Ref: SECT: STOC: 26 – 15

29th May, 2015

To
The Secretary,
The Stock Exchange, Mumbai
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

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 / Madam,

Sub: Submission of Soft copy of quarterly updates - reg

Ref: Stock Code: 519552 / HERITGFOOD

With reference to the above mentioned subject, we are forwarding a soft copy of the quarterly updates which covers the miles stones achieved by the Company and intended to achieved during the Quarter/ year ended 31st March, 2015 in the future apart from that there are certain other information which is required to be know by our existing shareholders as well as prospective investors of the company.

Therefore we will request you to display in the website of the stock exchanges to the benefit of the investor community.

This is for your information and record.

Thanking you,

Yours Faithfully,
For HERITAGE FOODS LIMITED

UMAKANTA BARIK
Company Secretary
M. No. FCS-6317

Encl: a/a

Quarterly Update Q4FY15

Bring Home Health & Happiness

Disclaimer

The release contains forward-looking statements, identified by words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates' and so on. All statements that address expectations or projections about the future, but not limited to the Company's strategy for growth, product development, market position, expenditures and financial results, are forward-looking statements. Since these are based on certain assumptions and expectations of future events, the Company cannot guarantee that these are accurate or will be realized. Actual results might differ materially from those either expressed or implied in the statement depending on the circumstances. Therefore the investors are requested to make their own independent assessments and judgments by considering all relevant factors before making any investment decision. The Company assumes no responsibility to publicly amend, modify or revise any such statements on the basis of subsequent developments, information or events.

Vision for Heritage Foods Limited

Heritage Foods Ltd. has engaged KPMG and finalized its Vision and Mission statement-2020.
The Board of Directors have approved on 30 January, 2015.

Delighting Every Home with Fresh and Healthy Products

And

Empowering The Farmer

Mission for Heritage Foods Limited

To be a nationally recognized brand for healthy and fresh products with a revenue of INR 6000 Crore by 2020

We anticipate, understand and respond to our customers' needs by creating high quality products and making them available through innovative and convenient channels.

We embrace the right technology to delight our customers.

We are a strong supporter of balancing economic, social and environmental aspects to create a better tomorrow. We are devoted to empowering the farming community through our unique "Relationship Farming" Model.

We aim to be the employer of choice by nurturing entrepreneurship, promoting empowerment alongside transparent and open communication.

Core Values of Heritage Foods

Values for S.U.C.C.E.S.S.

S	Speed and Agility
U	Uphold Integrity
C	Customer Delight
C	Collaboration with Leadership Excellence
E	Empowering Society & Employees
S	Supremacy Through Innovation
S	Sustainability

Q4FY15 Key Highlights

- Total Turnover has improved on YoY by 24.28 % at Rs 5440 mn
- Dairy Revenue is higher by 21.11 % at Rs 4040 mn
- Dairy EBITDA is at Rs 283 mn
- Branded Value Added Products in Dairy surged forward by 30.46 % at Rs 771 mn
- Retail Revenue is up by 30.74 % at Rs 4951 mn over last FY
- Retail EBITDA has improved at Rs 32 mn as against Rs. (15) mn in Q4 last FY
- On Agri front, EBITDA is at Rs 1.70 mn as against Rs (0.70) mn in Q4 last year
- On Bakery front, EBITDA is at Rs 0.70 mn as against Rs (0.50) mn in Q4 last year

