



April 26, 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: Press Release - Parag Milk Foods expands its Product Offerings under the Brand "Avvatar" by introducing Avvatar Advanced Muscle 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 a successful launch of *Avvatar Absolute 100% Whey Protein*, the Company has now launched *Avvatar Advanced Muscle Gainer*, a product specially designed to support lean muscle gain with controlled fat levels.

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 expands its Product Offerings under the Brand “Avvatar” by introducing *Avvatar Advanced Muscle Gainer*

Mumbai, April 26, 2018: After a hugely successful launch of *Avvatar Absolute 100% Whey Protein*, a product that was very well accepted by consumers, Parag Milk Foods Ltd., a leading manufacturer and marketer of dairy-based branded foods in India, has now launched *Avvatar Advanced Muscle Gainer*, a product specially designed to support lean muscle gain with controlled fat levels. The product is available in a rich chocolate flavour with pack sizes of 3.3 lbs, 6 lbs and 10 lbs.

The science behind the product is a protein-carbohydrate matrix which is a combination of both complex and simple carbohydrates along with proteins so that while the body's immediate need for energy is met by the simple carbohydrates, the complex carbohydrates provide a sustained release of energy, sparing the protein for muscle repair and growth. This method is more suitable for long term muscle gain, unlike the traditional methods that make the body go through the extreme of gaining unhealthy fat first through bulking up temporarily, and then having to cut down again.

Avvatar Advanced Muscle gainer has been specially formulated to meet the requirements of an Indian consumer based on Indian dietary patterns. Some of the features of the product are as follows:

- 1st Muscle 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
- Made from 100% fresh cow's milk, that provides a healthy balance of protein and carbohydrates to help gain quality muscle mass, without gaining excess fat
- Each 60g scoop offers 25.5g of protein along with 24g carbohydrates and naturally occurring 5.7g BCAA and 4.3g glutamic acid
- Contains the right blend of a Protein-Carbohydrates Matrix with Whey Protein Concentrate and Isolate, Casein, Maltodextrin and Dextrose
- No added sugar which ensures that all the required calories comes from good quality proteins and carbohydrates
- Enriched with 21 essential vitamins and minerals that are depleted drastically during strenuous physical activity

Commenting on the new product launch, **Mr. Devendra Shah, Chairman of Parag Milk Foods Ltd.** said, “At Parag, we have always led through innovation and have created products that re-define categories and in many cases, we have launched products for the first time in India – *Avvatar Advanced Whey Protein* is an example of that endeavour. India's growing fitness wave and exercise culture continue to support growth in sports nutrition. The launch of *Advanced Muscle Gainer* under the existing brand *Avvatar* is a strategic push for expanding our portfolio of value added products, specifically within the protein and health supplement segment that we have identified as a key growth driver. Our goal is to become the largest dairy FMCG company that emphasizes on health and nutrition to consumers.”



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, Bhagyalaxmi 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, chaas, 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 more information, please contact:

Company	Investor Relations Advisors
<p>Parag Milk Foods Ltd CIN No: L15204PN1992PLC070209 Natasha Kedia (Investor Relations Officer) Email ID: natasha.kedia@paragmilkfoods.com Tel. No.: +91 22 43005555/ Ext: 631 +91-9619959137</p>	<p>Strategic Growth Advisors Pvt. Ltd. CIN No: U74140MH2010PTC204285 Rohan Adhiya Email ID: rohan.adhiya@sgapl.net Tel No: +91 9833219522</p>