

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

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Good Food, Good Life

Your Ref :

Our Ref : **BM: PKR: 42:17**

Date : **07.07.2017**

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 inaugurates the Healthy Kids Programme in Rajasthan in association with Magic Bus".

Dear Sirs,

We are enclosing a copy of the Press Release dated 7th July, 2017 titled "**Nestlé India inaugurates the Healthy Kids Programme in Rajasthan in association with Magic Bus**" being released.

This is for your information and dissemination.

Thanking you,

Yours truly,
NESTLÉ INDIA LIMITED

B. MURLU

SENIOR VICE PRESIDENT – LEGAL & COMPANY SECRETARY

Nestlé House, Gurgaon, July 7th 2017

Nestlé India inaugurates the Healthy Kids Programme in Rajasthan in association with Magic Bus

Nestlé India in association with Magic Bus India Foundation, one of the largest behaviour change organisation in India, inaugurated the Nestlé Healthy Kids programme in Jaipur for encouraging healthier living among adolescents by creating awareness regarding good nutrition, healthy habits and active living. This programme will reach out to 10,000 adolescents from marginalized communities of Jaipur and Ajmer.

The objective of this programme is to create awareness about key nutrients, healthy eating, active lifestyles and public health facilities among adolescents, with a special focus on girls. Along with children, this programme will also include interaction with parents through workshops to encourage them to implement healthy eating habits in their homes.

Speaking at the inauguration, Mr. Rajendra Singh Rathore, Hon'ble Minister for Rural Development and Panchayati Raj, Parliamentary Affairs, Election, Government of Rajasthan, said, "The Department of Rural Development and Panchayati Raj, Government of Rajasthan aims to work for the upliftment of the marginalised to provide a better life for all. We believe that health and nutrition plays a very significant role in helping shape better lives. We are extremely happy that Nestlé India is bringing the interactive Nestlé Healthy Kids Programme to Jaipur and hope that together we will be able to bring about healthy smiles on the faces of the youth in Rajasthan."

Commenting on the roll-out, **Mr. Sanjay Khajuria, Senior Vice President - Corporate Affairs, Nestlé India added,** "Good nutrition is crucial for children. Recognising this we have specifically designed the Nestlé Healthy Kids Programme for children between the age group of 10-17 years. We want to impart the value of good nutrition and active lifestyle among children to help them live healthier lives. As part of our commitment, we aim to touch the lives of many more adolescents across the country under the Nestlé Healthy Kids Programme this year."

Speaking on the occasion, Mr. Matthew Spacie, Founder Magic Bus India Foundation said, "Magic Bus is inspired by Nestlé India's commitment to children's development. We work with children and young people from marginalised communities, taking them from a childhood full of challenges, to a life with meaningful livelihoods. We equip young people with the skills and knowledge they need to grow up and move out of poverty through our network of more than 9,000 youth mentors across 22 States and 58 districts in the country. Our partnership with Nestlé India spans three years and we are proud to be associated with them for making a difference to young lives."

Nestlé India's partnership with Magic Bus began in 2014, and has till date reached out to over 184,000 adolescents encouraging them to live healthier lives.

For more information:

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