



Heritage Foods launches two new variants of Lassi 'Ragi Lassi & Sabja Lassi'

Hyderabad 09 March, 2019: Heritage Foods Limited, a leading dairy player, today launches new range of health drinks with the introduction of new variants of Lassi with goodness of Ragi & Sabja. Heritage has taken the lead in making consumers healthy. Ragi Lassi helps in cholesterol reduction and weight loss, whereas Sabja Lassi improves digestion. Both the variants have high calcium content.

Ragi Lassi and Sabja lassi would be available in Heritage Parlours, Modern Trade Outlets and General Trade outlets.

Speaking on the development **Ms. Brahmani Nara - Executive Director, Heritage Foods Ltd.** said "This is another major step towards strengthening our value added products. We have always understood our consumer needs well and have come out with value added products at a right time. I am sure these products will win the hearts of our consumers and help them to become healthy"

About Heritage Foods Ltd.

The 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 Ltd (HNL).

Presently Heritage's milk and products have market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Rajasthan, Punjab, Madhya Pradesh, Himachal Pradesh, Uttar Pradesh and Uttarakhand. It has total renewable energy generation capacity of 10 MW from both Solar and Wind for captive consumption of its dairy factories.