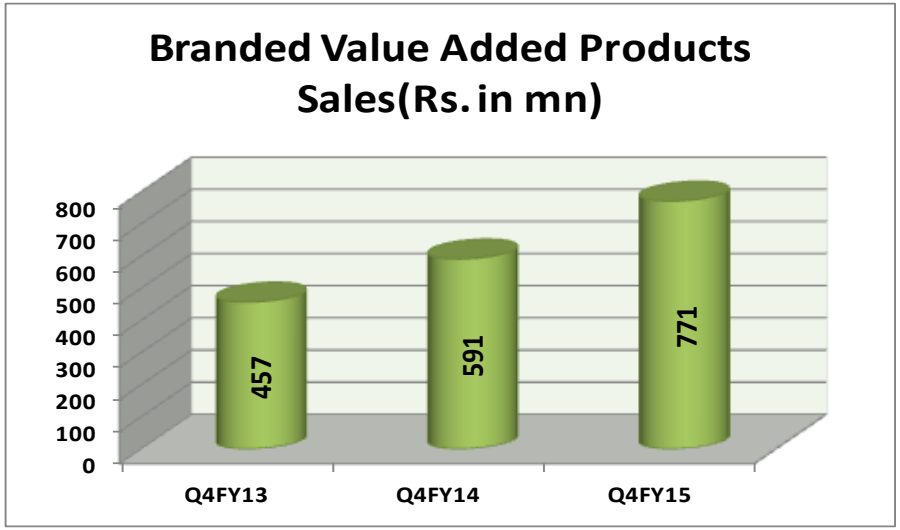
Q4FY15 Key metrics - Dairy

	Q4FY15	Q4FY14	YOY %
Liquid milk sales (llpd)	7.73	7.96	-2.89%
Liquid milk price real. (Rs/l)	37.91	34.01	11.47%
Milk Procurement (llpd)	10.76	8.04	33.83%
Milk procurement price (Rs/l)	32.72	30.09	8.74%
Branded Value added Products sales (Rs mn)	771	591	30.46%
No. of Parlours	1274	1222	

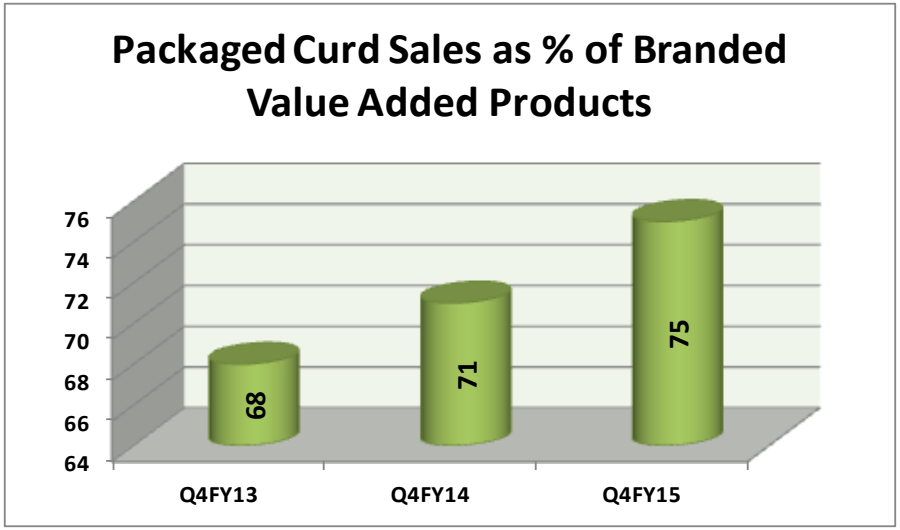
llpd: lakh liters per day

Q4FY15 Key metrics - Dairy (Branded Value Added Products)

Branded Value Added Products	
Year	Sales(Rs. in mn)
Q4FY13	457
Q4FY14	591
Q4FY15	771



Packaged Curd Sales	
Year	As % of Branded Value Added Products
Q4FY13	68
Q4FY14	71
Q4FY15	75



Q4FY15 Key Highlights - Dairy

- 21.11% yoy growth in turnover to Rs 4040 mn
  - (2.89%) yoy de-growth in Milk sales to 7.73 LLPD (lakh litres per day)
- 30 % yoy growth achieved in Branded Value Added Products sales
  - 37 % yoy growth in Packaged Curd sales (accounts for approx. 75 % of Branded Value added products sales)
- 34 % yoy growth in milk procurement to 10.76 LLPD (lakh litres per day)
- EBITDA of Rs 283 mn (EBITDA margin of 7.00 %) as against Rs 219 mn (EBITDA margin of 6.58 %) in Q4FY14
- Dairy Parlors as on 31.03.2015 are 1274 Nos.
- Export turnover during 4QFY15 of Rs 25.35 mn

