

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

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Good Food, Good Life

Your Ref :

Our Ref :

BM: PKR: 45:17

Date :

21.07.2017

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort, Mumbai – 400 001

Kind Attn. : Mr. Marian D'Souza / Mr. Jaymin Modi (DCS – CRD)

Scrip Code - 500790

Subject : Press Release titled "Nestlé KIT KAT continues to innovate and indulge consumers in exciting breaks!"

Dear Sirs,

We are enclosing a copy of the Press Release dated 21st July, 2017 titled "**Nestlé KIT KAT continues to innovate and indulge consumers in exciting breaks!**" being released.

This is for your information and dissemination.

Thanking you,

Yours truly,
NESTLÉ INDIA LIMITED

PRAMOD KUMAR RAI
DEPUTY COMPANY SECRETARY

Encl.: As above

Press Release



Nestlé House, Gurgaon, 21st July, 2017

Nestlé KIT KAT continues to innovate and indulge consumers in exciting breaks!

New 'My Travel Break' campaign brings enchanting travel experiences to life and is inspired by interesting Indian travel break locations



Continuing with its trend of innovative campaigns Nestlé KIT KAT launches 'My Travel Break' – a campaign that promises to bring immersive travel break experiences to life. In a first of its kind initiative, select Nestlé KIT KAT packs have been designed as picture postcards from interesting Indian locations, such as, Valley of Flower, Alleppey, Puducherry and Nubra Valley amongst others. The

new packs are available at all leading grocery stores across the country.

Commenting on the campaign, **Mr. Nikhil Chand, General Manager, Chocolate & Confectionery, Nestlé India**, said, "For decades, Nestlé KIT KAT has delighted its consumers by curating different and unique break experiences. In the past, we have created several 'first to market' partnerships and launched promotions and campaigns to enable #Shopping Breaks, #Talktime Breaks and many such exciting breaks. The idea behind our latest campaign 'My Travel Break' is to celebrate the richness of experiences that India has to offer, and bring these right to our consumers' hands"

As part of this unique campaign, Nestlé India has also launched a series of four videos, each capturing the serenity, and beauty of an interesting location. Each 15 second video promises to take viewers on a relaxing and enchanting virtual travel break.

Link to videos:

Alleppey - https://www.youtube.com/watch?v=y_Fmdvt01ww

Andamans- <https://www.youtube.com/watch?v=jZMUKrW-I6U>

Ladakh- <https://www.youtube.com/watch?v=l4NVnjbCKLO>

Valley of Flowers- <https://www.youtube.com/watch?v=-pv8sl2sL0M>

For more information:

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