Ref: SECT: STOC: 22-22

March 15, 2022

To
The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Scrip Code: 519552

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

Scrip Code: HERITGFOOD

Sub: Intimation pursuant to Regulation 30 of the SEBI (LO&DR) Regulations, 2015 regarding New Product Launch

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company is delighted to announce the launch of its new product on 15th March, 2022.

The requisite details as per SEBI circular dated 9th September, 2015 are submitted below:

Name of the product	**Premium Badam Milk**
Date of launch	March 15, 2022
Category of the product	Dairy Products
Whether caters to domestic/ international market	Domestic
Name of the countries in which the product is launched (in case of international)	NA

The press release in this regard is attached herewith.

Kindly take the same on record and display the same on the website of your exchange.

Thanks & Regards

For **HERITAGE FOODS LIMITED**

UMAKANTA BARIK
Company Secretary & Compliance Officer
M. No: FCS-6317

Encl: a/a

About the Company:
Heritage Foods founded in the year 1992 is one of the fastest growing Private Sector Enterprises in India, with two business divisions' viz., Dairy and Renewable Energy under its flagship company Heritage Foods Limited and Cattle feed business through its subsidiary, Heritage Nutrivet Limited (HNL). Presently Heritage's milk and milk products have market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Uttar Pradesh and Uttarakhand. It has total renewable energy generation capacity of 10.39 MW from both Solar and Wind for captive consumption of its dairy factories.

Press Release

Heritage Foods fortifies its portfolio with the launch of a premium Badam Milk with real almond bits

Hyderabad, March 15th, 2021: Heritage Foods Ltd., one of India's leading dairy players, today announced the launch of an all-new Premium Badam Milk with real almond bits.

The new 'Badam Charger' is the latest addition to the Company's growing list of value-added products (VAP) portfolio. It is loaded with real almond pieces that energizes drinkers and delivers a yummy, crunchy and uplifting beverage experience. Developed with intense R&D efforts, the new Badam Charger is prepared without any artificial ingredients, colours or flavours and brings a perfect blend of ingredients that delivers its unique great taste. The 'Badam Charger' contains just 6g of added sugar per 100ml making it one of the healthiest choices in the badam milk beverage segment.

This new drink will be available across all general trade and modern trade stores as well as online grocery platforms. Initially launched in Hyderabad, the company plans to expand the product to markets across other states over the next many weeks. It will also soon be available near your neighbourhood Heritage Parlours and Happiness points.

Commenting on the introduction of Heritage Premium Badam Milk, **Mrs N Brahmani**, **Executive Director**, **Heritage Foods Limited,** said, "In line with our vision of nourishing our consumers' lives with healthier products, we are delighted to add 'Premium Badam Milk with real almonds' to our growing portfolio of Value-added products. We are confident that our consumers will love the experience it delivers and will help us make strong gains in the fast-growing milk-based beverages segment. The launch is in line with our commitment to fortify our Value-Added Portfolio regularly, with a new one every quarter. In the last several quarters, the addition of new products and the growth from existing value-added products have helped us steadily grow the revenue contribution from our Value-added portfolio. We take great comfort in our strong Balance sheet and our debt-free status, which allows us ample freedom and headroom to aggressively grow our Value-added business."

About Heritage Foods Limited:

Heritage Foods Limited (NSE: HERITGFOOD; BSE: 519552), founded in the year 1992, is India's leading value-added and branded dairy products company. It has a presence in the cattle feed business through its subsidiary, Heritage Nutrivet Limited (HNL).

Heritage Foods' milk and milk products such as Curd, Ghee, Paneer, flavoured milk, immunity milk, Milk shake, Butter, Cheese, cream among others, are consumed by more than 1.5 million households in 11 states across India. Heritage Foods enjoys a strong brand affinity with its consumers and is specially known for its product authenticity, quality and freshness. It also enjoys long-term relationships with over 0.3 million farmers and has a wide distribution network across the country, comprising 6,420 distributors and agents. The Company is ESG responsible and has a total renewable energy generation capacity of 10.39 MW from both Solar and Wind for captive consumption within its dairy factories.

For more information about Heritage Foods, visit www.heritagefoods.in.

For more information contact

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