



September 10, 2018

Compliance Department, BSE Limited , Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	Compliance Department, National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G-Block, Bandra-Kurla Complex Bandra-(E), Mumbai-400051
Code No:- 539889	Code No. PARAGMILK

Dear Sir(s)/Madam,

Sub: PRESS RELEASE – Company's Premium Brand Pride of Cows collaborates with Gauri Khan to celebrate its 7th Year Anniversary .

Pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are pleased to inform that the Company announces collaboration with the talented designer **Gauri Khan** for its premium brand *Pride of Cows* to co-create an exquisite limited edition bottle for the brand's 7th Year Anniversary celebration.

We are enclosing herewith a copy of the **PRESS RELEASE** for the same.

We request you to kindly take the same on record.

For **Parag Milk Foods Limited**

Rachana Sangneria
Company Secretary and Compliance Officer
ACS No. 10280

Encl: a/a



Pride of Cows collaborates with Gauri Khan to celebrate its 7th Year Anniversary

~Celebrity Designer Gauri Khan creates a limited edition label



Photo caption: While personifying purity and freshness, **Pride of Cows** collaborates with the multi-talented designer **Gauri Khan** to co-create an exquisite limited edition bottle for **their 7th Year Anniversary celebration**. Nature's serene yet enticing beauty inspires Gauri Khan to put this unique design together; the bottle brings in some hues of gold, white and black which abstractly depicts the essence of the brand. Weaving innovation into an abstract design, Gauri Khan beautifully wraps the golden pyramid into this exquisite design. Through this design label, Gauri Khan illustrates a quintessential blend of luxury and style.



gaurikhan • Following
Gauri Khan Designs

gaurikhan Designed the limited edition bottle for pride of cows on their 7th anniversary celebration . It was a great experience to design this beautiful white gold packaging .Happy to have associated with the brand @prideofcowsindia #gaurikhandesigns #designing #prideofcows #prideofcowsanniversaryedition

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129,908 likes

3 DAYS AGO



gaurikhan • Following

gaurikhan While designing the limited edition of @prideofcowsindia , I have kept few design elements in mind, the freshness and purity of the brand and serene nature yet enticing beauty of meadows. The essence of the brand is depicted with the hues of gold, black and white. #gaurikhandesigns #designing#prideofcows#prideofcowsanniversaryedition

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114,354 views

3 DAYS AGO

Mumbai, 10th September, 2018: We are happy to inform you that our premium brand Pride of Cows has collaborated with the talented designer Gauri Khan to co-create an exquisite limited edition bottle for the brand's 7th Year Anniversary celebration. Taking inspiration from freshness of nature, Gauri Khan has put this unique design together by bringing in hues of gold, white and black to depict the essence of the brand.

Weaving innovation with abstract design, Gauri Khan beautifully wraps the bottle with an intricate geometric pattern. Through this design label, Gauri Khan illustrates a quintessential blend of luxury and style which is embodied by Pride of Cows. The limited edition bottle is a sign of elegance and luxury while maintaining its traditional shape, which perfectly relates to the brand's philosophy of bringing innovation while remaining within our core values.

Commenting on the collaboration, **Akshali Shah, Sr. Vice President, Strategy – Sales and Marketing, Parag Milk Foods Ltd** said, "Pride of Cows strives to encourage people who believe in the finer things in life by providing milk that is at the cutting edge of purity and high quality. With an idea of creating a design that mirrors the freshness of Pride of Cows, we believe that this collaboration with ace designer, Gauri Khan is a perfect match. We have always been committed to satiating our consumers with the finest and the most innovative products and are delighted to involve them in the brand's 7th Anniversary celebrations."

Expressing her excitement, Gauri Khan said, "Design comes with creativity and this was one of those times where I did not have to look for inspiration to wrap this white gold stunningly. It was a wonderful experience to design the Pride of Cows limited edition bottle. I am so thrilled to be a part of their 7th anniversary celebrations".

Pride of cows is available on @prideofcowsindia- Instagram/twitter, @PrideOfCows - Facebook

Campaign : #prideofcowsanniversaryedition

Check out how Gauri Khan illustrates a quintessential blend of luxury and style for our 7th year Anniversary celebration. https://www.youtube.com/watch?v=J4yPo_6i8ac&t=2s

About Parag Milk Foods Ltd:

Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a pan-India presence. We have our own manufacturing facilities with in-house technology, which are strategically located at Manchar in Maharashtra and Palamaner in Andhra Pradesh.

We sell 100% cow's milk products, which are healthy and nutritious. Our integrated business model and strong R&D capabilities has helped us emerge as the leader in innovation.

Our dairy farm, Bhagyalaxmi Dairy Farm Private Limited house more than ~2,500 Holstein Friesian cows, with a mechanized milking process. Under brand "Gowardhan", we offer traditional products like Ghee, Dahi, Paneer etc. while under brand name "Go" we offer products like cheese, UHT milk, chaas, lassi, yoghurt etc.

"Pride of Cows", the flagship brand of Parag Milk Foods was introduced with a proposition of Farm to Home concept targeted towards customers seeking premium quality cow milk. The Company also forayed into dairy-based beverages with the launch of "Topp Up" and "Slurp" - a mango drink with a dash of milk. Recently the Company has also ventured into B2C segment for Whey Protein with the brand Avvatar – India's 1st 100% vegetarian whey protein, first of its kind manufactured in India.

Our goal is to become the largest dairy FMCG Company that emphasizes on health and nutrition to consumers through innovation.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information please contact:

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