FY2015 Key Highlights - Dairy

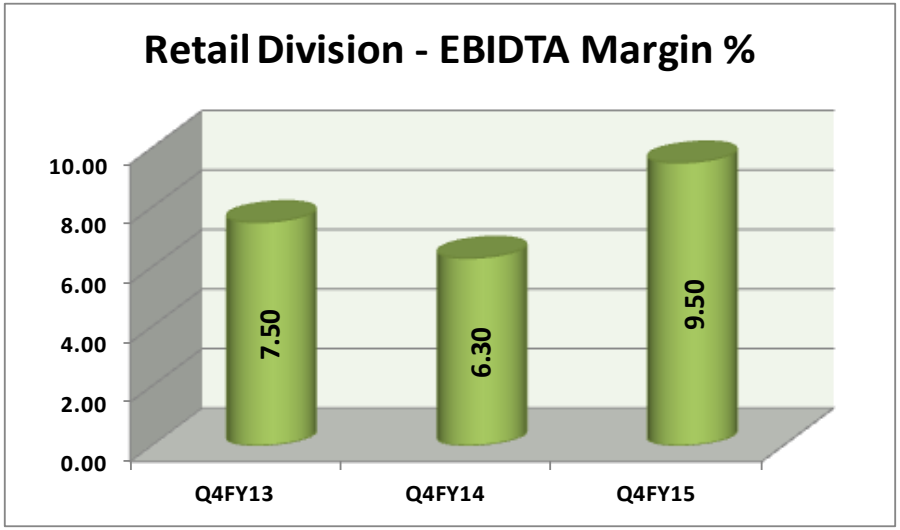
- 17.14 % yoy growth in turnover to Rs 1559 mn
  - (0.75%) yoy de-growth in Milk volume sales to 7.99 LLPD (lakh litres per day)
- 33 % yoy growth achieved in Branded Value Added Products sales
  - 22 % yoy volume and 38 % yoy value growth in Packaged Curd sales (accounts for approx. 73 % of Branded Value added products sales)
- 16 % yoy growth achieved in milk procurement to 9.69 LLPD (lakh litres per day)

Q4FY15 Key metrics - Retail

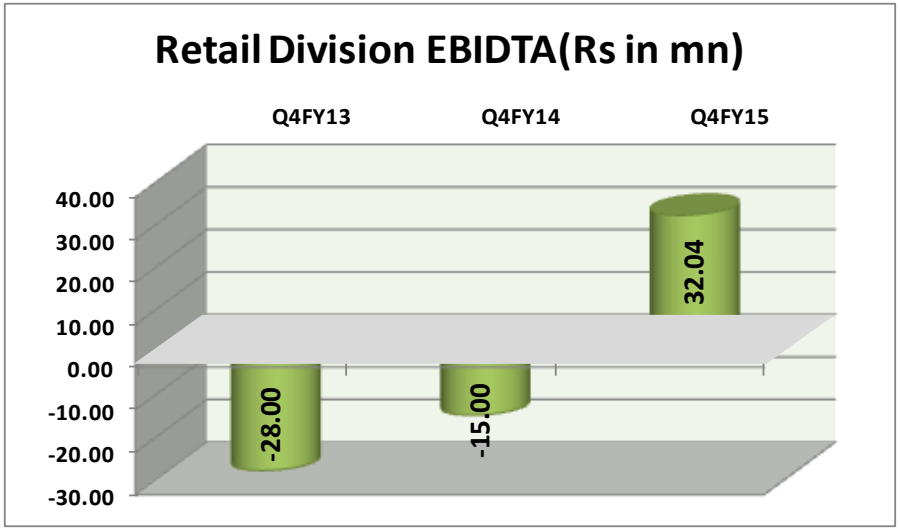
Particulars	Q4FY15	Q4FY14	QOQ %	FY2015	FY2014	YOY %
No. of stores	92	74	24.32	92	74	24.32
Total carpet area('000 sqft)	338	256	32.03	338	256	32.03
Effective Carpet Area('000 sqft)	335	248	35.08	304	223	35.08
Avg store sales(Rs/sqft/month)	**1113**	**1168**	-4.79	**1160**	**1195**	-2.90
Revenue Break-up(Rs mn):						
Heritage Fresh Stores	1118	870	28.51	4232	3198	32.32
Institutional, General Trade & Others	94	56	67.46	324	320	1.23
Other Operating Income	149	74	100.94	396	269	47.04
Total Revenue(Rs mn)	**1361**	**1000**	36.05	**4951**	**3787**	30.74
Total Gross Profit(Rs mn)	**296**	**204**	45	**979**	**739**	32
Gross margin(%)	21.73%	20.36%		19.77%	19.50%	
EBITDA at store level(Rs mn)	**128**	**63**	102.69	**354**	**220**	60.99
EBITDA margin(%)	9.50%	6.35%		7.16%	5.81%	
Regional & Corporate Overheads	96	78	22.94	377	358	5.24
Overheads/sft/month	95	105	-8.94	103	134	-22.77
EBITDA(Rs mn)	**32**	**-15**	313.61	**-23**	**-138**	83.28

