

**Nestlé India Limited**

(CIN : L15202DL1959PLC003786)

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**BM: PKR: 58:18**

**25.09.2018**

BSE Limited

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Dalal Street, Fort

Mumbai – 400 001

**Scrip Code - 500790**

**Subject : Press Release titled "Nestlé India Forays Into Dips Segment With The Launch Of MAGGI Dip & Spread"**

Dear Sir,

We are enclosing a copy of the Press Release dated 25<sup>th</sup> September, 2018 titled "**Nestlé India Forays Into Dips Segment With The Launch Of MAGGI Dip & Spread**" being released today.

Thanking you,

Yours truly,

**NESTLÉ INDIA LIMITED**

**B. MURLI**

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

Encl.: as above

Nestlé House, Gurugram, 25<sup>th</sup> September, 2018

### Nestlé India Forays Into Dips Segment With The Launch Of MAGGI Dip & Spread

As part of its product diversification, Nestlé India today announced its foray into gourmet dip and spread segment with the launch of MAGGI Dip & Spread. The low fat yogurt based dip and spread from Nestlé has been conceptualized basis in-depth consumer research. MAGGI Dip & Spread contains almost 80% yogurt with less than 3% fat making it a very healthy and tasty option for variety of food pairings.



The new range will be available in two exciting flavors Cheese Garlic and Jalapeno Salsa. Each of these unique flavors has been specially created for the Indian palate. Yogurt based dip & spread signifies the emergence of a new category in the seasoning segment in India and has started witnessing a high consumer demand.



Commenting on the launch, **Arvind Bhandari, General Manager, Dairy, Nestlé India**, said, "It is our endeavor to constantly innovate and offer consumers convenient ways to make delicious and healthy food. Yogurt based low fat MAGGI Dip & Spread is an entirely new category for us which will offer consumers a whole new experience. The increasing eating-out culture and aspiring India's growing appetite for global cuisines are leading to the trend of cooking unconventional and international dishes at home. We would like to tap this opportunity and emerge as a significant player in the segment with promise of convenience, health and exotic taste of dip and spread with different food types. "

Nestlé India is committed to provide highest quality dairy-products rooted in nutrition, health and wellness. The introduction of MAGGI Dips highlights Nestlé India's journey in the value-added dairy segment and is a clear testament to its commitment in pioneering product innovations.

Priced at INR 150 for 150 gms, MAGGI Dips will be available in Delhi NCR in all leading supermarkets.

For more information:

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