

PRESS RELEASE

Heritage Foods launches 'GlucoShakti', an orange flavoured energy drink

Also unveils rich & creamy premium curd 'Creamilicious Curd'

Hyderabad, January 19, 2023: Heritage Foods Ltd., one of India's leading dairy players, today announced the launch of GlucoShakti, a whey-based instant energy drink that revitalizes our hardworking youth, when strenuous physical work drains them. GlucoShakti has the goodness of whey, fortified with Glucose for **Instant Energy**. It has naturally occurring minerals such as **Sodium, Potassium, Phosphorus, Magnesium**, etc. which help replenish the essential body salts. It has **~1.5 times more Potassium** than other competing products which claim natural source of Energy with no Gas. Hence, GlucoShakti is a natural, non-carbonated & affordable energy drink for people on the go, especially during the long & harsh summer days.

Available in a 200ml pouch pack priced at only ₹ 10, it is a pocket-friendly & convenient source of energy without fizz. Currently launched in tangy orange flavour.

GlucoShakti has been launched across Telangana, Andhra Pradesh, Karnataka, Tamil Nadu and it is available across General Trade stores, Heritage Parlors, and select Modern Retail stores.

Commenting on the launch, **Mrs. Bhuvanewari Nara, Vice Chairperson & Managing Director** said, "GlucoShakti is a healthy & delicious instant energy booster to help people bounce back when fatigue sets in. This is yet another effort from Heritage to keep the promise of delivering Health & Happiness to everyone, everyday!"

Heritage Foods Ltd. also unveiled Creamilicious Curd', with this new product launch the intent is to deliver a significantly superior curd experience compared to any other in the market, which is simply **THICKER, CREAMIER & TASTIER Curd!**

Creamilicious Curd has 4.5% fat and is made with a unique curd-culture recipe, which gives the curd superior texture, creaminess, and a superior consumption experience. This tasty thick & creamy curd has been launched in premium Tubs (1 kg), convenient cups (200 & 400g), and popular pouches (500g).

Initially rolled out in Delhi NCR, this new Creamilicious Curd has now been launched across Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, and Maharashtra. It is available across General Trade, all major Modern retail stores, E-Commerce platforms, and Heritage Parlors and Heritage Happiness Points.

Speaking on the occasion, **Mrs. Brahmani Nara, Executive Director of Heritage Foods Ltd.**, remarked that "the rich Heritage Creamilicious Curd truly delivers on the promise to be

a healthy & delicious companion to any meal and is yet another step to further strengthen our Value added dairy portfolio”.

Heritage Foods is slated to launch more such healthy & tasty products for its consumers during the year.

About the Company:

Heritage Foods founded in the year 1992 is one of the fastest growing Public Listed Companies in India, with two business divisions’ viz., Dairy and Renewable Energy. The annual turnover of Heritage Foods stood at INR 26,429 million in the financial year 2021-22. Presently Heritage's milk and milk products have a market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Uttar Pradesh, and Uttarakhand.