Q4FY15 Key metrics - Retail

Retail Division	
Year	EBIDTA Margin%
Q4FY13	7.50
Q4FY14	6.35
Q4FY15	9.50



Retail Division	
Year	EBIDTA(Rs in mn)
Q4FY13	-28.00
Q4FY14	-15.00
Q4FY15	32.04



Q4FY15 Key Highlights - Retail

- Same Store de-growth (considering 63 comparable stores) stood at 3.11 % for Q4
- Average Bill Value (ABV) increased by 3.55% yoy to Rs 238 (Rs 230 in 4QFY14) on same store basis
- No. of Bills (NOB) has De-grown by -6.43 % yoy to 3.10 mn (3.30 mn in 4QFY14) on same store basis
- Store Gross margin increased by 147 bps to 23.35 % and overall gross margin increased by 158 bps to 21.94 %
- Store fixed cost decreased by Rs 19/sqft/month to Rs 155/sqft/month (Rs 174 in 4QFY14)
- Regional & Corporate Overheads decreased by Rs 10/sqft/month to Rs 95/sqft/month compared to Rs 105/sqft/month in Q4FY14

Trend of Key Operational & Financial Metrics

Particulars	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
No. of stores	70	75	75	75	73	67	74	92
Total carpet area('000 sqft)	149	159	158	166	217	212	256	338
Effective carpet area('000 sqft)	90	158	158	160	200	205	223	304
Avg stores sales (Rs/sq ft/month)	943	974	968	1113	1040	1101	1195	1160
YOY %	29.00%	3.30%	-0.70%	15.00%	-6.50%	6.00%	8.00%	-2.90%
Revenue Break-up(Rs mn):								
Heritage Fresh Stores	1012	1849	1836	2145	2503	2708	3198	4232
Institutional, General Trade & Others	59	215	155	146	329	350	320	324
Other Operating Income	17	30	77	129	172	222	269	396
Total Revenue(Rs mn)	**1089**	**2093**	**2068**	**2420**	**3004**	**3280**	**3787**	**4951**
Growth (%)	1527%	92%	-1%	17%	24%	9%	15%	30.74%
Total Gross Profit(Rs mn)	185	286	330	462	585	650	739	979
Gross Margin (%)	17.00%	13.60%	15.90%	19.10%	19.50%	19.90%	19.50%	19.81%
EBITDA at store level(Rs mn)	(77)	(97)	(24)	90	118	180	220	354
EBITDA margin (%)				3.70%	3.90%	5.48%	5.80%	7.20%
Regional & Corporate Overheads	369	371	251	261	287	353	358	377
EBITDA (Rs mn)	**(446)**	**(468)**	**(275)**	**(171)**	**(169)**	**(173)**	**(138)**	**(23)**

FY15 Key Highlights - Retail

- Same Store Growth (considering 60 comparable stores) stood at 3.93 % in FY15
- Number of Bills have grown by 1.62 % and Average Bill Value is increased by 2.31 %
- -1.2 % productivity de-growth in FY15, from Rs 1178 per sqft to Rs 1163 per sqft
- Store Gross margin increased by 13 bps to 21.24 % and overall gross margin increased by 31 bps to 19.84%
- Store fixed cost decreased by Rs 20/sqft/month to Rs 158/sqft/month (Rs 179 in FY14)
- Regional & Corporate Overheads decreased by Rs 30/sqft/month to Rs 103/sqft/month compared to Rs 134/sqft/month in FY14
- 22 new stores launched, 6 stores re-launched and 4 stores were closed during FY15

Q4FY15 Key Highlights – Renewable Energy

- **Heritage Foods Ltd has in association with Mahindra EPC Services Private Limited has commissioned a 2.34 MWP Solar Power Project at IPH, Masjid Adavi Village, Mulugu Mandal, in Medak district near Hyderabad on September 29, 2013, under REC mechanism and to meet for the captive energy requirement**
- **Turnover in Q4FY15 was Rs 17.96 mn**
- **Capital Employed for Renewable Energy division Rs 158.89 mn**

