



April 19, 2018

Compliance Department, <b>BSE Limited</b> , Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	Compliance Department, <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Plot No. C/1, G-Block, Bandra-Kurla Complex Bandra-(E), Mumbai-400051
<b>Code No:- 539889</b>	<b>Code No. PARAGMILK</b>

Dear Sir(s)/Madam,

**Sub: PRESS RELEASE - Parag Milk Foods Expands its Footprints in North India, Acquires Danone's (a French, Dairy Based MNC) Manufacturing Facility in Sonipat**

**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 that the Company has acquired the Danone Foods and Beverages India Pvt Ltd.'s manufacturing facility of Curd, Yogurt and other related products at Rai, Sonipat, Haryana near Delhi. This acquisition would help expand the company's footprints in North India and strengthen company's fresh category distribution of Milk, Flavoured Milk, Buttermilk, Curd, Fresh Paneer and Yogurt in this region.

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 Sanganeria  
Company Secretary and Compliance Officer  
ACS No. 10280

Encl: a/a



Immediate Release

## Parag Milk Foods Expands its Footprints in North India, Acquires Danone's (a French, Dairy Based MNC) Manufacturing Facility in Sonipat

### Key Highlights:

- Parag Milk Foods acquires Danone's dairy manufacturing facility in Sonipat, Haryana to:
  - Expand its existing footprints in North and North-East India by having a manufacturing facility near the End Consumer
  - Double the current consumer base in the Fresh dairy category
  - Leverage existing strong distribution network in North India for effective marketing and distribution of dairy products including Cheese, Ghee, Curd and other products
- Acquisition will establish Parag as the largest player in the Indian private dairy sector involved in the procurement, manufacturing, marketing and distribution of products produced exclusively from pure and fresh cow's milk
- Plans to invest ~INR 30 crores which includes setting up additional manufacturing units for pouch milk, flavored milk, buttermilk and curd

**Mumbai, April 19, 2018:** Parag Milk Foods Ltd., with leading brands "Go", "Gowardhan", "Pride of Cows", "Avvatar", "Topp Up", "Slurp" and "Milkrich" today announced its expansion plans in North India with the acquisition of Danone manufacturing facility in Sonipat, Haryana, post the completion of Regulatory requirements. The acquisition is a strategic investment in strengthening Parag Milk Foods fresh category distribution in the North and North-East regions of India. As a part of investment, the company will refurbish the new facility with additional amenities to increase its product portfolio in the region.

The company thrives to deliver the freshest dairy products available in the market. To maintain freshness, it is imperative to have a manufacturing unit close to the market. With this investment, the company becomes the largest player in private dairy sector in India involved in the manufacturing, marketing and distribution of dairy products produced exclusively from pure and fresh cow's milk.

Commenting on the acquisition, **Mr. Devendra Shah, Chairman, Parag Milk Foods** said, "North India is one of the key markets for Parag Milk Foods. Given that dairy products hold a large space in many households here, consumption of milk and milk products is the highest in this region. The acquisition of the manufacturing facility of Danone will strengthen our product offerings and leverage our strength in distribution of various products. Currently, the products that are sold in the Northern part of India are supplied from our Manchar plant in Maharashtra. This acquisition will bring us closer to the End Consumer and will give us an edge to understand the consumer preference in Northern India

and expand our product offerings. This will be in line with our long term strategy to make the goodness of cow's milk reach different parts of the country.”

The manufacturing plant is spread across 5,500 sq. mtr. on the outskirts of Delhi NCR and provides easy accessibility to target consumer segment. Plant's current Milk processing capacity is 0.75 LLPD (Lakh Litre Per Day) along with Curd processing capacity of 15 MT (Metric Tonne).

In the coming months, the company is planning to expand the new manufacturing facility by installing processing units for pouch milk, flavored milk, pouch butter milk, cup curd, misthi dahi as well as expand the existing yoghurt facility.



### **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 further information please contact:

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