



Date: February 02, 2017

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 Fax No. 022- 22723121/1919/3027/2039/2061/2041	National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (E), Mumbai – 400051 Fax No. 022-26598237/38
Ref.: Kwality Limited (KWALITY/ INE775B01025)	Ref.: Kwality Limited (KWALITY/ INE775B01025)

Dear Sir/Madam,

Please find enclosed copy of press release regarding commencement of commercial production at Company's New Unit at Softa Plant, Haryana dedicated primarily for Value Added Products

Kindly take the same in your record.

Thanking You
For Kwality Limited

Sanjay Dhingra
Managing Director

Kwality Limited Commences Commercial Production at its New Unit at Softa Plant, Haryana dedicated primarily for Value Added Products

02 February, 2017: Kwality Limited, India's largest private dairy company, begins commercial production at its new unit at Softa plant, Haryana today which is being set-up primarily for manufacturing of value-added products such as **Flavoured Milk, Paneer, Cheese, UHT milk, Cream in tetra packs, Table-Butter, Yoghurts, amongst others.**

The new unit, when fully operational, to have milk handling capacity of **0.9 Mn litres/day primarily for value-added products** with total **capital outlay of approx. INR 400 crores.** With this unit, cumulative **milk processing capacity of Kwality would reach 4.3 Mn litres/day across its six plants.**

The company is strategically shifting its business model from B2B to B2C by adopting a structured holistic approach which encompasses stepping up of all functions across the value chain with an aim to become best-in-class consumer facing dairy company in India compliant with global standards.

Commenting on this development Mr. Nawal Sharma, President & Head Business Transformation, Kwality Limited, said ***"This is a significant development, as we continue to shift towards B2C by shifting our product mix towards consumer oriented products, primarily fresh and value-added products. We are moving in the right direction in sync with our business plans towards new orbit of growth. This would enhance our profitability, strengthen our balance sheet and cash flows in the coming years"***

About Kwality Limited

Incorporated in 1992, Kwality Limited is amongst largest and fastest growing private dairy companies in India today with **milk processing capacity of 3.4 Mn Litres /Day** through its six state-of-the-art plants strategically located close to key north markets. The company has established procurement network comprising of ca. **325,000 farmer families across ca. 4,500 villages in U.P., Haryana, and Rajasthan** which are amongst the largest milk producing states of India. The product range includes variants of pouched milk, ghee, cow ghee, Livlite 85% less cholesterol ghee, curd, skimmed milk powder, wake up creamer, chaach, lassi and other dairy products, catering to retail and institutional customers through its wide distribution network. Kwality Limited was conferred the Dun & Bradstreet Corporate Award 2014 as the top Indian Company under the sector 'Food & Agro Processing'.

For more information, please contact:

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