Q4FY15 Financial Results

AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED MARCH 31, 2015 (₹ in Lakhs)										
PARTICULARS	STANDALONE					CONSOLIDATED				
	Quarter Ended			Year Ended		Quarter Ended			Year Ended	
	31-Mar-15	31-Dec-14	31-Mar-14	31-Mar-15	31-Mar-14	31-Mar-15	31-Dec-14	31-Mar-14	31-Mar-15	31-Mar-14
	Unaudited	Unaudited	Unaudited	Audited	Audited	Unaudited	Unaudited	Unaudited	Audited	Audited
1) Income from operations										
Net Sales/Income from Operations	**53012.76**	**50260.91**	**43064.35**	**203348.14**	**169506.35**	**53012.76**	**50260.90**	**43064.35**	**203348.14**	**169506.35**
Other Operating Income	1389.08	818.91	710.62	3948.51	2697.64	1389.08	818.92	710.62	3948.51	2697.64
Total income from operations	**54401.84**	**51079.82**	**43774.97**	**207296.65**	**172203.99**	**54401.84**	**51079.82**	**43774.97**	**207296.65**	**172203.99**
2) Expenses										
Cost of materials consumed	34361.32	33984.38	27893.38	131393.51	103058.18	34361.32	33984.38	27893.38	131393.51	103058.18
Purchase of stock in trade	11056.95	10289.55	8141.23	42184.17	32210.89	11056.95	10289.55	8141.23	42184.17	32210.89
Changes in inventories of finished goods, work-in-progress and stock in trade	-1937.95	-2656.27	-896.83	-5079.25	-888.39	-1937.95	-2656.27	-896.83	-5079.26	-888.39
Employees benefit expense	2942.46	2764.34	2192.98	11072.42	10009.46	2942.46	2764.34	2192.98	11072.42	10009.46
Depreciation and Amortisation expense	882.59	863.52	645.48	3399.03	2500.23	882.59	863.52	645.48	3399.03	2500.23
Other expenses	5150.99	4861.29	4588.82	19522.50	18315.72	5150.68	4861.75	4589.32	19522.66	18316.21
Total Expenses	**52456.36**	**50106.80**	**42565.06**	**202492.39**	**165206.08**	**52456.04**	**50107.27**	**42565.56**	**202492.54**	**165206.58**
3) Profit / (Loss) from operations before other income, finance costs & exceptional items(1-2)	**1945.48**	**973.02**	**1209.91**	**4804.26**	**6997.91**	**1945.79**	**972.55**	**1209.41**	**4804.11**	**6997.41**
4) Other income	446.73	74.74	203.17	702.66	495.40	461.91	74.74	203.17	717.83	495.40
5) Profit/(Loss) from ordinary activities before finance cost and exceptional items (3+4)	**2392.21**	**1047.75**	**1413.08**	**5506.92**	**7493.31**	**2407.70**	**1047.29**	**1412.58**	**5521.94**	**7492.81**
6) Finance cost	440.07	347.29	368.41	1593.01	1322.11	440.07	347.29	368.41	1593.01	1322.11
