

Nestlé India Limited

(CIN : L15202DL1959PLC003786)

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Good Food, Good Life

BM: PKR: 51:17

25.09.2017

Your Ref :

Our Ref :

Date :

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

Scrip Code - 500790

Subject : Press Release titled "Nestlé India launches KIT KAT Dessert Delight - a unique premium innovation!"

Dear Sirs,

We are enclosing a copy of the Press Release dated 25th September, 2017 titled "**Nestlé India launches KIT KAT Dessert Delight - a unique premium innovation!**" being released.

This is for your information and dissemination.

Thanking you,

Yours truly,
NESTLÉ INDIA LIMITED

B. MURLI
SENIOR VICE PRESIDENT – LEGAL & COMPANY SECRETARY

Encl.: As above

Nestlé House, Gurugram, 25th September, 2017

Nestlé India launches KIT KAT Dessert Delight - a unique premium innovation!

As a part of its vision to innovate whilst capturing the evolving consumer palette, Nestlé India, has now launched the all new “KIT KAT Dessert Delight” which pushes the boundaries of innovation.

The classic KIT KAT coated wafers now comes with a rich indulgent taste inspired by desserts. Long enjoyed and loved as a delightful treat for break times, the all new KIT KAT Dessert Delight now comes in a unique “finger-tablet” shape that has been developed exclusively for the Indian market.

Speaking about the new launch, **Mr. Nikhil Chand, General Manager, Chocolates & Confectionery, Nestlé India** said: “KIT KAT has been a benchmark for innovation in the coated wafer category. Keeping the brand’s ethos in mind, we aim to provide an exciting new offering to our consumers through KIT KAT Dessert Delight. This not only has a unique taste inspired by Desserts, but also a very distinct ‘finger-tablet’ shape with 12 shareable cubes. It comes in an all-new premium packaging and will initially be launched in select cities.”



The product will be launched in a phased manner and is currently available at an MRP of INR 55 (50g pack) in select cities and online on ‘bigbasket’ in these regions.

For more information:

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