Ref: SECT: STOC: 28-23
27th March, 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 27th March 2023.



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

Name of the product	Buttermilk, Milkshakes, Badam Charger and Ice-Lollies
Date of launch	27th March, 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: 2023.03.27 13:50:21 +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 A RANGE OF BEVERAGES & ICE-CREAMS TO MAKE THIS SUMMER COOLER!

Hyderabad, March 27, 2023: Heritage Foods Ltd., one of India's leading dairy players, today announced the launch of its new range of Buttermilk products under the brand name 'A-One' and a new range of milkshakes in the easy-to-carry and single serve carton boxes.

Heritage 'A-One' Spiced Buttermilk is a low-calorie natural refresher, made by fermenting fresh Heritage milk with a unique combination of cultures to give an extra smooth and thick mouthfeel, as well as delivering a perfect balance of sourness and saltiness. Spicy notes are perfected with a blend of natural extracts of green chillies and ginger, which make it refreshing to the consumer on-the-go. 'A-One' Spiced Buttermilk will be available in 180ml pack, with a 6 months shelf-life, at a convenient price point of ₹ 20/-.

Heritage has also revamped its range of Milkshakes with a range of new flavours and a refreshing new look. Alongside, all-time popular flavour variants like Vanilla and Strawberry, Heritage would be launching soon two new variants, viz. Chocolate & Caramel, Cookies & Cream, which appeal to adults as well as kids. Milkshakes in the new look and range would be available in packs of 180ml at ₹ 40/- and 125ml at ₹ 15/- .

Heritage 'A-One' spiced Buttermilk & Milkshakes have been launched across Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Delhi & NCR and it is available across General Trade stores, Heritage Happiness Points, Heritage Parlours, Modern Retail stores as well as online grocery platforms.

Commenting on the launch, **Mrs. Bhuvaneswari Nara, Vice Chairperson & Managing Director** said, "Launch of 'A-One' Spiced Buttermilk & new Milkshakes in Combi-block packs is yet another step in the direction of growing the contribution of value-added products (VAP) in our portfolio. I am sure these new products will not only delight our consumers, but will also help them face the harsh summer season with a smile."

Heritage Foods Ltd. is also gearing up for a busy summer season with the relaunch of its popular "Premium Badam milk with real Badam bits". The new revised product recipe carries an extra generous dose of badam bits, and lives up to the promise of the new brand name **'Badam Charger'** with the proposition of **'Stay Charged'**. Heritage Badam Charger will be launched with a more youthful pack graphics in easy to carry 180ml plastic bottles, at a convenient price point of ₹35/-.

The product will be available across General Trade stores, Heritage Parlors, Modern Retail stores as well as online grocery platforms in Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Delhi & NCR.

Speaking on the occasion, **Mrs. Brahmani Nara, Executive Director of Heritage Foods Limited,** remarked, "Heritage 'Badam Charger' is a product targeted to thriving adults who hustle through the day to achieve their dreams. They always need to be on top of their game, loss of energy for them means loss of opportunity, and they need something nourishing & healthy to stay charged and face their challenges head-on. Badam Charger is quite unlike harsh energy drinks which are sugar & caffeine laden, and comes with the nutrition of rich Heritage milk and energy of real Badam bits. We have formulated this recipe to deliver great taste with absolutely no added artificial colours or flavours and with 30% less sugar as compared to other similar flavoured milk-drinks."

This summer season the brand also plans to take consumers for a walk down the memory lane with the launch of Ice-Lollies in the unique and exciting desi Indian flavors such as **'Kala Khatta'** & **'Gol Gappa'**. Both these desi flavors are sure to bring back fond childhood memories. Consumers can slurp on these familiar tasting delicacies on a hot summer day at a price point of just ₹10.

Heritage Foods is slated to launch more such healthy & tasty 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, Maharashtra, Odisha, NCR Delhi, Haryana, Uttarakhand and Uttar Pradesh.