



Ref: SECT: STOC: 128-25

October 27, 2025

To
The Manager
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: Press Release – Acquisition of a majority stake in M/s. Peanutbutter and Jelly Private Limited

Dear Sir/Madam,

Please find enclosed a copy of the press release with regards to the Acquisition of a majority stake in M/s. Peanutbutter and Jelly Private Limited.

A copy of the same will also be uploaded on the Company's website www.heritagefoods.in

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

HERITAGE FOODS LIMITED

CIN : L15209TG1992PLC014332

AN ISO: 22000 CERTIFIED COMPANY

Regd. Off : H.No. 8-2-293/82/A/1286 , Plot No. 1286, Road No. 1 & 65, Jubilee Hills, Hyderabad - 500033, Telangana, INDIA.
Tel. : +91-40-23391221, 23391222, Fax: 23326789, 23318090 Email : hfl@heritagefoods.in, Website : www.heritagefoods.in



Heritage Foods Acquires Majority Stake in Get-A-Way, Strengthening Its Presence in the Health-Focused Dessert Segment

Hyderabad, October 27, 2025 – Heritage Foods Limited (HFL) (NSE: HERITGFOOD), one of India's most respected dairy brands, today announced the acquisition of a majority stake in *M/s. Peanutbutter and Jelly Private Limited*, the company that owns *Get-A-Way*—India's pioneering guilt-free indulgence brand specializing in high-protein, no added sugar ice creams and desserts.

Heritage Foods has acquired a controlling 51% shareholding in the company through secondary buyouts from existing investors. The remaining 49% shareholding will continue to be held by the original promoters. The deal also provides Heritage Foods the option to purchase an additional 20% stake from the promoters after March 2026 at an appropriate valuation.

The strategic investment marks an important milestone in Heritage Foods' Vision 2030 roadmap of expanding its presence in the fast-growing ice cream and healthy dessert categories. It gives the company a strong foothold in the super-premium, functional, and indulgence-balanced segment—anchored on **high-protein, no-added-sugar, and health focused** product innovation. This move underscores Heritage Foods' commitment to driving the next phase of value creation through nutrition-forward innovation and responding to India's evolving preference for mindful yet indulgent desserts. While Heritage Foods will provide strategic guidance and retain controlling stake, operational management will continue with the promoters, who will accelerate growth and strengthen brand equity while staying true to the company's core purpose and consumers.

Commenting on the acquisition, **Mrs. Brahmani Nara, Executive Director, Heritage Foods Limited**, said: "The acquisition of Get-A-Way is well aligned with our Vision 2030 of becoming the most admired dairy nutrition company. This partnership brings together our three decades of dairy expertise and manufacturing excellence with Get-A-Way's innovative product portfolio and strong Gen-Z consumer connect. Get-A-Way's focus on protein, no-added-sugar, and health-forward offerings strengthens our commitment to delivering nutritious dairy solutions that resonate with evolving lifestyles, while leveraging Heritage Foods' core expertise to accelerate the brand's next phase of growth."

Founded in 2018 and incorporated in 2022, *Get-A-Way* has quickly emerged as a trailblazer in the health-focused dessert category, offering indulgent yet nutritious ice creams and desserts formulated with whey protein and sweetened with natural sugar alternatives. The brand's mission—to make guilt-free indulgence accessible without compromising on taste—has resonated with a new generation of health-conscious consumers across India.

Jash Shah, Co-Founder and CEO of Get-A-Way, said: "Joining the Heritage Foods family is a transformative milestone for us. With Heritage Foods' manufacturing scale, distribution strength, and strategic guidance, we are poised to expand our footprint across India while maintaining the innovation and quality that define our brand. Together, we aim to make guilt-free indulgence a part of everyday life for millions of consumers."

Press Release



Get-A-Way, an EBITDA neutral brand, has demonstrated exceptional growth, crossing double digit revenues in FY25 with projections to double its topline in FY26. Serving over 8,000 orders daily across 35+ cities through quick-commerce, food delivery platforms, as well as 5 offline parlours

The acquisition strengthens Heritage Foods' position in the rapidly expanding super-premium and healthy dessert categories, capturing high-traction demand for high-protein, no-added-sugar, and nutrient-rich offerings. It combines the brands dairy expertise with a new-age brand's innovation and agility, positioning the company at the intersection of taste, health, and conscious indulgence—where the market is actively shifting toward better-for-your choices.

About Heritage Foods

Heritage Foods is one of India's leading dairy companies, founded in 1992 with a mission to provide high-quality, nutritious milk and dairy products to families across the nation and to empower dairy farmers. Over the years, Heritage has grown into a trusted brand, known for its commitment to purity, freshness, and sustainability. With operations spanning 17 states, Heritage Foods serves millions of consumers, offering a wide range of milk, curd, butter, paneer, and other value-added dairy products.

Heritage Foods stands out for its farm-to-home approach, ensuring every product is produced with the highest standards of quality and care. The company works closely with its network of dairy farmers, empowering them with modern farming practices, training, and a fair partnership model, vetted by their 500+ Quality Experts who perform more than 25 stringent quality tests daily which in turn guarantees a consistent supply of fresh, high-quality milk.

Driven by a passion for excellence and a deep understanding of consumer needs, Heritage Foods remains at the forefront of India's dairy industry, constantly striving to provide products that nourish, comfort, and support families across the country.

Contact Information:

Investor Relations Representative:

Ms. Garima Singla

Go India Advisors

Tel: +91-9780042377

Email: garima@goindiaadvisors.com

Company Secretary and Compliance Officer:

Mr. Umakanta Barik

Heritage Foods Limited

Tel: 040-23391221/22

Email: hfl@heritagefoods.in

--0--