



June 01, 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,

Sub: PRESS RELEASE - Parag Milk Foods launches Gowardhan 'Mishti Doi'

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 the Company has recently launched 'Mishti Doi' – a premium product under the 'Gowardhan' brand.

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 Ltd.,
CIN-L15204PN1992PLC070209

Regd. Office: Flat No. 1 Plot No. 19, Nav Rajasthan Co-Op Housing Society, Behind Ratna Memorial Hospital,
Senapati Bapat Road, Shivaji Nagar, Pune - 411016. Ph.:(020) 25674761/62/63.

Corporate Office: Awasari Phata, Manchar, Dist. Pune. Tel.: 91-2133 224761/62/63 Fax: 91-2133 223940

Website: www.paragmilkfoods.com

Immediate Release

Parag Milk Foods launches Gowardhan ‘Mishti Doi’

Mumbai, June 01, 2018: Parag Milk Foods Ltd., with leading brands “Go”, “Gowardhan”, “Pride of Cows”, “Avvatar”, “Topp Up”, “Slurp” and “Milkrich”, today announced the launch of ‘Mishti Doi’ – a premium product under the Gowardhan brand. The launch of Mishti Doi is an effort to expand the Gowardhan portfolio into new product categories like desserts.

Nutritionally rich in protein, this traditional Bengali dessert is a delicious way to end every meal. Keeping in mind the consumer taste and preferences, Gowardhan Mishti Doi is packed with authentic creamy taste and made from 100% pure cow’s milk. It is natural as it does not contain added preservatives or artificial colours.

It is not just the taste which is in-sync with the changing consumer preferences but also the unique packaging that makes the product stand out.

Commenting on the launch, **Ms. Akshali Shah, Sr. VP. Strategy Sales & Marketing, Parag Milk Foods Ltd.** said, “The company has been consistently delivering international quality dairy products. With the launch of Gowardhan Mishti Doi, we are strengthening our fresh products category and aim to bring the goodness of milk to consumers’ every meal in the form of a dessert. Made by lightly sweetened curd, we believe the addition of Mishti Doi in our product portfolio will further build up the Gowardhan Dahi category”.

To make it convenient and handy for consumers, the product is available in an 80 gm pack for Rs. 15. Consumers can purchase Mishti Doi from modern trade and general trade outlets and available in all metros.



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:

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