



February 21, 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,

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Company Brand "Gowardhan Ghee" Awarded Most Trusted Brand for the 2nd Consecutive year and Ranked No .1 in Product Testing by Consumer Voice

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we take great pride in informing that the Company's flagship brand "Gowardhan Ghee": has for the 2nd consecutive year received the award of the **Most Trusted Brand** in TRA's (Trust Research Advisory) Brand Trust Report India Study-2017 and has also been ranked **No. 1 in Product Testing** conducted by Consumer Voice.

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

Parag Milk Foods Ltd.,

CIN- L15204PN1992PLC070209

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Parag Milk Foods' flagship brand "Gowardhan Ghee" has won several prestigious awards recently

- **Ranked #1** by *Consumer Voice* – an initiative by *Jago Grahak Jago*
- **Recognized as the Most Trusted Brand** for the 2nd consecutive year in 2017 by *The Brand Trust Report*

Parag Milk Foods Ltd., a leading manufacturer, and marketer of dairy-based branded foods in India has received two prestigious awards for its flagship product - Gowardhan Ghee. *Consumer Voice* ranked Gowardhan Ghee as No. 1 in product testing and *The Brand Trust Report* declared Gowardhan Ghee as the most trusted and attractive brand for two consecutive years, 2016 & 2017.

Consumer Voice – a voluntary organisation had conducted a product testing of 14 brands (8 cow ghee brands and 6 desi ghee brands) on various parameters like quality, safety and acceptability. The organization carried out a series of tests to check for adulteration through addition of vegetable fats, animal body fats, amongst others. The testing was conducted at an NABL-accredited laboratory. Based on the overall test findings, in the *Cow Ghee* category, Gowardhan Ghee was the top performer. The findings revealed that Vitamin A was highest in Gowardhan among other brands.

"Gowardhan Ghee" has also been recognized as the most trusted and attractive brand by *The Brand Trust Report* for 2016 and 2017 consecutively. The Brand Trust Report, India Study is an annual study by N. Chandramouli based on primary research conducted across Indian cities based on a proprietary "Trust Matrix" consisting of 61-attributes. The research study gathers the attitude and preference of brand influencers and also lists the most trusted brands in India. The Brand Trust Report, India Study – 2016 (ISBN 978-81-920823-9-4), the 6th edition of The Brand Trust Report, researched 2,505 consumer-influencers across 16 cities listing India's 1,000 Most Trusted Brands.

Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd. said, "We are delighted with this recognition, it reaffirms our core strength of providing quality products to our consumers. Our market and consumer research has given us a huge lead over the key players in the market in overall appeal and taste of our flagship product Gowardhan Ghee. As pioneers of cow ghee, we continue to establish the company's mission of providing health and nutrition to our consumers."

He further added, "In India, the nutritious value of ghee has a long history and continues to demonstrate it's presence even in the most modern kitchens. Ghee is a fast growing category and cow ghee contributes the largest share. Within our value added products portfolio, we have identified ghee as a key growth driver. To maintain our competitive edge over brands in the ghee category, we constantly innovate our products based on consumer needs, keeping up with quality and taste."

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 Palamaner 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 Pvt Ltd houses more than 2,000 Holstein Friesian cows, with a mechanized milking process. "Pride of Cows", the flagship brand of Parag Milk Foods uses milk from these cows and was introduced with a Farm-to-Home concept targeted towards customers seeking premium quality cow milk.

Under brand "Gowardhan", we offer traditional products like Ghee, Dahi, Paneer etc. while under brand name "Go" we offer products like cheese, UHT milk, chaas, lassi, yoghurt etc. 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.



Visit us on https://www.youtube.com/watch?v=swcV_EtlcJU