7) Profit/(Loss) from ordinary activities after finance cost and before exceptional items (5+6)	**1952.14**	**700.47**	**1044.67**	**3913.91**	**6171.20**	**1967.63**	**700.00**	**1044.17**	**3928.92**	**6170.70**
8) Exceptional items	-	-	0.00		0.00		-	0.00		0.00
9) Profit/(Loss) from ordinary activities before tax (7-8)	**1952.14**	**700.47**	**1044.67**	**3913.91**	**6171.20**	**1967.63**	**700.00**	**1044.17**	**3928.92**	**6170.70**
10) Tax expense										
Current Tax/MAT	604.00	201.36	220.40	1169.36	1303.55	604.00	201.36	220.40	1169.36	1303.55
Prior period tax	-	0.00	0.00	-0.45	-0.46	-	-	0.00	-0.45	-0.46
Deferred Tax Charge/(Credit)	88.59	-49.10	131.94	-76.02	299.38	88.59	-49.10	131.94	-76.02	299.38
11) Profit/(Loss) from ordinary activities after tax (9-10)	**1259.55**	**548.21**	**692.33**	2821.02	**4568.73**	**1275.03**	**547.74**	**691.83**	2836.04	**4568.23**
12) Extraordinary Items	-	-	-		37.50	0.00	0.00	0.00	0.00	37.50
13) Net Profit/(Loss) (11-12)	**1259.55**	**548.21**	**692.33**	**2821.02**	**4531.23**	**1275.03**	**547.73**	**691.83**	**2836.04**	**4530.73**
14) Share of profit / (loss) of associates	-	-	0.00	-	0.00	-0.06	-0.13	-0.05	-0.28	-0.79
15) Minority interest	-	-	0.00	-	0.00	0.10	0.06	0.05	0.16	0.05
16) Net Profit/ (Loss) after taxes, minority interest and share of profit / (loss) of associates (13+14-15)	**1259.55**	**548.21**	**692.33**	**2821.02**	**4531.23**	**1274.87**	**547.56**	**691.83**	**2835.60**	**4529.99**
Paid-up Equity Share Capital	2319.90	2319.90	2319.90	2319.90	2319.90	2319.90	2319.90	2319.90	2319.90	2319.90
Reserves (excluding revaluation reserve)	-	-	-	16981.26	15579.43		-	0.00	16972.70	15555.98
Earning Per Share before Extra Ordinary Items										
Basic (₹)	5.43	2.36	2.98	12.16	19.69	5.50	2.36	2.98	12.22	19.69
Diluted (₹)	5.43	2.36	2.98	12.16	19.69	5.50	2.36	2.98	12.22	19.69
Earning Per Share After Extra Ordinary Items										
Basic (₹)	5.43	2.36	2.98	12.16	19.53	5.50	2.36	2.98	12.22	19.53
Diluted (₹)	5.43	2.36	2.98	12.16	19.53	5.50	2.36	2.98	12.22	19.53
Public Share Holding										
Number of shares	13,913,154	13,971,154	13,913,454	13,913,154	13,913,454	13,913,154	13,971,154	13,913,454	13,913,154	13,913,454
Percentage of Public shareholding	59.97	60.22	59.97	59.97	59.97	59.97	60.22	59.97	59.97	59.97

