

Godrej Agrovet Ltd.
Registered Office : Godrej One,
3rd Floor, Pirojshanagar,
Eastern Express Highway,
Vikhroli (E), Mumbai 400 079, India.
Tel. : +91-22-2518 8010/8020/8030
Fax : +91-22-2519 5124
Email : gavlho@godrejagrovvet.com
Website : www.godrejagrovvet.com
CIN : L15410MH1991PLC135359

Dated: January 3, 2025

To,
BSE Limited
P. J. Towers, Dalal Street,
Fort, Mumbai – 400 001

To,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai-400 051

Ref.: BSE Scrip Code No. “540743”

Ref: “GODREJAGRO”

Dear Sir/Madam,

Sub: Intimation of launch of a new product range “Godrej Pride Hog”:

Ref.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015:

We wish to inform you under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 that, Godrej Agrovet Limited’s (“GAVL” / “Company”) Animal Feed business is launching “Godrej Pride Hog”, a scientifically developed Pig Feed range designed to provide optimal nutrition at each stage of a pig’s lifecycle.

The particulars as required as per SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, are as follows:

Name of the Product	The product range under Godrej Pride Hog includes: a) Pride Hog Starter b) Pride Hog Grower c) Pride Hog Finisher
Date of Launch	January 3, 2025
Category of the Product	Animal Feed (Swine Feed)
Whether caters to Domestic / International Market	Domestic (Indian Market)
Name of the countries in which the product is launched (in case of international)	Not Applicable



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A media release on the aforementioned launch is enclosed as **Annexure-A**.

The above information is also available on the Company's website viz. www.godrejagrovvet.com.

Please take the same on your records.

Thanking you.

For Godrej Agrovet Limited

Vivek Raizada
Head – Legal & Company Secretary & Compliance Officer
(ACS 11787)

Encl.: As above



Godrej Agrovvet Launches Pride Hog Feed Range to Boost Pig Health and Immunity

Brings together industry experts to discuss preventive steps to protect pigs from African Swine Fever and best practises for pig farm management

Mumbai, January 3, 2025 -- Godrej Agrovvet Limited (Godrej Agrovvet), a leading diversified agri-business company, today announced the launch of *Godrej Pride Hog*, a scientifically developed pig feed range designed to provide optimal nutrition at each stage of a pig's lifecycle. The range includes Starter, Grower, and Finisher variants, ensuring balanced nutrition for better health, immunity, and growth.

As part of the launch, Godrej Agrovvet organized a roundtable discussion in Guwahati to address preventive measures against African Swine Fever (ASF) and best practices for pig farm management. The event saw participation from industry experts, including Dr. Purnananda Konwar, General Manager, Assam Livestock and Poultry Corporation Ltd and Capt. (Dr.) A.Y. Rajendra, CEO, Animal Feed Business, Godrej Agrovvet.

Commenting on the launch, Balram Singh Yadav, Managing Director, Godrej Agrovvet said, "With half of the country's ~9-million pig population located in the North East, pig farming is a vital source of livelihood for small and marginal farmers. In line with our commitment to uplift farming families, *Pride Hog* offers a high-quality, research-backed feed solution that enhances pig health, boosts immunity, and maximizes growth potential. We are confident it will contribute to improving farmer profitability and productivity."

Since its first detection in 2020, ASF has posed significant challenges for pig farmers in the North East. This highly contagious viral disease affects domestic and wild pigs, causing severe economic consequences due to its high mortality rate.

Dr. Purnananda Konwar, General Manager, Assam Livestock and Poultry Corporation Ltd, noted, " *The North East's vulnerability to ASF outbreaks highlights the urgent need for preventive measures and modernized pig farming practices. Initiatives like the National Livestock Mission are helping farmers and businesses adopt scientific approaches to build resilience in the sector.*"

In the absence of a vaccine, effective management of ASF relies on preventive measures such as strict biosecurity protocols, controlled pig movement, quarantine periods, and maintaining proper hygiene. Additionally, providing high-quality feed to enhance immunity is crucial for mitigating the disease's impact.

Speaking on the nutritional benefits of *Pride Hog*, Capt. (Dr.) A.Y. Rajendra, CEO - Animal Feed Business, Godrej Agrovvet, said, "*Pride Hog is more than just feed—it is a comprehensive nutritional solution designed to meet the unique needs of pigs at every growth stage. From preventing piglet mortality and diarrhoea to enhancing immunity, our feed ensures faster growth and overall health.*"

The *Pride Hog* range includes **Pride Hog Starter:** For piglets (2 weeks to 2 months); 20g–1kg/day; **Pride Hog Grower:** For pigs (2–4 months); 1.2–2.6kg/day; **Pride Hog Finisher:** For

pigs (4 months to trading); 2.8–3.5kg/day. This stage-wise approach ensures optimal nutrition and resilience throughout a pig's lifecycle.

Godrej Agrovvet's Animal Feed Business emphasizes preventive healthcare through biosecurity measures such as restricted farm access, equipment disinfection, pig isolation, and hygiene maintenance. The launch of *Pride Hog* underscores the company's commitment to empowering farmers with sustainable, science-driven solutions that improve livestock health and farmer productivity.

About Godrej Agrovvet:

Godrej Agrovvet Limited (GAVL) is a diversified, Research & Development focused food and agri-business conglomerate, dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields. GAVL holds leading market positions in the different businesses it operates - Animal Feed, Crop Protection, Oil Palm, Dairy, Poultry and Processed Foods. GAVL has a pan India presence with sales of over a million tons annually of high-quality animal feed. Our teams have worked closely with Indian farmers to develop large Oil Palm Plantations, which is helping in bridging the demand and supply gap of edible oil in India. In the crop protection segment, the Company has strong presence in the B2B segment through its subsidiary Astec Lifesciences and through its extensive distribution, network pan-India delivers innovative agrochemical offerings catering to the entire crop life cycles. In Dairy, Poultry, and Processed Foods, the company operates through its subsidiaries Creamline Dairy Products Limited and Godrej Foods Limited. Apart from this, GAVL also has a joint venture with the ACI group of Bangladesh for animal feed business in Bangladesh.

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