

**Nestlé India Limited**

(CIN : L15202DL1959PLC003786)

Nestlé House

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Good Food, Good Life

Your Ref :

Our Ref :

**BM: PKR: 10:17**

Date : **20.03.2017**

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 "Introducing MILO Ready to Drink – The Sports Partner for Kids"**

Dear Sirs,

We are enclosing a copy of the Press Release dated 20<sup>th</sup> March, 2017 titled "Introducing MILO Ready to Drink – The Sports Partner for Kids" being released.

This is for your information and dissemination.

Thanking you,

Yours truly,

**NESTLÉ INDIA LIMITED**

**B. MURLU**

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

Encl.: As above

Nestlé House, Gurgaon, 20<sup>th</sup> March 2017

## Introducing MILO Ready to Drink – The Sports Partner for Kids

*With less than 10 grams of added sugar per pack*



As part of our vision to provide dairy based beverage solutions rooted in Nutrition, Health & Wellness, we are delighted to introduce **MILO Ready to Drink**, a cocoa-malt milk beverage crafted specially for growing children. Importantly, MILO RTD has lower sugar with less than 10 grams of added sugar per pack (180 ml).

MILO has a rich heritage, having nourished champions around the world for more than 80 years. Every single day, approximately 2.8 million MILO RTD serves are consumed globally.

We are bringing to India the much loved international taste of MILO RTD, based on our unique ingredient **ACTIV-GO™**, which contains **PROTOMALT™**, Vitamins (B2, B3, B6, B12), and minerals (Calcium, Iron, Phosphorus).

Speaking on the launch of MILO, Mr. Arvind Bhandari, General Manager, Dairy, Nestlé India Ltd said “The MILO brand encourages participation in sports from an early stage in life. MILO believes that sports help children imbibe life values that are critical for personality development and help set the foundation for a successful future.”

Priced at INR 30 for a convenient 180ml Tetrapak, MILO RTD will be available in major urban centres, as well as select e-commerce platforms.

For more information:

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