

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

Nestlé House
Jacaranda Marg
'M' Block, DLF City, Phase - II
Gurgaon - 122002 - 05, Haryana
Phone 0124 - 3940000
E-mail corporate@IN.nestle.com
Website www.nestle.in



Your Ref :

Our Ref :

BM: PKR: 28:17

Date :

02.05.2017

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 : Nestlé India launches exciting new range of Noodles - MAGGI Masalas of India

Dear Sirs,

We are enclosing a copy of the Press Release dated 2nd May, 2017 titled “**Nestlé India launches exciting new range of Noodles - MAGGI Masalas of India**” 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, 2nd May 2017

Nestlé India launches exciting new range of Noodles - MAGGI Masalas of India

Nestlé India announced the launch of its MAGGI Masalas of India Noodles range. The new range of MAGGI noodles consists of four new flavors - Amritsari Achari, Mumbaiiya Chatak, Super Chennai and Bengali Jhaal. All four variants have been crafted using signature herbs and spices used in various regional cuisines of India to create mouthwatering Indian flavors with a delicious MAGGI twist. A unique MAGGI Masalas of India Noodle box has been launched, that contains 3 units each, of all the 4 flavors & is available exclusively at PayTM Mall at a price of INR 240.

Pepped with the quintessential spices of the homemade achar, the **Amritsari Achari Masala Noodles** flavor has been inspired by Amritsari cuisine and is a delight for the people seeking a tangy- pickled-twist to their MAGGI noodles.

The **Mumbaiya Chatak Masala** is an ode to Mumbai's chatakdaar sensibilities. Star anise, Clove, Cinnamon and Kasuri methi come together to form a delightful flavor and is an embodiment of everything Mumbaiiya.

South India's story is steeped around spices, leading to the region's modern day pallet preferences. The **Super Chennai Masala Noodles** combines the flavors and aroma curry leaves, red chilies, tamarind and traditional sambar masala, spices which are native to South India.

The fourth flavor in the line-up has been influenced by West Bengal. Renowned for its tradition, culture and food, West Bengal has its own set of signature spices which gives food from the region a distinct taste. The panch-foran is a signature blend of five spices which come together to flavor the **Bengali Jhaal Masala Noodles**.

Talking about the launch, **Mr. Maarten Geraets, General Manager, Foods** said, "At Nestlé India, our brand philosophy is to offer our discerning consumers with unique brand experiences. With the launch of the MAGGI Masalas of India Noodles, we will be offering MAGGI lovers even more ways to enjoy their favorite noodles. We are happy to introduce this new range and are confident that it will be appreciated by our loyal customers, who expect nothing but the best from Nestlé India."

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; investor@in.nestle.com, Website: www.nestle.in

