Ref: SECT: STOC: 9 – 17

02nd January, 2017

To
The Secretary,
The Stock Exchange, Mumbai
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

To
The Manager,
Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, C-1,
G Block, Bandra-Kurla Complex,
Bandra (East), Mumbai – 400 051

Dear Sir / Madam,

Sub: Heritage Fresh Bags COCA COLA Golden Spoon Award' 2017 – Reg

Ref: Stock Code: 519552 / HERITGFOOD

It is inform that the Company is proud to announce that its Retail Division has awarded **"IMAGES Most Admired Food & Grocery Retailer of the Year - Regional Supermarket"** at the 10th annual mega congregation of the India Food Forum on 20th January, 2016, the **Coca Cola Golden Spoon Awards (CCGSA, 2017).** Heritage Fresh won this award in 2015 & 2016 as well.

Held in Mumbai on 1st February, 2017, the Coca Cola Golden Spoon Awards (CCGSA, 2017), felicitated outstanding achievements of food service operators and food & grocery retailers for the calendar year 2016. Hyderabad based Heritage Fresh emerged as one of the winners at CCGSA 2017 in the regional supermarket category.

Coca Cola Golden Spoon Awards, India's most prestigious accolades for food and food service retailers, were launched in the year 2008 to acknowledge the rising importance of modern food & grocery retail, and its crucial role in the evolution of effective marketing & distribution of food and grocery brands in the country.

Nation's leading food service and food & grocery retailers had submitted nominations for multiple categories. The selection process included analyzing key performance metrics such as growth in top line sales and retail presence, sales per square foot, same store sale growth. Jury also studied the impact of IT application, innovation, marketing, supplier relations and employee practices followed by the nominees. The panel of jury comprised of distinguished personalities from field of research and consulting with thorough insights into the business of food service/ food & grocery.

HERITAGE FOODS LIMITED
(Formerly known as M/s. Heritage Foods (India) Limited)
CIN : L15209TG1992PLC014332
AN ISO: 22000 CERTIFIED COMPANY

Heritage Fresh bagged the award of the **'Most Admired Food & Grocery Retailer of the Year - Regional Supermarket'** for the tremendous growth in the year 2016. With 129 plus stores located in 3 cities, Heritage Fresh recorded 37% growth in sales turnover with 22% growth in retail space in 2016.

On receiving this award again in 2017 Heritage Fresh won this award in 2015 & 2016 as well), a delighted Mr. Dharmender Matai, COO, Retail and Bakery division, Heritage Foods Ltd., said "Heritage Fresh is currently celebrating its 10th Anniversary in Hyderabad, Bengaluru & Chennai and receiving this award makes these celebrations more memorable. Heritage Fresh has been the most preferred supermarket for shoppers in Hyderabad, Bengaluru and Chennai over last 10 years. Heritage Fresh has established strong consumer/local connect by refining assortments and improving service standards year after year since we opened our first store in 2006. On behalf of the entire Heritage Fresh team I would like to take this opportunity to thank all our stake holders and our loyal customers. We are committed to providing an enhanced customer service and will continue to do so."

This is for your information.

Thanking you,

Yours Faithfully,

For **HERITAGE FOODS LIMITED**

UMAKANTA BARIK

Company Secretary
M. No: FCS 6317