

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

Nestlé House

Jacaranda Marg

'M' Block, DLF City, Phase – II

Gurugram – 122002, Haryana

Phone 0124 - 3940000

E-mail: investor@IN.nestle.com

Website www.nestle.in



BM: PKR: 73:18

10.12.2018

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai – 400 001

Scrip Code - 500790

Subject : Press Release titled "Introducing Nestlé EVERYDAY Chai Life - Transforming tea moments into Instant Chai experiences"

Dear Sir,

We are enclosing a copy of the Press Release dated 10th December, 2018 titled "Introducing Nestlé EVERYDAY Chai Life - Transforming tea moments into Instant Chai experiences" being released today.

Thanking you,

Yours truly,
NESTLÉ INDIA LIMITED



B. MURLI
SENIOR VICE PRESIDENT – LEGAL & COMPANY SECRETARY

Encl.: as above

Introducing Nestlé EVERYDAY Chai Life

Transforming tea moments into Instant Chai experiences



As a nation, we have a shared love for chai (*tea*)! Chai (*tea*) is much more than a beverage, it is a hot cup that can keep us energized and comforts us at different intervals during the day.

Taking this love to a whole new level, Nestlé India is delighted to introduce EVERYDAY Chai Life- a retreat for all tea lovers. Nestlé EVERYDAY Chai Life offers unique experiences in three

flavors- Desi Masala, Saffron & Cardamom, Ginger and Lemongrass. The instant chai will be available in convenient 'sachet' and easy to carry 'sachet in a cup' formats.

With consumers looking for hot options to beat the winter chill, Nestlé EVERYDAY Chai Life makes that perfect cup of tea that'll transfer them into a premium, immersive experience. To relish this perfect instant chai, just add hot water to the premix and reconnect with what truly matters in life.

Speaking at the launch of Nestlé EVERYDAY Chai Life **Arvind Bhandari, General Manager, Dairy, Nestlé India**, said *"We truly believe that a perfect cup of tea can magically reconnect you with what matters in life, transforming everyday tea moments into meaningful reconnections and conversations. With this latest innovation Nestlé India continues its journey as a pioneer by redefining the mode of consumption to deliver 'consumption on the go' for today's consumers."*

NESTLÉ EVERYDAY Chai Life 'sachet' and 'sachet in a cup' will be priced at INR 20 and INR 30 respectively and will be available both in-store as well as on e-commerce platforms.

For more information:

Ambereen Ali Shah, Nestlé India, +91 9717022731

Shashank Kumar Nair, Nestlé India, + 91 9818077775

Nestlé India Limited, Head Office: Nestlé House, Jacaranda Marg, M Block, DLF City Phase – II, Gurugram 122 002 (Haryana)

Phone: +91-124-3321824/1275, Fax: +91-124-2389381

Registered Office: 100 / 101, World Trade Centre, Barakhamba Lane, New Delhi – 110001

Corporate Identity Number: L15202DL1959PLC003786

Email ID: ambereen.shah@in.nestle.com / shashank.nair@in.nestle.com (with a CC to media.india@in.nestle.com);

investor@in.nestle.com

Website: www.nestle.in

Saini