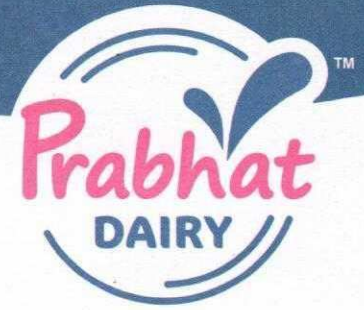


Prabhat Dairy Limited



Where Goodness Begins

January 9, 2019

BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai Ref. Scrip Code : 539351	National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400 051 Ref: Symbol - PRABHAT
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Sub: Media Release

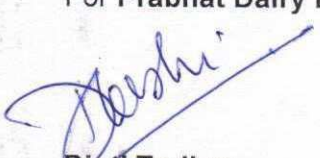
Dear Sir / Madam,

We enclose a copy of Media Release issued by the Company titled "**Prabhat Dairy plans to enter Animal Nutrition Business**".

Kindly take the same on your records.

Thanking you,

Yours faithfully,
For **Prabhat Dairy Limited**


Dipti Todkar
Company Secretary



Encl.: As above

Regd. Office:

Gut No. 121/2 To 121/4 At: Ranjankhol, Po: Tilaknagar,
Tal. Rahata, Dist: Ahmednagar, Pin: 413720,
State: Maharashtra, Country: India.
T: 02422-665550 To 99 F: 02422-265816

Corporate Office:

Plot No. D-37/4, TTC Industrial Area, MIDC, Turbhe,
Navi Mumbai - 400705, Maharashtra, India.
T: 022-41287700
W: www.prabhatdairy.in

Pune Office:

2nd floor, Kataria Chambers, Sanewadi, Aundh,
Pune - 411007, Above Reliance Footprint
T: 020 - 25885043
W: www.prabhatdairy.in

CIN: L15203PN1998PLC013068

Media Release:

Prabhat Dairy plans to enter Animal Nutrition Business

Prabhat Dairy, a known name in the integrated milk and dairy products business, is planning to enter into the **Animal Nutrition** business, which includes cattle feed, nutrition supplements & animal genetics.

Currently, cattle feed forms a major part of animal nutrition business in India. Prabhat Dairy is a reputed supplier of cattle feed under the brand name “**Annapurna**” to the farmer community and has been helping them select the right quality of feed to improve milk production and quality. Leveraging its expertise and wanting to create a strong presence in the booming animal nutrition market in India, Prabhat is set to launch a separate animal nutrition business.

As part of this plan, Prabhat Dairy has signed Joint Development Agreement with DLG, the Denmark based world leader in high-quality vitamin-mineral feeds. Under this agreement, two products have been developed in Denmark and shipped to India for a pilot. These two products, one for “Milking Cow” and another for “Dry Cow”, will be given to 150 selected farms to administer on 1000 cows for the improvement of health and to increase milk productivity and quality. This pilot phase will be for 4-6 months. Post successful pilot, commercial launch will be planned.

Commenting on this plan, the JMD of Prabhat Dairy Ltd. Mr. Vivek Nirmal said, “*The animal feed industry in India is anticipated to be worth USD 30 billion by 2020. The segment primarily comprises cattle feed and poultry feed. With a view to incorporate global best practices, the cattle feed industry in India is transitioning into an organized makeover using modern processes and sophisticated methods. To tap this potential we are entering into Animal Nutrition business.*”

Prabhat Dairy is also exploring other opportunities for new ventures that will not only help Prabhat Dairy to strengthen its production chain but also further build on their current strong association with the farmers.

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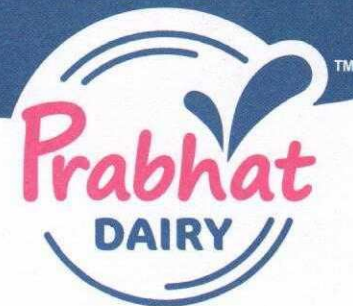
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About Prabhat Dairy Limited:

Prabhat Dairy Limited is an integrated milk and dairy products company in India catering to institutional as well as retail customers. The product range of company has fresh, dry, frozen, cultured and fermented dairy products, including pasteurized milk, flavoured milk, sweetened condensed milk, ultra-pasteurized or ultra-high temperature (UHT) milk, curd, dairy whitener, clarified butter (ghee), cheese, paneer, shrikhand, milk powder, ingredients for baby foods, lassi and chaas.

Prabhat Dairy's integrated business model encompasses almost all aspects of the dairy industry value chain, including cattle feed supply, engaging with farmers on cattle health and milk production, procurement of raw milk, and the production, supply and sale of a range of processed milk and dairy products.

Prabhat Dairy has received several quality certifications relating to the products and production facilities, including certifications from the Food Safety and Standards Authority of India (FSSAI) for certain products; the AGMARK quality certification for ghee and butter, to name a few.

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