



December 11, 2018

Compliance Department, BSE Limited, Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	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: PRESS RELEASE - Parag Milk Foods launches ‘Avvatar Advanced Mass Gainer’

Pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are pleased to inform you that after the success of Avvatar whey protein which has garnered huge consumer acceptance, we have now launched a new variant “**Avvatar Advanced Mass Gainer**” to expand the basket of product offerings in order to cater to the varied consumer utility, taste, and convenience. Through this launch, the Company continues to strengthen its Health & Nutrition portfolio by expanding its range of products under the brand Avvatar. The details of “**Avvatar Advanced Mass Gainer**” are as given hereunder:

Name of the Product	Avvatar Advanced Mass Gainer
Date of Launch	December 2018
Category of the Product	Whey Protein Variant for Sports Nutrition under the Avvatar Brand
Market caters to Domestic/International	Domestic
Country of Product launch	India
Flavours/Pack Sizes	1.5 KG (3.3 LBS) Chocolate, 3 KG (6.6 LBS) Chocolate
Details of the Product	Some of the features of the product are as follows: <ul style="list-style-type: none"> 1st Mass Gainer in India to be certified by Informed Sports from a WADA approved lab in UK confirming that it is free of banned substances, making it a perfect product for both consumers and athletes alike



Parag Milk Foods Ltd.,

CIN-L15204PN1992PLC070209

Regd. Office: Flat No. 1 Plot No. 19, Nav Rajasthan Co-Op Housing Society, Behind Ratna Memorial Hospital, Senapati Bapat Road, Shivaji Nagar, Pune - 411016. Ph.:(020) 25674761/62/63.

Corporate Office: Awasari Phata, Manchar, Dist. Pune. Tel.: 91-2133 224761/62/63 Fax: 91-2133 223940

Website: www.paragmilkfoods.com



Ideas for a new day

	<ul style="list-style-type: none">• Two scoops of 60g offers 45.6g of protein in the mass gainer segment along with 122g carbohydrates• Enriched with 21 vital vitamins and minerals to enable the right kind of growth• Contains the right blend of Protein-Carb Matrix – Maltodextrin, Whey Protein Concentrate and Isolate and Dextrose, which is specially designed for Indian consumers after understanding Indian dietary patterns• No added sugar which ensures that all the required calories comes from good quality proteins and carbohydrates
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We are enclosing herewith a copy of the PRESS RELEASE for the same.

We request you to kindly take the same on record.

For **Parag Milk Foods Limited**

Rachana Sangneria
Company Secretary and Compliance Officer
ACS No. 10280

Encl: a/a



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Immediate Release

Parag Milk Foods Ltd. strengthens its Health & Nutrition portfolio by expanding its range of products under the brand *Avvatar* by launching 5 new variants

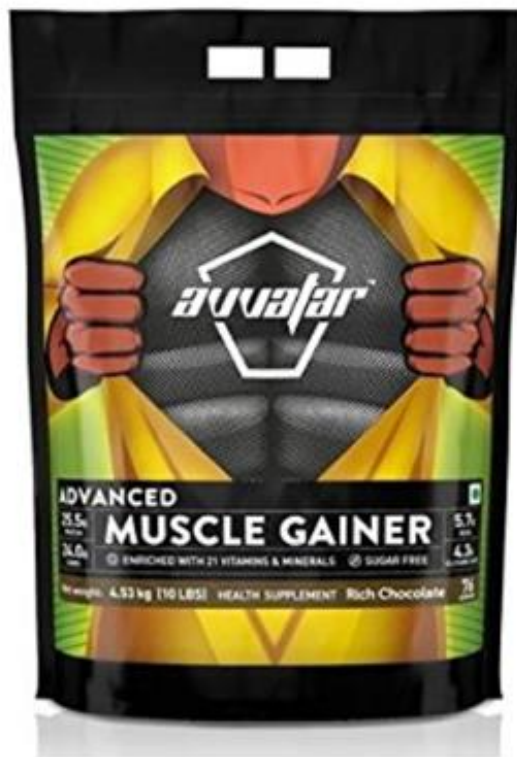
Mumbai, December 11, 2018: Parag Milk Foods Ltd, leading manufacturer and marketer of dairy-based branded foods in India, recently launched *Avvatar Advanced Mass Gainer*, a product specially designed for weight gain. Made from 100% fresh cow's milk, *Avvatar Advanced Mass Gainer* provides the consumer with a healthy balance of the freshest blend of protein and carbohydrates along with vital vitamins and minerals that helps gain mass the right way.

Some of the features of the product are as follows:

- 1st Mass Gainer in India to be certified by Informed Sports from a WADA approved lab in UK confirming that it is free of banned substances, making it a perfect product for both consumers and athletes alike
- Two scoops of 60g offers 45.6g of protein in the mass gainer segment along with 122g carbohydrates
- Enriched with 21 vital vitamins and minerals to enable the right kind of growth
- Contains the right blend of Protein-Carb Matrix – Maltodextrin, Whey Protein Concentrate and Isolate and Dextrose, which is specially designed for Indian consumers after understanding Indian dietary patterns
- No added sugar which ensures that all the required calories comes from good quality proteins and carbohydrates

Devendra Shah, Chairman, Parag Milk Foods Ltd. said, "Whey protein, is a by-product that is formed during the manufacturing of cheese. Through innovation in the cheese category, the company has garnered a ~35% market share which has helped us strengthen our value added products (VAP) category that made up two-thirds of our overall revenue in FY18. The launch of Advanced Mass Gainer under the existing brand *Avvatar* is a strategic push for expanding the company's VAP category, specifically the health and nutrition portfolio that we have identified as a key growth driver."

Besides the introduction of a new variant in the *Avvatar* portfolio, the company has also added several new flavours and pack sizes. The product is available in the flavours Café Mocha, Belgian Chocolate, Vanilla, Café Frappe, and Banana and pack sizes of single serving, 1 kg, 1.5 kg, 2.27 kg, 3 kg and 4.5 kgs to cater to the varied customer taste, convenience and utility. Currently, the product is available across India and has ~40% coverage in the retail outlet universe and is also available online on the product's website (www.avvatarindia.com), Amazon and HealthXP.



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, Palamaner in Andhra Pradesh and Sonipat in Haryana.

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, Bhagyalaxmi Dairy Farm Private Limited house more than 2,500 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.

Safe Harbor Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information please contact:

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