

**Nestlé India Limited**

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BM: PKR: 46:18

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**Subject : Press Release titled "Nestlé India Introduces NESPLUS - An Exciting New Range of Breakfast Cereals"**

Dear Sir,

We are enclosing a copy of the Press Release dated 2<sup>nd</sup> July, 2018 titled "**Nestlé India Introduces NESPLUS - An Exciting New Range of Breakfast Cereals**" being released today.

Thanking you,

Yours truly,

**NESTLÉ INDIA LIMITED**

**B. MURLI**

**SENIOR VICE PRESIDENT – LEGAL & COMPANY SECRETARY**

Encl.: as above

## Nestlé India Introduces NESPLUS - An Exciting New Range Of Breakfast Cereals



Nestlé India announces the launch of NESPLUS - a range of nutritious and delicious breakfast cereals for the entire family. A unique combination of wholegrain and multigrain, NESPLUS breakfast cereals aim to offer an array of healthy breakfast choices for Indian families.

The new range of NESPLUS breakfast cereals comes with four multigrain variants – *Kokos*, *Choco-Burst Fillows*, *Strawberry-Burst Fillows* and *Nutty Honey Granola*. Each of these is a combination of four grains - wheat, rice, oats and the traditional Indian millet, jowar. This combination of grains along with unique flavors has been specially created for the Indian palate. A key characteristic of the product is that it remains crunchy in warm milk.

Commenting on the launch, **Mr. Suresh Narayanan, Chairman and Managing Director, Nestlé India** said, "Breakfast is considered to be the most important meal of the day and consuming the right breakfast sets the tone for the rest of the day. NESPLUS is specifically designed for the Indian consumer and offers Vitamin D, Calcium, B-Vitamins, Iron, Folic Acid and Fibre, making it a great addition to the breakfast table."

With this launch, Nestlé India aims to provide high quality nutritious breakfast options for the Indian consumers in line with its vision to introduce products ingrained in nutrition, wellness and health.

### **About Nestlé Breakfast Cereals**

Nestlé Breakfast Cereals being introduced by Nestlé India is part of Cereal Partners Worldwide (CPW) a leading global breakfast cereal company. 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. With more than 50 brands to suit all ages and lifestyles globally, CPW strives to make breakfast better with nutritious, tasty and convenient food that helps people start their day in the best possible way.

### **For more information**

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