Ref: SECT: STOC: 12-23

19TH January, 2023

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 Products 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 products on 19th January 2023.





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

Name of the product	GLUCO SHAKTI and CREAMILICIOUS CURD
Date of launch	19th January 2023
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
Digitally signed by UMAKANTA BARIK
Date: 2023.01.19 14:53:32 +05'30'

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

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 10.50 MW from both Solar and Wind for captive consumption of its dairy factories.

PRESS RELEASE

Heritage Foods launches new products: *'GlucoShakti'*, an energy drink, *and 'Creamilicious Curd' a rich and creamy premium curd*

Hyderabad, January 19, 2023: Heritage Foods Ltd., one of India's leading dairy players, today announced the launch of *'GlucoShakti',* a whey-based instant energy drink, is a natural, non-carbonated & affordable energy drink, that revitalizes the body after strenuous physical activity. *'GlucoShakti'* has the goodness of whey, and is fortified with Glucose for Instant Energy. It has naturally occurring minerals such as Sodium, Potassium, Phosphorus, Magnesium, etc. which help replenish the essential body salts. It has ~1.5 times more Potassium than other competing products.

'GlucoShakti' would be available in 200ml pouch pack priced at only ₹ 10, making it pocket-friendly and a convenient source of energy without any fizz. The product has been launched across Telangana, Andhra Pradesh, Karnataka, Tamil Nadu and it is available across General Trade stores, Heritage Parlors and select Modern Retail stores.



Commenting on the launch, **Mrs. Nara Bhuvaneswari, Vice-Chairperson & Managing Director** said, "GlucoShakti is a healthy & delicious instant energy booster to help people bounce back when fatigue sets in. This is yet another effort from Heritage to keep the promise of delivering Health & Happiness to everyone, everyday!"

Heritage Foods Ltd. has also unveiled *'Creamilicious Curd'*, with the intent to deliver a significantly superior curd experience compared to any other in the market, which is a simply **THICKER, CREAMIER & TASTIER Curd!**

'Creamilicious Curd' has 4.5% fat and is made with a unique curd-culture recipe, which gives the curd superior texture, creaminess and a superior consumption experience. This tasty thick & creamy curd has been launched in premium Tubs (1Kg), convenient cups (200 & 400g) and popular pouches (500g). Initially rolled out in Delhi NCR, this new Creamilicious Curd has now been launched across Telangana, Andhra Pradesh, Karnataka, Tamil Nadu and Maharashtra. It is available across General Trade, all major Modern retail stores, E-Commerce platforms, and Heritage Parlors and Heritage Happiness Points.



"The rich Heritage Creamilicious Curd truly delivers on the promise to be a healthy & delicious companion to any meal and is yet another step to further strengthen our Value added dairy portfolio" added **Mrs. Brahmani Nara.**

Heritage Foods is slated to launch more such healthy, tasty and innovative products for its consumers during the year.

About the Company:

Heritage Foods Ltd. founded in the year 1992, is one of the India's premier dairy products companies. Currently, Heritage's milk and milk products have a market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharastra, Odisha, NCR Delhi, Haryana, Uttarakhand & Uttar Pradesh.