



November 02, 2018

Compliance Department, <b>BSE Limited</b> , Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	Compliance Department, <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Plot No. C/1, G-Block, Bandra-Kurla Complex Bandra-(E), Mumbai-400051
<b>Code No:- 539889</b>	<b>Code No. PARAGMILK</b>

Dear Sir(s)/Madam,

**Sub: PRESS RELEASE - Parag Milk Foods launches “Go Protein Power”**

**Pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

We are pleased to inform that the Company announces the launch of “Go Protein Power” in the health and nutrition category. Go Protein Power is 100% vegetarian protein made in India containing easily digestible protein made from cow’s milk.

We are enclosing herewith a copy of the **PRESS RELEASE** for the same.

We request you to kindly take the same on record.

For **Parag Milk Foods Limited**

Rachana Sanganeria  
Company Secretary and Compliance Officer  
ACS No. 10280

Encl: a/a



## Immediate Release

# Stay Fit with Go Protein Power

### Key Highlights:

- ✓ 100% cow milk protein
- ✓ Pure vegetarian source of protein
- ✓ The size of protein market that falls within the health and nutrition segment in India is ~Rs. 1500 growing upwards of 25% annually

**Mumbai, November 01, 2018:** Parag Milk Foods Ltd, leading manufacturer and marketer of dairy-based branded foods in India, recently launched *Go Protein Power*, a protein product in the health and nutrition category. This category is approximately Rs. 1,500 crs and is growing upwards of 25% annually.

Go Protein Power	
Easily Soluble	✓
100% vegetarian	✓
Easy on Digestion	✓
Omega 3, 6 & 9 fatty acids	✓
Fortified with vitamins & minerals	✓

*Go Protein Power* is a 100% vegetarian protein that is made in India. It contains easily digestible protein made from cow's milk which helps in building lean muscle as well as repairs muscle and tissue. It is quality tested at every stage and hence, poised to be of high quality and purity. It is currently available in Mumbai in packs of 200 grams & 400 grams.

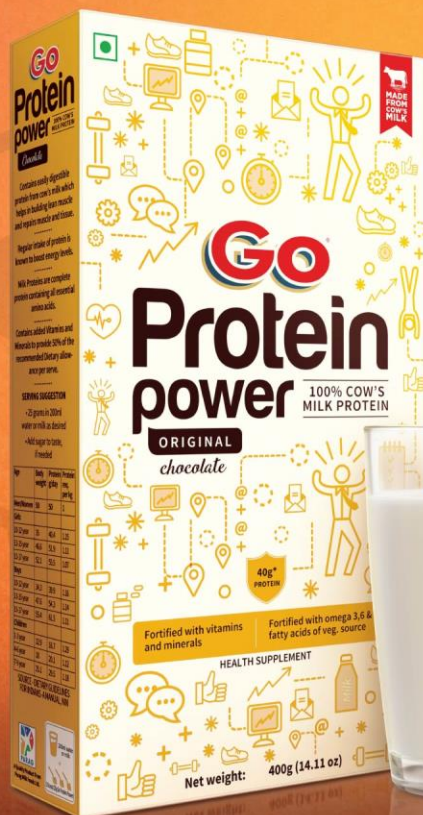
**Devendra Shah, Chairman, Parag Milk Foods Ltd.** said, "Go Protein Power is a milk based protein with the essential components such as nutritional value, taste and texture that make up a protein supplement. The high quality of ingredients is what sets the product apart from the brands that are currently available in the market. With changing lifestyles, there is growing interest towards nutrition and consumers are becoming increasingly health conscious. We now have *Go Protein Power* which is a source of better protein that will help consumers meet their optimal nutrition intake despite today's busy lifestyle."

He further added, "Our go-to-market strategy is in place with an emphasis on reaching out to nutrition supplement stores, pharmacies, modern retail stores and e-commerce portals. The marketing plan has been put in place which will kick off immediately once our initial distribution is completed. Our endeavour is to build an 'Healthy & Active Society' through *Go Protein Power*."

With the launch of this product we have moved one step towards strengthening our product portfolio in the Health and Nutrition segment.






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\*Per 100g

### **About Parag Milk Foods Ltd:**

Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a pan-India presence. We have our own manufacturing facilities with in-house technology which are strategically located at Manchar in Maharashtra, Palamaner in Andhra Pradesh and Sonipat in Haryana.

We sell 100% cow's milk products which are healthy and nutritious. Our integrated business model and strong R&D capabilities has helped us emerge as the leader in innovation.

Our dairy farm, Bhagyalaxmi Dairy Farm Private Limited house more than 2,500 Holstein Friesian cows, with a mechanized milking process. Under brand "Gowardhan", we offer traditional products like Ghee, Dahi, Paneer etc. while under brand name "Go" we offer products like cheese, UHT milk, buttermilk, lassi, yoghurt etc.

"Pride of Cows", the flagship brand of Parag Milk Foods was introduced with a proposition of Farm to Home concept targeted towards customers seeking premium quality cow milk. The Company also forayed into dairy based beverages with the launch of "Topp Up" and "Slurp" - a mango drink with a dash of milk. Recently the Company has also ventured into B2C segment for Whey Protein with the brand Avvatar – India's 1st 100% vegetarian whey protein, first of its kind manufactured in India.

Our goal is to become the largest dairy FMCG company that emphasizes on health and nutrition to consumers through innovation.

### **Safe Harbor Statement:**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information please contact:

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