

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

Nestlé House

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Good Food, Good Life

Your Ref :

Our Ref :

Date :

BM: PKR: 13:17

28.03.2017

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 "NESTLÉ MUNCH partners with the popular multilingual blockbuster Baahubali 2"

Dear Sirs,

We are enclosing a copy of the Press Release dated 28th March, 2017 titled "**NESTLÉ MUNCH partners with the popular multilingual blockbuster Baahubali 2**" 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, Gurgaon, 28th March, 2017

NESTLÉ MUNCH partners with the popular multilingual blockbuster Baahubali 2
Launches five new limited edition packs and a mega consumer campaign

NESTLÉ MUNCH, one of Nestlé India's most popular brands in the chocolate and confectionery category, has associated with India's mega movie franchise Baahubali for the release of Baahubali 2, The Conclusion. As the film buffs gear up for the year's most anticipated movie, the partnership will be activated through the launch of five new NESTLÉ MUNCH limited edition packs and a high decibel television campaign, supported by exclusive social media content.

Baahubali, a truly magnum opus, had swept the country because of its cinematic splendour providing a tale and experience that intrinsically reflected popular culture, which the audience were able to relate to. Similarly NESTLÉ MUNCH, with its iconic brand image has created its own space, with its leadership position in the wafer category.

Celebrating this partnership between two iconic brands, **Mr. Nikhil Chand, General Manager, Chocolates and Confectionery, Nestlé India**, says *"India is a growing chocolate and confectionery market, and there is a need for excitement and innovation in this category. Importantly, NESTLÉ MUNCH enjoys a clear leadership in the coated wafer segment and it is a conscious effort always to partner with popular and yet unique platforms. We are very pleased to be associated with Baahubali 2 as this will help us engage with our consumers in a more exciting way. Baahubali has been a multilingual blockbuster and has won the hearts of millions, and the current partnership, brings alive a similar proposition of NESTLÉ MUNCH as one of the most popular and loved brands in the country."*

The limited edition of NESTLÉ MUNCH – Baahubali 2 packs will be available in stores from April across the country.

For more information:

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