

Nestlé India Limited

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Your Ref :

Our Ref : **BM: PKR: 59:17**

Date : **16.11.2017**

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai – 400 001

Scrip Code - 500790

Subject : Press Release titled "Nestlé Healthy Kids Programme celebrates three years of partnership with Magic Bus India Foundation in Kochi"

Dear Sir,

We are enclosing a copy of the Press Release dated 16th November, 2017 titled "**Nestlé Healthy Kids Programme celebrates three years of partnership with Magic Bus India Foundation in Kochi**" being released.

This is for your information and dissemination.

Thanking you,

Yours truly,
NESTLÉ INDIA LIMITED

B. MURLI
SENIOR VICE PRESIDENT – LEGAL & COMPANY SECRETARY

Encl.: As above

Nestlé House, Gurugram, November 16th, 2017

Nestlé Healthy Kids Programme celebrates three years of partnership with Magic Bus India Foundation in Kochi

Nestlé India celebrated their three-year long partnership with Magic Bus India Foundation, one of the largest behaviour change organisation at Kochi today. The celebration marks the completion of 3 years of the Nestlé Healthy Kids Programme which has reached out to over 150,000 adolescents across 18 states since the inception of the partnership. This partnership is based on sustained engagement on good nutritional practices and physical fitness among adolescents through sports-based sessions to make learning easy for the adolescents.

Highlighting this initiative **Mr. K. V. Thomas, Member of Parliament** said, "I am happy to know that Nestlé India and Magic Bus have completed 3 years of partnership, which shows their commitment towards better health and wellness of adolescents. I wish both the partners all the best and would encourage this program to steer adolescents in marginalised communities towards a healthy lifestyle with better nutritional awareness".

Nestlé India believes that proper nutrition during the growing up years contribute to overall well-being. The Nestlé Healthy Kids Programme has been developed with a focus to provide nutrition education to adolescents. Along with students, this programme also includes interaction with parents through workshops to encourage them to implement healthy habits at home.

Speaking on the occasion, **Mr. Sanjay Khajuria, Senior Vice President - Corporate Affairs, Nestlé India** said, "I am extremely happy that the Nestlé Healthy Kids programme with Magic Bus as its implementing partner has completed its third year. I would like to thank Magic Bus for implementing this programme with all their dedication and commitment. The programme has benefitted as many as over 150,000 adolescents across 18 states of India. Designed specifically for adolescents in government schools and marginalized communities, the programme aims to create awareness regarding nutrition, health, wellness and active living in India."

Mr. Matthew Spacie, Founder, Magic Bus India Foundation further added, "We at Magic Bus are inspired by Nestlé India's commitment towards healthier lifestyle. Our partnership with Nestlé India spans three years and we are proud to be associated with them for making a difference to young lives. We equip around 400000 beneficiaries with the skills and knowledge they need to grow up and move out of poverty through our network of more than 9,000 youth mentors across 22 States and 58 districts in the country."

For the Nestlé Healthy Kids Programme, Magic Bus has created and customised its existing curriculum into three major buckets with the objective of raising awareness on 'Nutrition and Health', 'Getting Active' and 'Hygiene and Sanitation' amongst children in communities and government schools. Community youth leaders and Youth mentors from the Magic Bus India Foundation are responsible for implementing the sessions in these communities and schools and train them to deliver the curriculum on the ground. The programme also includes gender sensitisation to ensure that girls and boys get equal opportunities to play and learn.

For more information:

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