PARAG
Ideas for a new day

September 9, 2026

Compliance Department, **BSE Limited,** Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai - 400 001	Compliance Department, **National Stock Exchange of India Ltd.** Exchange Plaza, Plot No. C/1, G-Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051
Scrip Code: 539889	**NSE Symbol: PARAGMILK**

Dear Sir/Madam,

Sub: Press Release on New Product Launch

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI Listing Regulations), we enclose herewith a copy of Press Release titled **"Parag Milk Foods Takes Its Nutrition Play into Snacking with Avvatar Popped Protein Chips"**.

Please note that the threshold pertaining to the above product launch does not meet the materiality criteria of the Company as prescribed under Regulation 30 of the SEBI Listing Regulations read with the SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026, last updated on January 30, 2026. Accordingly, disclosure under the as per foresaid provisions is not applicable.

The copy of the same is also being made available on the Company's website at www.paragmilkfoods.com.

Request you to kindly take the same on records.

Thanking you.

For **Parag Milk Foods Limited**

Virendra Lalbahadur Varma
Digitally signed by Virendra Lalbahadur Varma
Date: 2026.09.09 15:27:16 +05'30'

Virendra Varma
Company Secretary and Compliance Officer
FCS No. 10520

Encl: As above.

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Parag Milk Foods Takes Its Nutrition Play into Snacking with Avvatar Popped Protein Chips

Company expands its New Age Business, taking protein beyond traditional nutrition formats and into everyday consumption

Mumbai, September 9, 2026: Parag Milk Foods Ltd. is expanding its nutrition portfolio into the fast-growing snacking category with the launch of Avvatar Popped Chips, marking the next phase of the company's journey from dairy to nutrition and now into new-age food categories. The launch strengthens Parag's ambition to make protein more accessible across formats, occasions and consumer needs.

The launch builds on Avvatar's growing portfolio of protein powders, ready-to-drink beverages and bars, with snacking emerging as the latest avenue to expand protein consumption. Together, these formats enable Avvatar to address a wider range of nutrition needs and consumption occasions, making protein a more relevant part of everyday food choices.

Available in Magic Masala and Pudina, Avvatar Popped Chips are non-fried and offer 10gms of protein per 30gms pack, priced at INR 60/-, with no added sugar, no palm oil and no preservatives. The products are available on Avvatar website, Quick Commerce, Vending Machines and General Trade and Modern Trade. The new offering brings Avvatar's protein proposition into a familiar snacking format, extending the brand beyond traditional active nutrition.

Ms. Akshali Shah, Executive Director, Parag Milk Foods Ltd., said "This launch marks an important step in Parag Milk Foods' evolution from a dairy-led company to a broader nutrition-led food business. We see a significant opportunity to take our expertise in dairy and protein and build it into categories that are increasingly relevant to the way consumers eat today. With Avvatar, we are extending protein beyond traditional nutrition formats and into everyday consumption occasions, including snacking. Our ambition is to build a holistic protein ecosystem that brings together nutrition, convenience and accessibility across formats and lifestyles. Entering snacking is therefore not simply an extension of our portfolio; it is a strategic step towards creating a larger, more contemporary food and nutrition business with protein at its core."

The launch further strengthens Parag Milk Foods' New Age Business, with Avvatar playing a key role in the company's strategy to build new growth avenues in nutrition and adjacent food categories. By leveraging its expertise in dairy and protein, Parag is expanding its presence into high-growth segments that align with evolving consumer preferences.

With nutrition at the heart of its next phase of growth, Parag Milk Foods is building on its dairy heritage to create a broader portfolio where protein can play a role across the consumer's day from specialised nutrition to convenient, everyday snacking.

Gowardhan GO PRIDE OF COWS avvatar

Parag Milk Foods Ltd.

CIN: L15204PN1992PLC070209

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Corporate Office: 10th Floor, Nirmal Building, Nariman Point, Mumbai - 400021, Maharashtra

Tel.: 022- 43005555 | **Website:** www.paragmilkfoods.com | **Email:** investors@parag.com

Ideas for a new day

About Parag Milk Foods Ltd:

Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a Pan India presence. The Company's manufacturing facilities with in-house technology which are strategically located at Manchar and Thorandale in Maharashtra and Palamner in Andhra Pradesh. The Company sells 100% cow's milk products that are healthy and nutritious. Integrated business model and strong R&D capabilities have helped the Company emerge as a leader in innovation. The Company's dairy farm, Bhagyalaxmi, houses more than 5,000 cows, with an automated milking process. The Company offers traditional products like Ghee, Dahi, Paneer, Liquid Milk, etc. under brand "Gowardhan", and products like Cheese, UHT Milk, Buttermilk, Lassi, Flavoured Milk Shakes, etc. under the brand name "Go". "Pride of Cows", the flagship brand of the Company based on proposition of Farm to Home – single origin concept targeting customers seeking premium quality dairy products. The Company is also present in Whey Protein based sports nutrition under the brand Avvatar – India's 1st 100% vegetarian whey protein. The Company's goal is to become the global nutrition provider and become the largest dairy FMCG Company that emphasizes health and nutrition to consumers through quality and innovation.

For further information; please contact
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