

**Nestlé India Limited**

(CIN : L15202DL1959PLC003786)  
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**BM: PKR: 33:18**

**01.05.2018**

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai – 400 001

**Scrip Code - 500790**

**Subject : Press Release on outcome of the Board Meeting - titled "Nestlé India Introduces Breakfast Cereals"**

Dear Sir,

We are enclosing a copy of the Press Release dated 9<sup>th</sup> May, 2018 titled "**Nestlé India Introduces Breakfast Cereals**" being released today.

The Board of Directors, in its meeting held today, has approved the proposal for adding Nestlé Breakfast Cereals from Cereal Partners Worldwide (CPW) to its existing portfolio this year.

The meeting of the Board of Directors commenced at 14:30 hours and concluded at 15:30 hours.

Thanking you,

Yours truly,  
**NESTLÉ INDIA LIMITED**

**B. MURLI**  
**SENIOR VICE PRESIDENT- LEGAL & COMPANY SECRETARY**

Encl.: as above

Nestlé House, Gurugram, 9<sup>th</sup> May 2018



### Nestlé India Introduces Breakfast Cereals

In line with the vision to introduce products rooted in nutrition, health and wellness, Nestlé India will be adding Nestlé Breakfast Cereals from Cereal Partners Worldwide (CPW) to its existing portfolio this year. CPW is a 50/50 joint venture which combines the expertise of Nestlé S.A, Switzerland and General Mills Inc., United States, to produce and sell breakfast cereals. The Board of Directors of Nestlé India has approved the proposal.

Commenting on the decision, **Mr. Suresh Narayanan, Chairman and Managing Director, Nestlé India** said, "We firmly believe breakfast is the most important meal of the day. We also believe eating a nutritious breakfast sets the tone for the rest of the day and acts as the foundation for a healthier future. The consumer need for breakfast choices is only growing and companies need to bring more options to satisfy this need. We are therefore pleased to be introducing Nestlé Breakfast Cereals in India. This business complements our current portfolio by combining our expertise in food and this category, globally."

With this launch, Nestlé India's objective is to provide high quality nutritious breakfast cereals to our customers in India.

#### About Nestlé Breakfast Cereals

Cereal Partners Worldwide (CPW) is a leading global breakfast cereal company and the marketer of Nestlé Breakfast Cereals. Established in 1990, CPW is a long-standing partnership between Nestlé and General Mills, bringing together the world-class capabilities of both companies. Headquartered in Switzerland, CPW has a strong global network with 4,600 employees, 17 factories, four R&D centers and sales teams in more than 130 markets.

#### For more information:

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