



August 28, 2018

Compliance Department, <b>BSE Limited,</b> Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	Compliance Department, <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Plot No. C/1, G-Block, Bandra-Kurla Complex Bandra-(E), Mumbai-400051
<b>Code No:- 539889</b>	<b>Code No. PARAGMILK</b>

Dear Sir(s)/Madam,

**Sub: PRESS RELEASE**

**Parag Milk Foods Ltd. expands its footprint in North India by launching Fresh Milk from the newly acquired Sonipat plant**

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**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 launched Gowardhan Fresh Milk in the Delhi NCR region from the recently acquired Sonipat Plant.

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



Parag Milk Foods Ltd.,  
CIN-L15204PN1992PLC070209

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**Immediate Release**

## **Parag Milk Foods Ltd. expands its footprint in North India by launching Fresh Milk from the newly acquired Sonipat plant**

**Mumbai, August 28, 2018:** Parag Milk Foods Ltd., today announced the launch of fresh milk made from 100% cow's milk under the brand *Gowardhan* in the Delhi NCR region. The fresh milk will be supplied from the recently acquired Sonipat Plant from Danone Foods and Beverages Pvt Ltd. Along with Delhi NCR, the company also plans to reach out to the neighboring regions within 250-300 km radius of the Sonipat plant.

According to industry experts, the fresh milk market in Delhi-NCR is close to Rs. 1,000 Crs. North India presence will further strengthen the company as the largest player in the Indian private dairy sector involved in the procurement, manufacturing, marketing and distribution of products produced exclusively from pure and fresh cow's milk.

Commenting on the acquisition, **Mr. Devendra Shah, Chairman**, Parag Milk Foods Ltd. said, "With our recent acquisition of Danone's facility in Sonipat, we have commenced the operations with pouch milk supply under our *Gowardhan* brand. North is one of the priority markets for Parag Milk Foods and we are targeting to garner 10% market share in the region. Dairy products consumption is the highest in this region and the initiative will allow us to make the goodness of cow's milk reach Delhi NCR and neighbouring regions. "

In the coming weeks, along with fresh milk production, the company will also upgrade the new facility with additional amenities for the supply of curd, buttermilk and yogurt. Thereon, the company will begin to supply these products to the North and East markets from the Sonipat plant.

### **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, Bhagalaxmi 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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