



Ref: SECT: STOC: 28 - 11

18th July 2011

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

Dear Sir,

Sub: MOU between M/s. Heritage Foods (India) Limited and SBH.

As mentioned above, it is inform to that the M/s. Heritage Foods (India) Limited entered an Memorandum of Understanding with M/s. State Bank of Hyderabad on 22/07/2011 to promote dairy activities in Andhra Pradesh. In this regard, several Below Poverty Line families will be benefited as if they take a loan to rear say 10 to 12 heifers the yield from the milk alone will make them self-sufficient. On a diary loan of Rs. 5.00 lakhs, NABARD gives a subsidy of Rs. 1.25 lakhs which will help the farmers to receive.

In this connection to sum up this collaboration between SBH & Heritage will greatly benefit rural areas of Andhra Pradesh and will also increase investment credit in Agriculture segment, provide gainful employment, increase rural production of milk, food grains, vegetables & raise income levels of the farmer.

SBH gives loan to the farmers who are the suppliers of the milk to the HFIL which acts as an facilitator. The company agreed to pay from the sale proceed of the milk procured will be routed through the nominated account of the bank. From the nominated account, the amount due to each borrower will be sent to the concerned branch for credit to the loan account of the borrowers on weekly/fortnightly basis till the entire dues of the bank are paid in full in respect of the concerned borrower.

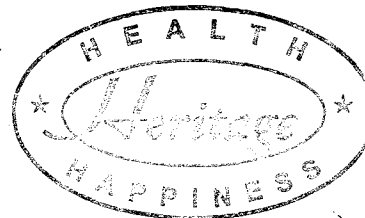
This is for your information.

Thanking you,

Yours Faithfully,
For **HERITAGE FOODS (INDIA) LTD**


UMAKANTA BARIK
Company Secretary

CC to: Bombay Stock Exchange, Mumbai



HERITAGE FOODS (INDIA) LTD.

AN ISO: 22000 CERTIFIED COMPANY

Regd. Off: 6-3-541/c, Panjagutta, Hyderabad - 500 082. Andhra Pradesh, INDIA. Tel.: +91-40-23391221, 23391222 Fax: 30685458 website : www.heritagefoods.co.in

