



Ref: SECT: STOC: 69-21

August 13, 2021

To
The Secretary
BSE Limited
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

Scrip Code: 519552

Scrip Code: HERITGFOOD

Sub: Intimation pursuant to Regulation 30 of the SEBI (LO&DR) Regulations, 2015 regarding New Product Launch

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company is delighted to announce the launch of its new product on 13th August, 2021.

The requisite details as per SEBI circular dated 9th September, 2015 are submitted below:

Name of the product	Shrikhand Amrakhand Malai Paneer
Date of launch	August 13, 2021
Category of the product	Dairy Products
Whether caters to domestic/ international market	Domestic
Name of the countries in which the product is launched (in case of international)	NA

The press release in this regard is attached herewith.

Kindly take the same on record and display the same on the website of your exchange.

Thanks & Regards

For **HERITAGE FOODS LIMITED**


UMAKANTA BARIK
Company Secretary & Compliance Officer
M. No: FCS-6317



Encl: a/a

About the Company:

Heritage Foods founded in the year 1992 is one of the fastest growing Private Sector Enterprises in India, with two business divisions viz., Dairy and Renewable Energy under its flagship company Heritage Foods Limited and Cattle feed business through its subsidiary, Heritage Nutrivet Limited (HNL). Presently Heritage's milk and milk products have market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Uttar Pradesh and Uttarakhand. It has total renewable energy generation capacity of 10.39 MW from both Solar and Wind for captive consumption of its dairy factories.

HERITAGE FOODS LIMITED

CIN : L15209TG1992PLC014332

AN ISO : 22000 CERTIFIED COMPANY

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Press Release

Heritage Foods Expands Value-Added Product Portfolio

Introduces Shrikhand, Amrakhand and Malai Paneer

Hyderabad, August 13, 2021: Heritage Foods Ltd., one of the leading private dairy players in India, today announced more additions to its already rich value added products portfolio. The company has introduced Shrikhand and Amrakhand variants in Hyderabad and Mumbai regions, and Malai Paneer in Mumbai.

Heritage Kesar Shrikhand is a semi-soft, sweetish-sour, thick, creamy, and delicious Indian dessert loved by all age groups. It is prepared traditionally with high quality and pure kesar. It has zero preservatives, no artificial flavour or any synthetic food colours. The Company has also launched Heritage Amrakhand which is prepared with high quality Mango Pulp.



The Company has also launched Heritage Malai Paneer Fresh. It is a rich source of protein, Vitamin A and Calcium making it an ideal food to nourish body and muscle building for the vegetarian population.





Commenting on the introduction of Heritage Shrikhand Kesar, Amrakhand and Malai Paneer Fresh, **Mrs. N Brahmani, Executive Director, Heritage Foods Limited**, said, “Aligning with the Company’s strategy of expanding value-added products portfolio, Heritage Foods launched Shrikhand Kesar, Amrakhand and Malai Paneer Fresh. Shrikhand and Amrakhand are common desserts consumed across age groups in India during the festive season or as a part of meal dessert-delicacy. Heritage Shrikhand Kesar and Amrakhand are made in a traditional method with natural ingredients and zero preservatives or artificial food colours. Both products are now available in Mumbai and Hyderabad through the Company’s omnichannel distribution network in 100 gram, 250 gram and 500 gram packs. The Shrikhand and Amrakhand market in India is likely to grow at CAGR of 15%.”

“We are delighted to launch Heritage Malai Paneer Fresh in Mumbai market. Paneer is amongst the most versatile food-ingredients loved and consumed across all age groups in paneer tikkas, paneer curry/gravies, bhajiyas, fries, biryani, pizza, etc. Heritage Malai Paneer Fresh satiates the Indian population’s tastebuds with its smooth texture and appropriate chewiness along with nourishing the Vitamin A, protein and calcium requirements for body and muscle building. Heritage Foods has a strong Value-Added Products portfolio and has interesting new product pipeline for the coming quarters. Heritage Foods aims to transform itself into a Health & Nutrition Company engaged into diversified Milk and Milk products categories.”, **added Mrs. N Brahmani, Executive Director, Heritage Foods Limited**

About Heritage Foods Limited:

Heritage Foods Limited (NSE: HERITGFOOD; BSE: 519552), founded in the year 1992, is one of the India’s leading value-added and branded dairy products companies. It has a presence in the cattle feed business through its subsidiary, Heritage Nutrivet Limited (HNL).

Heritage Foods’ milk and milk products such as Curd, Ghee, Paneer, flavoured milk, immunity milk, Milk shake, Butter, Cheese, cream among others, are consumed by more than 1.5 million households in 11 states across India. Heritage Foods enjoys a strong brand affinity with its consumers and is specially known for its product authenticity, quality, and freshness. It also enjoys long-term relationships with over 0.3 million farmers and has a wide distribution network across the country, comprising 6,202 distributors and agents. The Company is ESG responsible and has a total renewable energy generation capacity of 10.39 MW from both Solar and Wind for captive consumption within its dairy factories.

For more information about Heritage Foods, visit www.heritagefoods.in.

For more information contact

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