

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

Shareholder Services

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Good Food, Good Life

Your Ref :

Our Ref :

Date :

BM: PKR: 25:17

20.04.2017

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 "MILO launches new ad campaign: MILO® - GROW WITH SPORTS"

Dear Sirs,

We are enclosing a copy of the Press Release dated 20th April, 2017 titled "MILO launches new ad campaign: MILO® - GROW WITH SPORTS" being released.

This is for your information and dissemination.

Thanking you,

Yours truly,

NESTLÉ INDIA LIMITED

PRAMOD KUMAR RAI
DEPUTY COMPANY SECRETARY

Encl.: As above

Nestlé House, Gurgaon, 20th April 2017

MILO launches new ad campaign: MILO® – GROW WITH SPORTS

Positions MILO as a nourishment companion for kids to help them excel in sports

MILO Ready to Drink is a recently launched a cocoa-malt milk beverage crafted specially for growing children, and has lower sugar with less than 10 grams of added sugar per pack (180 ml).

We are now delighted to unveil our brand new national advertising campaign, **MILO® – GROW WITH SPORTS**. We believe that sports help imbibe life values that set the foundation for a child's future. With this new TVC, we aim to underline the importance of sports in the growing years, making MILO a must have nourishing beverage for kids, to excel in the same.

In the new ad campaign, we are building on the fact that a mother's greatest wish is to see her child succeed and fulfill his/her potential. While she does her best to prepare the child for life ahead, she knows that success in life needs more than skills learnt from books. Through sports, children will learn to persevere through hardship, find courage over fear, work as a team, find self-belief, be respectful and learn how to lead.

Speaking on the launch of the new campaign, **Mr. Arvind Bhandari, General Manager, Dairy, Nestlé India Ltd** said "We are delighted to unveil our new TVC that positions MILO as a brand that encourages participation in sports from an early stage in life. MILO believes that sports is critical for personality development and helps kids grow holistically in their formative years. We hope that mothers understand our message and nurture their children with MILO as they grow with sports"

The 45 second TVC features children participating in various sports like Football, Basketball, Athletics and Kabaddi with a voice over that highlights the prominence of sports in life. The video leads to a child's victory in a race post which his mother gives him MILO to replenish his energy. Towards the end, the ad highlights 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). 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.

MILO® - GROW WITH SPORTS breaks on air across prime time on National & Regional TV (Tamil, Telugu, and Malayalam) as well as Facebook and YouTube from 19th April.

Link to TVC: <https://drive.google.com/file/d/0B8OwauwGVOn8UTILbGdiNDRoUDg/view>

For more information:

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