



CCL PRODUCTS (INDIA) LIMITED

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27th August, 2018

To
The Corporate Relations Department
Bombay Stock Exchange
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001.

Dear Sir,

Sub: Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015
Ref: Our Company Code - 519600

We would like to inform you that today Continental Coffee Private Limited, wholly owned subsidiary of CCL Products (India) Limited held launch conference for their brands Continental Malgudi & Continental THIS. This is further to already existing brands like Continental Xtra, Continental Speciale and Continental Premium in the market.

Continental Malgudi - It marks the entry of Continental Coffee in the roast & ground market popularly known as filter coffee in India. It is a filter coffee which comes in two blends, 80:20 (80% coffee and 20% chicory) and 60:40 (60 % coffee and 40% chicory), which will be available in the following skus, 50g, 100g, 200g. The distribution will start by first week of September.



Continental THIS - The company also launched single serve premix coffee by the name Continental THIS. It is a 3 in 1 premix coffee which can be prepared by simply adding hot water. The price point of each sachet is Rs 10/-. The market is very nascent in India and Continental Coffee believes that this attractive price point will help the market to expand.

This is for your information and necessary records.

Regards,

For **CCL Products (India) Limited**

Sridevi Dasari
Company Secretary & Compliance Officer