



July 17, 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 'Go Chocolate Cheese'

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 announces the launch of a unique variant in cheese '**Go Chocolate Cheese**' - a product that combines the taste of chocolate in the form of cheese.

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





THIS CHEESE LOVES CHOCOLATE.



EATEN AS CHEESE



ENJOYED AS CHOCOLATE

Immediate Release

Parag Milk Foods strengthens its cheese category with the launch of 'Go Chocolate Cheese'

Mumbai, July 17, 2018: Parag Milk Foods Ltd. (PMFL), one of the largest producers of Cheese in the country, today, announced the launch of a unique variant in cheese - 'Go Chocolate Cheese', – a product that combines the taste of chocolate in the form of cheese. Known for our innovation, especially in the cheese segment, the company has rapidly taken the lead in the cheese category in India and Ranks No. 2 in the Indian cheese market with a 33% market share (IMarc Report). PMFL has helped in developing and expanding the cheese market through the launch of several one-of-its-kind products like Cheese slices in the flavours Green chutney (Mint leaves), Schezwan, Piri-Piri, Cheese spreads in the flavours Smoked Paprika, Herbs and Olives, Garlic, Spice and Gourmet cheese, amongst others.

With a mix of tasty and healthy, Go Chocolate Cheese is a distinctive product specially introduced to satiate the consumers' changing preferences, while at the same time to provide nutrition to kids. Go Cheese captured a leadership position in the cheese segment within a short span of 8-10 years through the introduction of several variants and formats such as flavored slices, wedges, shredded cheese, etc.

Commenting on the launch, Ms. Akshali Shah, Sr. VP- Strategy, Sales & Marketing, Parag Milk Foods Ltd. said, "At Parag Milk Foods, we take pride in calling ourselves 'The Cheese People'. Making cheese is our passion and it is one of the largest categories in our product portfolio. The addition of Chocolate Cheese by the company is a step towards strengthening its presence in the VAP category. With this launch, we wish to further strengthen the brand pull and acceptance of our products."

Go Chocolate cheese is mainly targeted towards kids. The product will be available across Retail and Modern Trade outlets in India and will be promoted through a 360-degree campaign that will commence shortly.

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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