

Nestlé India Limited

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Good Food, Good Life

Your Ref :

Our Ref :

BM: PKR: 19:16

Date :

19.04.2016

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 “MAGGI Noodles gains further, leads category with more than 50% market share; MAGGI Vegetable Atta Noodles and MAGGI Oats Noodles re-launched”

Dear Sirs,

We are enclosing a copy of the Press Release dated 19th April, 2016 titled “MAGGI Noodles gains further, leads category with more than 50% market share; MAGGI Vegetable Atta Noodles and MAGGI Oats Noodles re-launched”.

This is for your information and dissemination.

Thanking you,

Yours truly,
NESTLÉ INDIA LIMITED

**PRAMOD KUMAR RAI
DEPUTY COMPANY SECRETARY**

PRESS RELEASE

MAGGI Noodles gains further, leads category with more than 50% market share

MAGGI Vegetable Atta Noodles and MAGGI Oats Noodles re-launched

NESTLÉ HOUSE, APRIL 19th, 2016: Nestlé India is delighted to announce that MAGGI Noodles has further strengthened its leadership position with more than 50% market share in the Noodles category as per Nielsen report. It has also re-launched the popular variants, MAGGI Vegetable Atta and MAGGI Oats Noodles. MAGGI Vegetable Atta Noodles is the second most popular product after the classic MAGGI Masala Noodles. This combines the goodness of 'atta' in the noodles with real vegetables and the favourite 'Masala' taste. MAGGI Oats Noodles has been the preferred choice for consumers who seek the benefits that oats offers as an ingredient. With its comeback, MAGGI Vegetable Atta & MAGGI Oats Noodles are now available at competitive price points of Rs.20 for 80 gm pack and Rs.25 for 73 gm pack, respectively.

Commenting on the re-launch of the two loved variants of MAGGI Noodles in the market, Mr. Suresh Narayanan, Chairman and Managing Director, Nestlé India said, "Over the past 33 years, MAGGI has become the most trusted and valuable food brand in India. I am also happy that we have gained month on month and we continue to lead the noodles category with over 50% market share. We understand the changing lifestyles of generations and have constantly innovated products that add value to the favourite MAGGI Noodles. With the latest re-launch, we are aiming to provide more choices to suit consumer preferences, driving greater volumes and building back our market share. We are hopeful that these two variants will also have a rapid pick-up like the Masala and Chicken variants".

Nestlé India has partnered with Snapdeal for an exclusive preview sale. A 'Special Kit', at an attractive price of Rs.176, consisting of 4-packs each of Vegetable Atta and Oats Noodles and 2 MAGGI bowls in red & yellow colors, are being offered to consumers as part of the preview sale starting Friday 22nd April.

For more information:
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