



October 19, 2023

Compliance Department, BSE Limited , Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai - 400 001	Compliance Department, National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G-Block, Bandra Kurla Complex Bandra - (E), Mumbai - 400 051
Scrip Code:- 539889	Scrip Symbol :- PARAGMILK

Dear Sir/Madam,

Sub: Press Release on 'Appointment of Ex-Lactalis India & Amul MD, Mr. Rahul Kumar Srivastava as Chief Operating Officer'

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we enclose herewith a copy of Press Release with regards to '**Appointment of Ex-Lactalis India & Amul MD, Mr. Rahul Kumar Srivastava as Chief Operating Officer**' under '*Annexure - A*'.

We also enclose herewith brief details of the aforesaid appointment as prescribed under Listing Regulations read with SEBI circular no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 under '*Annexure - B*'.

Date and time of occurrence of event: October 19, 2023, 9:07 AM (IST).

The above documents are also being made available on the Company's website www.paragmilkfoods.com.

Request you to kindly take the same on records.

Thanking you.

For **Parag Milk Foods Limited**

Virendra Varma
Company Secretary and Compliance Officer
FCS No. 10520

Encl: As above.



Parag Milk Foods Ltd.,
CIN-L15204PN1992PLC070209

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Annexure - A

Parag Milk Foods appoints Ex-Lactalis India & Amul MD, Mr. Rahul Kumar Srivastava as Chief Operating Officer

Mumbai, October 19, 2023: Parag Milk Foods Limited, a leading manufacturer and marketer of dairy-FMCG products in India proudly announces the appointment of Mr. Rahul Kumar Srivastava as the Chief Operating Officer of the organization. He served as the Managing Director of Lactalis India, a division of the world's largest dairy conglomerate, for over a decade. Additionally, he held the position of Managing Director at Amul for more than ten years. With over three decades of dairy experience, he is a well-known industry veteran who has made substantial contributions to the business.

With extensive expertise in managing significant procurement operations and a deep understanding of innovative approaches to enhance yields through close collaboration with farmers, while ensuring sustained quality, Mr. Srivastava stands as an industry leader. His presence is poised to be instrumental in Parag Milk Foods' journey toward a new era of leadership and growth. Having been a pioneering force in establishing and maintaining organized brands within a sector primarily dominated by regional and unorganized entities, he is well-positioned to unlock the vast potential of the organized Indian market demand for Parag Milk Foods.

In his previous roles Mr. Srivastava has left a prominent mark with his unwavering commitment, strategic acumen, and innovative thinking. His keen insight and vast knowledge have consistently driven efficiency improvements, fortified brand sustainability, and elevated the consumer experience.

On this development, **Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd.**, said, "Mr. Rahul Kumar's exceptional expertise and unparalleled proficiency in the Dairy realm align perfectly with Parag Milk Foods's vision. His ability for blending traditional strategies with contemporary innovations is exactly what we need in these ever-evolving times. He will help in leading our strategy for profitable growth and also pursue the market opportunities associated with the dairy-FMCG sector and growing global nutrition demand. We are confident that with his leadership, the company will continue to deliver sustainable higher business growth."

Mr. Srivastava's educational background is equally impressive, having earned his engineering degree from the esteemed Indian Institute of Technology (IIT) in Roorkee. He continued his academic career after completing postgraduate studies at the Institute of Rural Management, Anand (IRMA).

About Parag Milk Foods Ltd:

Parag Milk Foods Limited, founded in 1992, is the largest private dairy FMCG company in India. Our manufacturing plants are ideally positioned in Manchar, Maharashtra, Palamaner, Andhra Pradesh, and Sonapat, Haryana. We sell healthful and nutritious 100% cow's milk products. Our integrated business approach and strong R&D capabilities have helped us establish ourselves as the innovation leader. Our Bhagyalaxmi Dairy Farm is distinguished by its pedigree, perfect cows, state-of-the-art milking, feeding, breeding, and packaging technology.

We pioneered the way with innovation and a robust distribution strategy, and we now have over 5 lakh retail touch points, 29 depots, and 500+ super stockists. We work with over 5 lakh farmers and are growing progressively to strengthen our distribution and procurement networks.

We have renowned brands- Gowardhan, Go, Pride of Cows and Avvatar. Our flagship brand, Gowardhan Ghee has more than 20% market share in the cow ghee category and our young and fun-loving brand- Go cheese has more than 35% market share. We are a leading player in the institutional and HORECA cheese business and are moving very fast into the consumer cheese segment.

"Pride of Cows" was introduced with a proposition of Farm to Home concept targeted towards customers seeking premium quality dairy products. The Company has also ventured into the 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 health and nutrition to consumers through innovation.



Annexure - B

Disclosures as required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI circular no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023

Sr. No.	Particulars	Description
1.	Name	Mr. Rahul Kumar Srivastava
2.	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment as Chief Operating Officer
3.	Date of appointment/ reappointment/ cessation (as applicable) & term of appointment/ re-appointment	October 18, 2023 Term of appointment is not applicable since he is in full time employment with the Company.
4.	Brief profile (in case of appointment)	As included in detail under Annexure - A above.
5.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable