



September 25, 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 Gowardhan 'Kesar Dahi '

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 **Gowardhan 'Kesar Dahi'**, flavoured curd made from rich and natural kesar (saffron), in an effort to expands its dahi portfolio.

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 Sangneria
Company Secretary and Compliance Officer
ACS No. 10280

Encl: a/a



Immediate Release

Parag Milk Foods launches Gowardhan ‘Kesar Dahi’ to expand its curd portfolio

Mumbai, September 25, 2018: Parag Milk Foods Ltd., with leading brands “Go”, “Gowardhan”, “Pride of Cows”, “Avvatar”, “Topp Up”, “Slurp” and “Milkrich”, today announced the launch of ‘Kesar Dahi’ – a premium product under the *Gowardhan* brand. The launch of *Gowardhan* Kesar Dahi, flavoured curd made from rich and natural kesar (saffron), is an effort towards expanding the dahi portfolio.

Keeping in mind our consumer’s evolving taste and needs, *Gowardhan* Kesar Dahi is made from 100% cow’s milk and has an authentic saffron taste. It is natural as it does not contain added preservatives or artificial colours. It will be available in pack sizes of 80 gm and 200 gm for Rs. 15/- and Rs. 30/-, respectively and consumers can purchase the product from modern trade and general trade outlets which will soon be available across our fresh distribution channels.

Commenting on the launch, **Ms. Akshali Shah, Sr. VP. Strategy Sales & Marketing, Parag Milk Foods Ltd.** said, “With the launch of *Gowardhan* Kesar Dahi, the Company is strengthening its fresh products category and aims to target those consumers who seek a superior quality product at an affordable rate. Post the launch of Mishti Doi, we are now launching Kesar Dahi, an additional flavour in the dahi portfolio under the healthy dessert category. The Company has been consistently delivering international quality dairy products and this launch is an effort in that direction.





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 ~2,500 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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