



Ref: SECT: STOC: 12-21

February 16, 2021

To
The Secretary
BSE Limited
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

Scrip Code: 519552

Scrip Code: HERITGFOOD

Dear Sir / Madam,

Sub: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We are pleased to inform that M/s. Heritage Novandie Foods Private Limited (CIN: U74999TG2017PTC120860) Regd. Office: #6-3-541/C, Panjagutta, Hyderabad-500082, Telangana, India, is a 50:50 joint venture Company between M/s. Heritage Foods Limited and M/s. Novandie, France having a manufacturing facility at Manor, Palghar, Thane, Maharastra for manufacturing/marketing of all types of Yoghurts has started the commercial production today i.e. February 16, 2021.

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



HERITAGE FOODS LIMITED
CIN : L15209TG1992PLC014332
AN ISO: 22000 CERTIFIED COMPANY

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HERITAGE NOVANDIE FOODS PRIVATE LIMITED

Regd. Office: #6-3-541/C, Panjagutta, Hyderabad – 500082, Telangana, India
CIN: U74999TG2017PTC120860

Press Release

Heritage Novandie Foods Private Limited launches French Yoghurt brand

Mamie Yova in India

- The Indo French JV between Heritage Foods Limited. and Novandie Foods, a subsidiary of Andros hits the market with its first line of products
- The brand's journey commences from 3 cities in India - Mumbai, Pune, and Ahmedabad and plans to reach Baroda and Surat by end of March 2021, followed by expansion plans to Hyderabad and Bangalore by first quarter of FY 21- 22
- The brand is also using Augmented Reality (AR) based connected packaging to engage with the audience, enhance the product experience and get consumer insights

Heritage Novandie Foods Private Limited, a joint venture between Heritage Foods Limited and Novandie Foods, a subsidiary of Andros, France, started in 2017, today announced their entry in the Indian market with its first line of products. With the combined legacy close to nine decades of its parent companies, the start-up is now introducing deliciously French Yoghurt recipes for the Indian market through their Yoghurt brand – Mamie Yova. In the initial phase, the brand will be available across 5 cities in India, namely, Mumbai, Pune, Surat, Ahmedabad, and Baroda, and plans to scale it up to Hyderabad and Bangalore soon.

Excited about the launch, Mr. Vivek Mani, CEO, Heritage Novandie Foods Private Limited, said, "Driven by the sentiment of 'spoonful of smiles', Mamie Yova's milk, real fruit-based French recipe, 'Stirred Yoghurts', along with a unique new product, 'Yo Pop' (a drinkable yoghurt), are a complete blend of nourishment and fulfillment for the Indian taste buds. Mamie Yova carries the legacy and expertise of two giants in the food sector, bringing forth a unique combination for an unforgettable experience."

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Each product category offers four variants. The Stirred fruit yoghurts include Mango, Strawberry, Lychee and Blueberry. The Yo Pop, a unique innovation designed exclusively for the Indian market, is a first of its kind set drinkable flavored yoghurt. This set product aims to create a strong engagement with its consumers: they need to shake it until they hear it 'pop' and then shake it again to turn it into their very own drinkable yoghurt. The flavor profiles for Yo Pop include Banana, Vanilla, Pina Colada and Mango.

“French yoghurts combines the goodness of milk, yumminess of fruits and probiotic cultures for good gut health and immunity and Yo Pop is a complete new experience in the category. With Mamie as our inspiration, we bring to you a complete blend of nourishment and fulfillment. We aim to ensure we can spread smiles through a unique experience filled with guilt free indulgence”, Vivek added.

Expressing her views, Ms. N Brahmani, Executive Director, Heritage Foods Limited, said, “We take immense pride in introducing our milestone brand with a true world-class F&B organization like Novandie, a subsidiary of Andros France. While Mamie Yova carries the Frenchness into its product range, it also ensures the brand is deep-rooted in India. We have heavily invested in the state of art facility at Palghar, Maharashtra. Making it an Indian brand for the Indian consumers.”

Ms. Emilie Moulard - India Country Manager, Andros, added her thoughts, saying, “Yoghurt has always been an important component of daily meals, in every household, in France. Since 1970 our yoghurt brand in France, Mamie Nova, has been a consumer favorite. In India, the brand is making its debut with the name Mamie Yova, where Mamie means ‘grandmother’ - a term most families associate with experience, trust and tradition, while ‘Yova’ symbolizes being young at heart; thus, making a strong connection with the Indian audience. With our proven experience and legacy, we are positive we will achieve a strong foothold in the Indian market.”

Filled with the goodness of French gastronomy, Mamie Yova is an Indian brand having its state-of-the-art production facility set up in Palghar, Mumbai. Mamie Yova’s *Deliciously French Stirred Fruit Yoghurts* and the *Yo Pop* are ready to be made available through multiple distributors and retailers, spread across modern trade, standalone supermarkets, and ecommerce channels.

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Along with the launch of its two unique ranges of products, the brand is also taking a unique digital approach to replicate the in-person experience for its consumers. Using Augmented Reality (AR) based connected packaging, Mamie Yova is making its way to the phones and, thus, to the lives of their audience, overcoming challenges of physical distancing that needs to be followed amidst the pandemic.

“Consumers will get a chance to engage with the brand and discover more about Mamie and the products, along with learning a new product usage. Unlike the typical scenario of undertaking on-ground activities during the launch, we are using AR to create a brand connect with the audience, explain them the product usage, and improve their experience. This is possibly the first instance of a dairy company using this approach, in India”, added Vivek.

About Heritage Novandie Foods Private Limited.

Heritage Foods in collaboration with Novandie Foods (a subsidiary of Andros) has set up a dairy plant through a joint partnership. This joint venture, Mamie Yova, aims at bringing the Deliciously French experience to India! The Mamie Yova brand depicts Frenchness, guilt free indulgence and pleasure, with surprises that are full of nourishment and fulfillment. The company’s vision is to spread smiles to as many consumers as possible. With Mamie's youthfulness, her spontaneity and lip-smacking recipes, our Fruit Yoghurts and Yo Pop will bring alive the perfect blend of fun, madness and nourishment!

The first production batch of the yoghurts with stringent quality control has made its way to the Indian market in January 2021, starting its journey from 3 cities in the country - Mumbai, Pune, Ahmedabad and plans to reach Baroda and Surat by End of March 2021, followed by expansion plans to Hyderabad and Bangalore by 1st quarter FY 2021-2022.

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