



March 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 targets mass market with launch of “Go Cheese Cubes”

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we take great pride in informing that the Company, has recently launched “Go Cheese Cubes.” 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 targets mass market with “Go Cheese Cubes”

Mumbai, March 21, 2018: Parag Milk Foods Ltd., known for its innovation and commitment towards offering superior quality products, has recently launched “Go Cheese Cubes.” “Go Cheese Cubes” are creamy, tasty, and made of 100% cow’s milk, are all natural with no preservatives, emulsifiers, artificial colours or flavours, making it suitable even for health conscious consumers. It is a rich in calcium and milk protein.

The cheese market in India is growing at a CAGR of 31.3% since 2015 and is expected to reach Rs. 59.4 billion by 2020 (Source IMARC). “Go” Cheese has a 33% market share in the Indian cheese segment. The Indian fast food market is growing rapidly and cheese is quite popularly consumed with a number of fast foods such as Pizzas, Burgers, Garlic breads, and Sandwiches. Apart from western dishes, cheese is also being added as a taste enhancer in several traditional Indian recipes such as Dosas, Paratha, Pav Bhaji, amongst others.

Commenting about the launch, Devendra Shah, Chairman, Parag Milk Foods Ltd., said, “India is the large market in terms of cheese consumption. Apart from institutional sales, the popularity of cheese is rapidly increasing in the retail segment. With the launch of Go Cheese Cubes, our aim is to cater to the growing retail segment by providing a mass-consumption item like Cheese Cubes, which are versatile in terms of applications. A housewife has option of grating the cubes to make a sandwich or melting on a soup or just providing a cube to her child instead of chocolates for snacking. Similarly, cheese cubes have multiple applications with small food vendors, who can use each cube as single-serve pack for various dishes being made. Therefore, cheese cubes enjoy a large share of the total retail consumption. We are confident that this product will help us strengthen our distribution network in tier II & tier III markets where the penetration of cheese is increasing rapidly”.

Go Cheese cube is available in all the markets at Rs. 110/- for 200 gms.

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, Bhagyalaxmi 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 under 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 innovative product offerings.



Ideas for a new day

Parag Milk Foods Limited

Investor Relations

natasha.kedia@paragmilkfoods.com

+91 22 4300 5555/ Ext: 631

www.paragmilkfoods.com