

# Nestlé India Limited

(CIN : L15202DL1959PLC003786)

Shareholder Services

M - 5A, Connaught Circus

New Delhi - 110 001

Phone 011 - 23418891

Fax 011 - 23415130

E-mail investor@IN.nestle.com

Website www.nestle.in



Good Food, Good Life

Your Ref :

Our Ref :

**BM: PKR: 29:17**

Date :

**09.05.2017**

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 India extends its popular NESTLÉ a+ GREKYO range with the launch of Blueberry Greek Yoghurt and Greek Style Curd**

Dear Sirs,

We are enclosing a copy of the Press Release dated 9<sup>th</sup> May, 2017 titled “Nestlé India extends its popular NESTLÉ a+ GREKYO range with the launch of Blueberry Greek Yoghurt and Greek Style Curd” 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, 9<sup>th</sup> May 2017

## Nestlé India extends its popular NESTLÉ a+ GREKYO range with the launch of Blueberry Greek Yoghurt and Greek Style Curd

As part of our vision to provide dairy products rooted in Nutrition, Health & Wellness, we are delighted to extend our popular range of Greek Yoghurts with the launch of NESTLÉ a+ GREKYO Blueberry Greek Yoghurt and NESTLÉ a+ GREKYO Greek Style Curd.

NESTLÉ a+ GREKYO was launched in the Indian market in 2016 in fruity variants of strawberry, mango, pineapple and orange. NESTLÉ a+ GREKYO Blueberry Greek Yoghurt is a healthy and indulgent snack is low in fat and contains real fruit bits and is a rich source of calcium and protein. A 100g pack of NESTLÉ a+ GREKYO Blueberry Greek Yoghurt contains 5.1g of protein and 161.6mg of Calcium. Tailored specifically for the Indian consumers, NESTLÉ a+ GREKYO Blueberry Greek Yoghurt has extra milk protein and calcium which gives it a deliciously thick and creamy texture.

Announcing the launch, **Mr. Arvind Bhandari, General Manager - Dairy, Nestlé India** said, "Greek yoghurt signifies the emergence of a new category of yoghurt in India which clearly has a high demand as compared to fruit yoghurt category. We have received a very positive response from the consumers for our existing flavors such as strawberry, mango, pineapple and orange. **NESTLÉ a+ GREKYO Blueberry Greek Yoghurt** is made up of real fruits and is an interesting addition to this range."

"We are also going to launch **NESTLÉ a+ GREKYO Greek Style Curd** especially for our Indian consumers. It has a rich and creamy texture and has no added sugar. It can be consumed directly and can also be used for making a variety of dips, smoothies, spreads etc. We hope that with these new introductions, we are able to provide our consumers with healthier snacking options." added Mr Bhandari.

NESTLÉ a+ GREKYO Blueberry Greek Yoghurt, is priced at INR 35 for a 100gm. cup and NESTLÉ a+ GREKYO Greek Style Curd, is priced at INR 65 for a 300gm cup and will be available in Delhi NCR, Mumbai, Pune, Goa, Chandigarh, Chennai, Bangalore & Hyderabad.

For more information:

Rumjhum Gupta, Nestlé India, + 91-9871749492  
Shashank Kumar Nair, Nestlé India, + 91- 9818077775

Nestlé India Limited, Head Office: Nestlé House, Jacaranda Marg, M Block, DLF City Phase – II, Gurgaon 122 002 (Haryana)  
Phone: +91-124-3321824, Fax: +91-124-2389381  
Registered Office: M-5A, Connaught Circus, New Delhi – 110 001  
Corporate Identity Number: L15202DL1959PLC003786  
Email ID: [media.india@in.nestle.com](mailto:media.india@in.nestle.com); [investor@in.nestle.com](mailto:investor@in.nestle.com), Website: [www.nestle.in](http://www.nestle.in)

