

Press Note

Dated: 28.01.2025

Heritage Foods Limited to Host Mega Health Camp and Farmers Meet at Piler on 29th January 2025

About the Company:

We are procuring milk at present 18.5 lakhs Lts of milk every day through around 3 lakh farmers from around 200 Chilling Units, covering 9000 Villages in 9 States.

Out of 18.5 lakh litres we are procuring around 2.5 Lakh litres in Chittoor district itself from 10 Chilling Units 30000 farmers supplying milk. Piler is one chilling centre which is procuring around 35,000 Litres of milk from about 250 villages by Servicing 3000 farmers supplying milk and we are now planning to expand to 50,000 Litres of milk per day and planned to extent our services to 50,000 Farmers.

The Vision of the Company is “Delighting the Consumers with fresh and healthy products and empowering the farmer”. We are working towards fulfilling the Vision of the Company. You are all aware that heritage pays the money on time and we have been doing this for the last 32 years not missing the time line even once.

We are paying around 300 crores per annum to the farmers of Chittoor district towards the milk payment every year.

Heritage Foods has established a strong and integrated distribution network, ensuring seamless access to its products across India. The network comprises 237+ exclusive "Happiness Points," 850+ parlours, and 180,000+ general trade outlets, enabling sales across 12 Indian states. With a robust presence in modern trade and e-commerce retail, the company leverages a fleet of 2,100+ vehicles and an extensive network of 6,900+ distributors to ensure timely doorstep delivery of products.

Strong Performance in FY 2023-24:

The company delivered a stellar performance in FY 2023-24, with growth achieved across all key performance indicators. Revenue from operations increased by approximately 16% to ₹37,343 million.

Geographical Footprint:

Procurement States: Andhra Pradesh, Karnataka, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, and Uttar Pradesh.

Sales Presence: Andhra Pradesh, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, NCR Delhi, Odisha, Tamil Nadu, Telangana, Uttarakhand, and Uttar Pradesh.

These achievements highlight Heritage Foods' commitment to operational excellence, sustainable growth, and strengthening connections with both consumers and farmers nationwide.

Heritage Foods is delighted to announce a Mega Health Camp for dairy farmers, scheduled to be held at the Piler Plant premises in the Tirupati region on 29th January 2025. The event will be honoured by the gracious presence of Smt. Bhuvaneshwari Nara, Vice Chairperson & Managing Director (VC&MD) of the company, along with senior officials.

The Piler Plant, which commenced operations on 21st November 1993, has witnessed remarkable growth over the years. Initially designed to handle 35 KL of milk per day, the plant now processes an impressive 35,000 liters daily. This is made possible through milk procurement from 250 villages and the support of over 3,000 dedicated dairy farmers.

Milk collection is efficiently managed through Heritage Milk Procurement Centers at the village level, ensuring quality and timely processing.

This Mega Health Camp is a testament to Heritage Foods unwavering commitment to the welfare of dairy farmers and sustainable farming practices.

Key Welfare Activities:

- **Insurance Initiatives:** Heritage Foods provides Group Personal Accident (GPA) insurance and subsidized cattle insurance, ensuring the safety of farmers and livestock. The company has invested ₹1 crore in free insurance coverage, benefiting 44 families with settlements totaling ₹49 lakhs, including support to four families in the Tirupati region.
- **Subsidy on Cattle Insurance:** Farmers receive a ₹300 subsidy per insured animal, promoting financial security and livestock safety.

Veterinary Services:

Heritage Foods prioritizes livestock health through its free veterinary services, including infertility management, mastitis prevention, vaccinations, and critical treatments. In FY24-25, the company conducted **1,000 health camps** in Chittoor District, treating **12,000 animals**, with support from a dedicated team of veterinary doctors and assistants.

Nutrition Support:

Importance of proper cattle nutrition, with Heritage supplying **7,027 metric tonnes** of subsidized feed in Chittoor District between April and December 2024, amounting to ₹70.27 lakhs in subsidies. Farmers benefit from high-quality feed and supplements like mineral mixtures and calcium to boost milk productivity.

Financial Support for Farmers:

Heritage Finlease Limited (HFNL) simplifies loan access for farmers, offering dairy and mortgage loans tailored to their needs. With loans based on milk supply and consistency, ₹139.11 crores have been disbursed to date, including ₹16.12 crores in the Tirupati region.

Digital Initiatives:

The Heritage Vet+ YouTube channel and app serve as powerful knowledge platforms, providing tips on animal health, disease prevention, silage preparation, and clean milk production. With **50,000+ subscribers** and over **7,800 calls handled**, including 200+ from the Tirupati region, these tools empower farmers to improve productivity and income.

Partnership with TechnoServe:

Heritage announces the formalization of a partnership with TechnoServe to enhance milk quality and promote advanced animal husbandry practices in the Piler region. This collaboration aims to boost cattle productivity and farmer incomes.

Closing Remarks:

The COO expressed gratitude to farmers, the TechnoServe team, and Heritage employees for their contributions to the company's 32-year journey. He also acknowledged the media's role in highlighting these initiatives and invited all stakeholders to witness Heritage Foods' commitment to doubling farmer incomes and fostering sustainable growth.