

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

Nestlé House

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BM: PKR: 55:18

21.08.2018

BSE Limited
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Dalal Street, Fort
Mumbai – 400 001

Scrip Code - 500790

Subject : Press Release titled "Nestlé India partners with Flipkart to launch MAGGI Special Masala noodles"

Dear Sir,

We are enclosing a copy of the Press Release dated 21st August, 2018 titled "**Nestlé India partners with Flipkart to launch MAGGI Special Masala noodles**" being released today.

Thanking you,

Yours truly,
NESTLÉ INDIA LIMITED

B.MURLI
SENIOR VICE PRESIDENT – LEGAL & COMPANY SECRETARY

Encl.: as above



Press Release

Nestlé House, Gurugram, August 21, 2018

Nestlé India partners with Flipkart to launch MAGGI *Special Masala* noodles

Nestlé India has announced that it will partner with Flipkart to launch MAGGI Special Masala Noodles, that epitomizes the flavours of India and brings with it the goodness of 20 finely ground and whole spices, roasted to perfection. As a part of the partnership, from August 21st consumers can pre-book MAGGI Special Masala Noodles on Flipkart, this product will also be available exclusively on Flipkart from August 25 – 30, following which it will be available nationwide through Nestlé's strong distribution reach.

Talking about the launch, **Mr. Maarten Geraets, General Manager, Foods, Nestlé India** said, "We are excited about our partnership with Flipkart as it will give a chance to MAGGI lovers to try this innovation from the convenience of their home. The product uses spices and condiments present in Indian kitchens. We are confident that this product with its special taste from 20 finely ground and whole spices and specially created bouncier non sticky noodles would be appreciated by our consumers."

Nishit Garg, Senior Director, Flipkart said, "Nestlé and Flipkart's association to launch the upcoming MAGGI flavor exclusively on Flipkart cements the transition of FMCG's physical goods into the digital space. Having traveled through several generations, MAGGI proudly enjoys an enduring relationship with its customers. And, we are very excited to partner through this journey of delighting our customers, now online."

In line with its new thinking, *Kuchh achha pak raha hai* MAGGI Special Masala noodles, uses ingredients right out of kitchen cupboards and is inspired by India's rich and diverse culinary tradition.

For more information:

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