



April 17, 2018

Compliance Department <b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai – 400 001	Compliance Department <b>National Stock Exchange of India Limited</b> Exchange Plaza, Plot No. C/1, G-Block, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051
<b>Scrip Code: 539889</b>	<b>Scrip Symbol: PARAGMILK</b>

Dear Sir / Madam

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

Ms. Akshali Shah honoured with “Young Business Leader of the Year” Award hosted by CMO Asia.

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we take great pride in informing that the Company’s Senior Vice President-Strategy (Sales & Marketing) Ms. Akshali Shah, has been conferred upon the prestigious “Young Business Leader of the Year” Award hosted by CMO Asia. The award consists of a trophy and a certificate.

We are enclosing herewith a copy of the Press Release and photographs for the same.

This is for your information and records.

For **Parag Milk Foods Limited**

**Rachana Sanganeria**  
Company Secretary and Compliance Officer  
ACS No. 10280

Encl: A/a





## **Ms. Akshali Shah, Parag Milk Foods Limited Felicitated with the award 'Young Business Leader of the Year' hosted by CMO Asia**

Mumbai: Akshali Shah, Senior Vice President, Strategy (Sales and Marketing), Parag Milk Food Limited has been awarded with the 'Young Business Leader of the Year 2018' at Business Leader awards hosted by CMO Asia.

CMO Asia award recognises global leaders across industry segments for exceptional contribution in making a difference to the industry and the profession.

Commenting on the achievement Akshali Shah shares, "I feel extremely honoured to receive this prestigious award from CMO Asia. I wish to dedicate this award to all our consumers, farmers, shareholders, vendor partners, employees and well-wishers who have been a part of my journey. These awards encourage us to continue to grow with more passion and vigor and backs our promise of consistently delivering the best of products to satisfy the Indian palate with international standards."

Ms. Akshali Shah has been leading the sales and marketing team at the Parag Milk Foods Limited for more than 8 years. She has been instrumental in introducing innovation in branding and marketing. Her expertise lies in category intelligence and competition analysis which has made Parag Milk Foods one of the preferred dairy companies with strong presence across India.

Akshali Shah has also received a special mention in the 50 Most Influential Women by IMPACT, Marketing and Advertising List, 2017.

CMO Award entries 2018 were evaluated by a special panel of veteran, independent senior industry experts. It included prominent names like Dr. R. L. Bhatia, Founder, World CSR Day & World Sustainability; Prof. Indira Parikh, President, Antardisha (Directions from Within); Sanjay Muthal, Executive Director, Insist Executive Search; Dr. Chandra Mauli Dwivedi, Chief Human Resource Officer, Sopariwala Group of Companies and Arun Arora, Ex-President, The Economic Times (Times of India Group).

### **ABOUT THE PARAG MILK FOODS LIMITED:**

Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG company focusing on health and nutrition 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 that 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 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.



