PARAG

Ideas for a new day

02nd February, 2017

To, Compliance Department, **BSE Limited,** Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai- 400001	To, 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:- Regulation 30 (Disclosure of events or information)- Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 Relating to Launching of Absolute Whey Protein under the Brand "Avataar" :

Reference to the subject above, we are happy to inform you that the Company has launched New Product "**Absolute Whey Protein" with the brand name "Avataar".** In compliance with the requirements of Reg. 30 of SEBI (LODR) Regulations, 2015 the details are given as follows:

Name of the Product	**"Avataar" Absolute Whey Protein**
Date of Launch	February 01, 2017
Category of the Product	Whey
Market caters to Domestic/International	Domestic
Name of the Countries in which the product launched	At present only in India
Flavour	Double Chocolate
Pack Sizes	2.27 kg (5 LBS)
	0.908 kg (2 LBS)
Details of the product	100% Vegetarian
	Made in India

We request you to kindly take the same on record.

Thanking You.

For Parag Milk Foods Limited

Rachana

Rachana Sanganeria
Company Secretary and Compliance Officer
ACS No. 10280