Q4FY15 Financial Results - Segmental

SEGMENT REPORTING FOR THE QUARTER AND YEAR ENDED MARCH 31, 2015 (₹ in Lakhs)	STANDALONE					CONSOLIDATED				
PARTICULARS	Quarter Ended			Year Ended		Quarter Ended			Year Ended	
	31-Mar-15	31-Dec-14	31-Mar-14	31-Mar-15	31-Mar-14	31-Mar-15	31-Dec-14	31-Mar-14	31-Mar-15	31-Mar-14
	Unaudited	Unaudited	Unaudited	Audited	Audited	Unaudited	Unaudited	Unaudited	Audited	Audited
1. Segment Revenue										
a. Dairy	40402.82	38604.01	33361.43	155585.71	132819.16	40402.82	38604.01	33361.43	155585.71	132819.16
b. Retail	13472.49	11883.10	9950.19	49397.00	37792.56	13472.49	11883.10	9950.19	49397.00	37792.56
c. Agri	2021.97	2119.53	1713.22	8400.16	6783.33	2021.97	2119.53	1713.22	8400.16	6783.33
d. Bakery	179.61	161.12	105.29	588.92	366.27	179.61	161.12	105.29	588.92	366.27
e. Renewable Energy	78.13	64.80	54.24	257.03	77.35	78.13	64.80	54.24	257.03	77.35
f. HFRL	-	-	-	-	-	-	-	-	-	-
g. Heritage Conpro Ltd	-	-	-	-	-	-	-	-	-	-
Total Segment Revenue	**56155.02**	**52832.57**	**45184.36**	**214228.82**	**177838.67**	**56155.02**	**52832.57**	**45184.36**	**214228.82**	**177838.67**
Less: Inter Segment Revenue	1753.18	1752.75	1409.39	6932.18	5634.67	1753.18	1752.75	1409.39	6932.18	5634.67
Net Sales / Income from Operations	**54401.84**	**51079.82**	**43774.97**	**207296.65**	**172203.99**	**54401.84**	**51079.82**	**43774.97**	**207296.65**	**172203.99**
2. Segment Results										
(Profit (+) / (Loss) (-) before finance costs and tax)										
a. Dairy	2306.83	1459.30	1811.52	6717.47	9869.18	2306.83	1459.30	1811.52	6717.47	9869.18
b. Retail	80.23	-370.68	-305.63	-1107.36	-1992.16	80.23	-370.68	-305.63	-1107.36	-1992.16
c. Agri	-35.18	-49.15	-84.02	-125.47	-298.70	-35.18	-49.15	-84.02	-125.47	-298.70
d. Bakery	-11.70	-16.02	-17.22	-84.46	-102.13	-11.70	-16.02	-17.22	-84.46	-102.13
e. Renewable Energy	29.19	20.22	-1.17	70.53	-11.54	29.19	20.22	-1.17	70.53	-11.54
f. HFRL	-	-	-	-	-	-0.52	-0.24	-0.28	-0.76	-0.28
g. Heritage Conpro Ltd	-	-	-	-	-	-0.41	-0.23	-0.22	-0.63	-0.22
Total Segment Results	**2369.36**	**1043.67**	**1403.49**	**5470.70**	**7464.64**	**2368.44**	**1043.21**	**1402.99**	**5469.31**	**7464.14**
Less: i. Finance costs	440.07	347.29	368.41	1593.01	1322.11	440.07	347.29	368.41	1593.01	1322.11
ii. Other un-allocable Expenditure net off	1.24	0.00	15.17	1.24	15.17	-15.17	0.00	15.17	-15.17	15.17
Add: i. Interest Income	24.09	4.09	24.72	37.42	43.70	24.09	4.09	24.72	37.42	43.70
ii. Other un-allocable Income	0.00	0.00	**0.04**	0.04	0.14	0.00	0.00	**0.04**	0.04	0.14
Total Profit before Tax	**1952.14**	**700.47**	**1044.67**	**3913.91**	**6171.20**	**1967.63**	**700.00**	**1044.17**	**3928.92**	**6170.70**
3. Capital Employed										
Segment Assets -Segment Liabilities)										
a. Dairy	18687.41	15127.37	17611.21	18687.41	17611.21	18687.41	15127.37	17611.21	18687.41	17611.21
b. Retail	8877.40	7925.69	6460.95	8877.40	6460.95	8877.40	7925.69	6460.95	8877.40	6460.95
c. Agri	3135.92	3291.48	3368.09	3135.92	3368.09	3135.92	3291.48	3368.09	3135.92	3368.09
d. Bakery	1075.13	1067.36	1119.33	1075.13	1119.33	1075.13	1067.36	1119.33	1075.13	1119.33
e. Renewable Energy	1588.95	1617.15	1675.05	1588.95	1675.05	1588.95	1617.15	1675.05	1588.95	1675.05
f. HFRL	-	-	-	-	-	-0.52	-0.08	-0.39	-0.52	-0.39
g. Heritage Conpro Ltd	-	-	-	-	-	-0.41	-0.02	-0.39	-0.41	-0.39
h. Unallocated	222.41	16.72	143.85	222.41	143.85	222.41	16.72	143.85	222.41	143.85
Total	**33587.22**	**29045.78**	**30378.50**	**33587.22**	**30378.50**	**33586.29**	**29045.67**	**30377.71**	**33586.29**	**30377.71**

Q4FY15 Shareholding Pattern

As on March, 2015

	mn shares	% holding
Promoters	9.29	40.03
FIIs	0.57	2.44
Domestic Institutions	0.90	3.86
Others	12.44	53.67
Total	**23.19**	**100**

Q4FY15 Dairy - Spread of Operations

- **Widest regional footprint in India among privately held dairy companies. Spread across 10 states:**

  -Andhra Pradesh -Telangana
  -Tamil Nadu -Karnataka
  -Maharashtra -Kerala
  -Odisha -Haryana
  -Rajasthan -Delhi

Present in the highest milk producing states in India.

