



5th January, 2018

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 Under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

We are happy to inform you pursuant to Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 that the Company has expanded its Curd market made of 100% Cow's milk, in the Northern Region of India. We are enclosing herewith the investor release of the same for your reference.

We request you to kindly take the same on record.

Thanking You.

For Parag Milk Foods Limited



Rachana Sanganeria
Company Secretary and Compliance Officer
ACS No. 10280

Parag Milk Foods Ltd.,

CIN-L15204PN1992PLC070209

Redg. Office : Flat No.1, Ground Floor, Pratibha Apartment, Nav Rajasthan CHS, Senapati Bapat Road, Behind Ratana Hospital, Pune Pin-411016. Phone: (020) 60308811

Corporate Office: 20th floor, Nirmal building, Nariman point, Mumbai - 400021 Tel.: 022-43005555 Fax: 022-43005580

Website: www.paragmilkfoods.com





Parag Milk Foods launched Gowardhan Curd made of 100% cow's milk in the Northern Region

- Ventured into the ~Rs.1500 cr Curd market of Delhi- NCR an area mainly dominated by buffalo curd

Parag Milk Foods Ltd, a leading dairy FMCG Company with popular brands like 'Gowardhan', 'Go', 'Pride of Cows' 'Topp-up, Milkrich, Avvatar & Slurp', has launched Gowardhan Fresh 'n' Thick Dahi in Delhi. Made from 100 % fresh & pure, high quality cow's milk, Gowardhan Dahi is easy to digest and contains natural proteins & calcium. The product is available in tubs of 400 gm, 200 gm, 80 gm and at a price of Rs. 60, Rs. 25, Rs. 10 respectively.

As per IMARC Indian Dairy report (June 2015), the curd market is forecasted to grow at a CAGR of 15% over next few years to reach Rs. 381 billion by the end of this year.

Parag is a significant player in the cow curd market, being the pioneers of cow curd and also having introduced fruit yogurts for the first time in the country. As the Northern region contributes ~33% of curd consumption in India, we see an opportunity to expand and reach the households in the Delhi-NCR region. To help us to cater to this market we have tied up with renowned supply chain companies, to maintain the freshness and quality of the product.

Commenting on the launch, Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd, said, "Delhi has always been an important market for us and we have got very good consumer base for our Ghee, Cheese and other products. With Gowardhan curd, we continue to adhere to company's mission of providing health and nutrition to consumers across the country."

To create awareness about the brand, we opted for a 360-degree approach in our communication strategy. To support this launch, as part of our marketing initiatives, we used a mix of media highlighting "The goodness of Cow's milk now packed in Dahi". We leveraged it with effective initiatives like Print campaigns in Hindustan Times, outdoor media and Radio which had reached out to more than 40 lakh households.

HT Print Ad:



Outdoor Media:





About Parag Milk Foods Ltd:

Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a pan-India presence. We have our own manufacturing facilities with in-house technology which are strategically located at Manchar in Maharashtra and Palamner in Andhra Pradesh.

We sell 100% cow's milk products which are healthy and nutritious. Our integrated business model and strong R&D capabilities has helped us emerge as the leader in innovation.



Our dairy farm, Bhagalaxmi Dairy Farm Private Limited house more than 2,000 Holstein Friesian cows, with a mechanized milking process. Under brand “Gowardhan”, we offer traditional products like Ghee, Dahi, Paneer etc. while under brand name “Go” we offer products like cheese, UHT milk, Buttermilk, Lassi, 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 also forayed into dairy based beverages with the launch of “Topp Up” and “Slurp” - a mango drink with a dash of milk. Recently the Company has also ventured into B2C segment for Whey Protein with the brand Avvatar – India’s 1st 100% vegetarian whey protein, first of its kind manufactured in India.

Our goal is to become the largest dairy FMCG company that emphasizes on health and nutrition to consumers through innovation.

For more information please contact:



Ideas for a new day

Company :

Parag Milk Foods Limited

Ms. Natasha Kedia

natasha.kedia@paragmilkfoods.com

+91 22 4300 5555/ Ext: 631

www.paragmilkfoods.com
