



5th May, 2017

To, Compliance Department, BSE Limited , Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	To, 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

Sub: - Intimation Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 regarding a New Product Launch 'Slurp'

We are happy to inform you that pursuant to Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 the Company has launched its New Product in the Dairy Based Fruit Drink segment under the Brand "Slurp", the details are as given hereunder:

Name of the Product	"Slurp"
Date of Launch	May 4th, 2017
Category of the Product	Dairy Based Fruit Drink
Market caters to Domestic/International	Domestic
Country of Product launch	India
Flavour	Mango
Pack Sizes	200 ml tetra pack
Details of the Product	Made from Alphonso Mangoes with a dash of milk

Please find enclosed copy of the communication released to the Press with regard to the Launch of "Slurp"

We request you to kindly take the same on record.

Thanking You.

For Parag Milk Foods Limited

Rachana Sangneria
Company Secretary and Compliance Officer
ACS No. 10280



Encl:a/a

Parag Milk Foods Ltd.,

CIN - L15204PN1992PLC070209

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PRESS RELEASE

Parag Milk Foods enters into the beverage market with pure Alphonso drink enhanced with dash of milk

Launches brand ‘Slurp’ – Yeh ‘aam’ aam nahi

Chennai, May 4, 2017: Parag Milk Foods Ltd, leading manufacturers, and marketers of dairy-based branded foods in India, diversifies into fruit juice drink segment by launching ‘Slurp’ with an aim to expand its footprint in the beverage category.

Slurp – made from the choicest alphonso mangoes with a dash of milk has been timed to refresh your summers and beat the heat. For starters, Slurp will be available across markets of Mumbai, Delhi, Kanpur and Chennai in 200ml tetra pack at Rs. 20/.

As per Euromonitor, 100% juice drink market is growing at a CAGR of 25% in volume and 31% in value in the last 5 years. The report also states that mango juice drink market comprises of 85% of this juice drink market.

Commenting on the launch, Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd. said, “We are very excited to introduce our new brand ‘Slurp’ in the fruit juice drink segment. This offering from Parag Milk Foods is based on the company’s mission of providing health and nutrition to the Indian consumers. Our research indicates that consumers have become health conscious and are looking for alternatives to aerated drinks and are largely moving towards fruit based drinks. Fruit juices are fast growing category and mango flavour contributes the largest share. The launch of this new brand is a strategic push for expanding our portfolio of value-added products. Within our value added products portfolio, we have identified beverage category as a key growth driver.”

Mr. Mahesh Israni, Chief Marketing Officer, Parag Milk Foods Ltd. said, “The Indian drink market is largely dominated by soft drink players without dairy industry involvement. With Slurp, we plan to enter the fruit juice drink market that is currently exponentially growing. Slurp has a thick texture with light yellow distinctive colour and the key differentiator is dash of milk which balances the sweetness of the mango pulp. This is our competitive edge over the large brands that rule the category today. Our market and consumer research has given us huge lead over the key players in the market in overall appeal, taste and thickness of the product

We will support this launch with the clutter breaking marketing campaign of “Yeh ‘aam’, aam nahi” and leverage it with most optimum initiatives. We want to establish ourselves as a serious brand that delights consumers year round.”

Nutritional Facts

Nutrition Facts	Maaza	Frooti	Slice	Slurp
Serving size	200 ml	200 ml	200 ml	200 ml
Amount per serving				
Energy	102 kcal	130 kcal	126 kcal	185 kcal
Energy from Fat		0 kcal		35 kcal
Total Fat	0g	0g	0g	4.0g
Saturated Fat	0g	0g	0g	2.4g
Trans fat	0g	0g	0g	0.1g
Cholesterol	0mg	0mg	0mg	10mg
Sodium	29mg	56mg	0mg	70mg
Total Carbohydrate	26g	32g	31g	32g
of which sugar	26g	32g	30g	24g
Protein	0g	0g	0g	4.1g
Vitamin-A	22%	16%	0%	30 mcg
Calcium	0%	2%	0%	140 mg





The Slurp packaging design was developed overall to showcase energy and freshness through overall display. The yellow and orange colour captures the category colour through distinct cues of the alphonso mango. Where the display of font is used to connote a fun/on-the-go feel, the background depicts freshness of the product through graphic splashes. The Mango showcased with the logo is to convey a natural and authentic deliverance of the product brand. As a whole the product resonates a vibrant, playful, young and a genuine identity of itself.

About Parag Milk Foods Ltd:

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

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. "Pride of Cows", the flagship brand of Parag Milk Foods was introduced with a proposition of Farm to Home concept targeted towards customers seeking premium quality cow milk. 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. Parag Milk Foods Ltd. believes in quality and value for their consumers. Recently with the brand "Avvatar" company ventures into 100% vegetarian absolute whey protein market.

For more information, please contact

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