- **One of the leading private sector dairy companies in India in sales and volumes.**

Particulars	Andhra Pradesh	Telangana	TamilNadu	Karnatakata	Maharastra	Kerala	Odisha	Haryana	Rajasthan	Delhi	Total
Average Procurement of Milk LPD	498,142	94,147	165,293	15,447	180,327	0	0	3,787	11,821	0	968,963
No. of Chilling Plants	71	43	12	0	6	0	0	0	2	0	134
Chilling Capacity LPD as on 31.03.2015	971,000	193,000	253,000	50,000	90,000	0	0	0	20,000	0	1,577,000
No. of processing and Packing Plants	7	3	1	1	1	0	0	1	0	0	14
Processing Capacity LPD as on 31.03.2015	740,000	390,000	50,000	150,000	50,000	0	0	75,000	0	0	1,455,000
Liquid Milk Sales LPD	174,163	271,891	176,982	106,620	38,422	11,449	6,553	0	0	6,881	792,961
Curd Kgs/ Day	65,348	24,994	25,799	15,264	86	711	1,734	0	0	88	134,024
Ice Cream LPD	2,030	3,531	1,145	569	449	0	232	0	0	0	7,956

*LPD:liters per day **MTPD:metric tonnes per day

Q4FY15 Distribution Network Structure

One Level

87 % sales

Sales Office → Agents/Retailer/Parlours → Consumer

Two Level

12 % sales

Sales Office → Distributors/Stockists → Agents/Retailers → Consumer

Three Level

1 % sales

Sales Office → CFA/CA → Distributors/Stockists → Agents/Retailers → Consumer

- No of Sales offices - **26**
- No of Distributors/Agents - **5200**
- No of outlets - **101000**
- No of Households serviced on daily basis: **1100000**
- No of vehicles (trucks/tankers/puff vehicles) servicing Heritage everyday: **1073**

Range of Products

Milk

UHT Milk & Fresh Cream

Flavoured Milk

Tetra Packs & Bottles

Curd

Fruit n Curd

Lassi

Butter Milk

Sweets

PT Butter & Cheese

Cooking Butter

Range of Products

Buffalo Ghee

Cow Ghee

Paneer

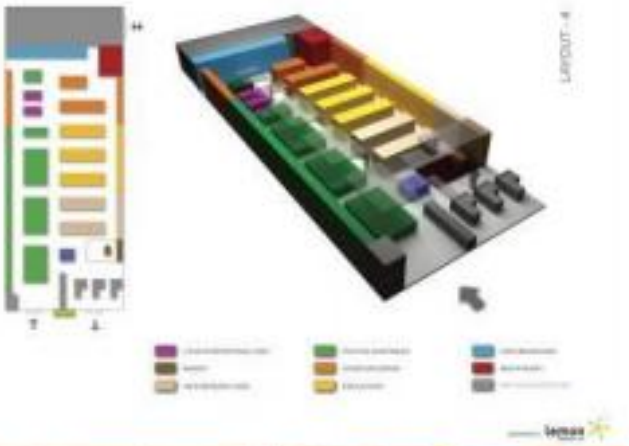
Dairy Whitener

Skim Milk Powder

Ice Cream/Frozen Desert

Business Profile - Retail Division

- Started in 2006 as a logical extension to dairy division to benefit from the food and grocery retail boom in India
- Average store area is ~3,000 sft and contains over 6,000 SKUs
- A typical store is on 9 years lease
- International concepts/standards in branding, layout, design and display
- Layout, ambience, and cleanliness standards have become a benchmark in the industry. All stores are air-conditioned, owned, operated, and maintained by the company
- Rated the highest in Customer Satisfaction among Food & Grocery chains in South India by WPP group



All Stores are in prime retail/residential locations and are on the ground flood with an average frontage of 40ft

Quality & FRESHness

- FRESH is not just a part of our name
  - It is the essence of the relationship we have built with our customer
  - It stands for the freshness of the products we sell
  - It's also about the originality of our business model
- Direct procurement of fruits & vegetables from farmers/Heritage Agri and FMCG & grocery products from manufacturers
- Dedicated bakery facility to cater to select stores by offering a wide range of fresh bakery products

Company's value proposition is high quality fresh produce, grocery & FMCG products at competitive prices coupled with high level of service & convenience

Pack Houses Infrastructure

Q4FY15 Economic Activity - Manpower

S.No	Division	Employee Strength
1	Dairy	1911
2	Retail	2345
3	Agri	91
4	Bakery	37
Grand Total		**4384**

Thank You

Bring Home Health & Happiness