

Nestlé India Limited

(CIN - L15202DL1959PLC003786)

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Good Food, Good Life

Your Ref :

Our Ref :

Date :

BM: PKR: 19:17

13.04.2017

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 "In a First-of-Its-Kind Association, Nestlé India, Google and Paytm Mall Join Hands To Bring Alive the New Noodles Range – MAGGI Masalas of India"

Dear Sirs,

We are enclosing a copy of the Press Release dated 13th April, 2017 titled "**In a First-of-Its-Kind Association, Nestlé India, Google and Paytm Mall Join Hands To Bring Alive the New Noodles Range – MAGGI Masalas of India**" 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

Nestlé House, Gurgaon, 13th April 2017



**In a First-of-Its-Kind Association, Nestlé India, Google and Paytm Mall Join Hands
To Bring Alive the New Noodles Range – MAGGI Masalas of India**

In a first-of-its-kind association, Nestlé India has collaborated with Google and Paytm Mall to roll out an exciting new promotion for the launch of the new variants of MAGGI Noodles. Inspired by the regional cuisines, MAGGI Masalas of India will cater to distinctive local tastes with signature herbs and spices. The objective of this engagement is to build anticipation and excitement around the new variants, where consumers have to guess the four flavours from the eight options provided.

Mr. Suresh Narayanan, Chairman and Managing Director, Nestlé India says, “At Nestlé we constantly use platforms and technology to deliver differentiated brand experiences. We are confident that our consumers, who have always demonstrated an unconditional love for their favourite MAGGI Noodles, will be excited with this association. I am thankful to both our partners, who are leaders in their respective areas, for this association, to provide consumers with a unique and innovative experience that is a win-win for all.”

This innovative association with Google allows users to key in “MERI MAGGI” in the search bar, and be presented with eight options of MAGGI Masalas of India variants. The user has to then choose four out of the eight options displayed and submit their vote. Upon submission of vote not only will the user become eligible to participate in the contest to win the Masalas Of India Goodie Box, but can also pre-book, the yet to be launched, MAGGI Masalas of India Noodles, exclusively through Paytm and Paytm Mall.

Mr. Vikas Aghnihotri, Director Sales, Google India adds, “Google is always innovating to create unique experiences for users and this innovation is an example of how we can work with organizations to drive engagements at a mass scale.”

Paytm Mall has created a special MAGGI Brand Store to sell the MAGGI Masalas of India box from 22nd April. The company has also launched a unique campaign - Catch the MAGGI Train, in which four new flavor packs will appear as icons forming a train on Paytm and Paytm Mall app. Consumers who will click on the train icons & buy the product will be gratified with exclusive cashbacks on their purchase.

Talking about this association, **Mr. Saurabh Vashistha, Vice President – Paytm Mall** said, “India is a richly diverse country with countless cultures, languages and cuisines. Nestlé has done an excellent job of creating a special range of Masala Noodles drawing inspiration from this culinary diversity and we’re happy to bring this delight to the doorsteps of millions across the country. This is truly aligned with our ideology to build unique products handcrafted in India that acknowledge and celebrate our diversity.”

For more information:

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