK

Dear Sir(s)/Madam,

**Subject: Intimation under Regulation 30 of SEBI (LODR) Regulations, 2015 –
Avvatar- India's 1st whey protein by Parag Milk Foods launches a Digital Film.**

Please find attached a copy of the communication being released to the Press relating to launch of a digital film on Avvatar- India's 1st 100% vegetarian whey protein manufactured by the Company.

We request you to kindly take the same on record.

For Parag Milk Foods Limited



Rachana Sanganeria
Company Secretary and Compliance Officer
ACS No. 10280

Encl: a/a

Parag Milk Foods Ltd.,

CIN - L15204PN1992PLC070209

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Avvatar- India's 1st whey protein by Parag Milk Foods launches a digital film with hashtag #reconstructyourself

Avvatar 100% vegetarian whey protein brand, first of its kind manufactured in India by Parag Milk Foods, launched its TVC that motivates everyone to reconstruct themselves and adopt a healthier lifestyle.

The digital TVC, conceptualised by creative agency J. Walter Thompson, begins with montage of athletes sweating it out during training, and conveys the most prominent message in brevity—What you put inside your body is as important as what you put your body through.

Commenting over the TVC, **Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd.** said, “we had launched Avvatar first of its kind Absolute Whey protein in the month of February 2017. This has been launched after the study which shows that Protein-based foods are becoming popular amongst people from all walks-of-life. The TVC of Avvatar encapsulates the values Parag has always stood for: Inspiring people to be healthier. At Parag, we have always led through innovation and have created products that re-define categories and in many cases, we have launched innovative products for the first time in India. With the purpose of making India healthier, fitter and stronger, we have launched a 100% absolute whey protein made entirely in India. Our goal is to become the largest dairy FMCG company that emphasizes on health and nutrition to consumers. The roll out of this new brand is a strategic push for expanding our portfolio of value added products, specifically within the protein and health supplement segment that we have identified as a key growth driver.”

The primary source of protein in Avvatar is whey protein concentrate and whey protein isolates which are loaded with health boosting bioactive compounds. Avvatar absolute whey protein contains 24 g of protein per scoop and is loaded with 7.8g BCAA and 7.9g EAA for lean muscle growth and faster recovery. It is 100% vegetarian, sugar free, gluten free and soya free and is available in nutrition supplement stores, pharmacies, modern retail stores and e-commerce portals. Avvatar is milked, processed and packaged within 24 hours, thereby maintaining its freshness and is also certified by Informed sports that it is free of banned substance. With this offering we have forayed into more than ₹1,500 crore sports nutrition segment that is growing rapidly.

Traditionally major consumers of sports nutrition products have been athletes and body builders. However, with rapid urbanization, developing wellbeing mindfulness among consumers, and rise in disposable income, India is slowly adopting a healthier lifestyle. Nowadays, the non-traditional consumer group are also shifting towards sports nutrition especially the younger demographic profile. In addition, increasing health awareness coupled with increasing number of health clubs and fitness centres is also providing the much need boost to the sports nutrition market in the country.

Akshali Shah, VP, Strategy- Sales & Marketing at Parag Milk Foods, “With changing life style there is growing interest towards sports and nutrition and healthy life style. We now have Avvatar Absolute whey protein, an Indian protein powder which reaches to consumers in the freshest form. We achieved this with Grass Fed cow's milk whey protein. Avvatar succeeds in capturing all of the essential components of protein supplements from taste, to texture, to nutritional value. The quality of ingredients is what sets Avvatar apart from the current brands in the market place”.





She further added, “Our go to market strategy is in place and is customized with an emphasis on reaching out to Nutrition Supplement stores, Pharmacies, Modern retail stores and e-commerce portals. Educating the Gym trainers and owners who are the key influencers in this category is going to be our key platform. The marketing plans are in place which will kick off immediately once we get our distribution done and our endeavour will be to build ‘Healthy & Active Society through our #reconstructyourself.” It is time to reconstruct yourself! <https://www.youtube.com/watch?v=0sBB-R71TGQ>

Avvatar is quality tested at every stage and hence, poised to be the best Indian whey protein product. Avvatar Absolute whey protein comes in three flavours - Double chocolate, Vanilla snow crème and Café Mocha in two sizes 2 lbs and 5 lbs.

About Parag Milk Foods Ltd:

Parag Milk Foods Limited, established in 1992, is largest private dairy company. They have their own manufacturing facility with n-house technology. Their manufacturing facilities are strategically located at Manchar, Maharashtra and Palamaner, Andhra Pradesh.

We sell 100% cow’s milk products which are healthy and nutritious. We have our own manufacturing facility strategically located at Manchar in Maharashtra and Palamaner in Andhra Pradesh. Our integrated business model and strong R&D capabilities has helped us emerge as the leader in innovation.

Parag Milk Foods with their own dairy farm, Bhagyalaxmi Dairy Farm Private Limited where they host over 2000 holstein breed cows, which has mechanized milking process. Under brand “Gowardhan” the company offers traditional products like Ghee, Dahi, Paneer etc. while under brand name “Go” they offer products like cheese, UHT milk, yoghurt etc. After liquid milk, paneer is one of the largest sources of protein and we aim to have a pan-India distribution and make our packaged paneer a “Rozana ka protein” or a routine source of protein for Indian households.

“Pride of Cows”, a brand of Parag Milk Foods was introduced with a proposition of Farm to Home concept targeted towards customers seeking premium quality cow milk. Finally the company forayed into dairy based beverages with the launch of “Topp Up”, a brand targeted towards consumers on the move seeking quick nourishment and fulfilment and a mango drink with a dash of milk under the brand “Slurp”.

Parag Milk Foods Ltd. believes in quality and value for their consumers.

