



Press Release

India's Fastest Growing Dairy Brand, Heritage, set to make a Mark in West Bengal

Kolkata, 10th July, 2024: Heritage Foods Ltd, India's 2nd largest listed dairy company, is all set to make its foray into West Bengal, flagging off the business expansion plan with the city of Kolkata. Established in 1992 it is today one of the fastest-growing Public Listed Dairy Company in India.

In line with the company's mission of becoming a pan-India leader in dairy products, Heritage Foods is now seeking to establish itself in West Bengal market, with phase-wise introduction of its vast range of well-known, high quality dairy products.

"Over the last 3 decades, Heritage Foods has grown manifold to become one of the fastest growing brands in the Indian dairy industry, with strong presence in southern Indian markets. West Bengal being the hub of business activities and a gateway to Eastern India, offers a very attractive large consumer base and is a natural fit in our growth strategy and national ambitions. The state is home to passionate food lovers and we at Heritage foods are obsessed with creating highest quality products designed to delight the palate at competitive prices. We are confident that our products will soon become a part of every household in West Bengal", said **Srideep M Kesavan, Chief Executive Office, Heritage Foods Limited**.

Keeping in view the food connoisseurs of the West Bengal, Heritage Food Limited specifically chose select products which are loved by Crores of consumers across the country from its vast portfolio for the West Bengal market. These products come with the promise of health & happiness and are processed using best quality milk that goes through more than 80 stringent quality tests at 11 different check points. The quality of its products is set to make the whole dairy experience more enjoyable for the consumer whether at home or away from home.

Heritage Foods Limited will be introducing select products that will bring delight to the consumer everyday

- **Heritage Cow Ghee & Danedar Ghee** made with the finest quality heritage Milk through the traditional process ,will give the experience of a home-made pure Ghee.
- Premium **Heritage Farm Fresh Milk** will give the experience of the freshest milk anytime anywhere.
- Range of indulgent Dairy Drinkables - **Heritage milkshakes, Lassi, Flavoured milk, Cold Coffee & Butter Milk** will naturally refresh & delight
- **Heritage Truly Good Ghee Laddus** will give a feeling of home away from home with the Goodness as pure as Mothers Love.

Headquartered in Hyderabad, Heritage Foods has a significant presence in several states. Its products are available across Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, Delhi NCR, Haryana, Rajasthan, Himachal Pradesh, Uttarakhand & Uttar Pradesh.



“Our vision is to delight every home with Fresh & Healthy products and empowering the Farmer community through the unique 'Relationship Farming' Model. We always advocate for the balancing of economic, social and environmental aspects to create a better tomorrow”, said **Brahmani Nara, Executive Director, Heritage Foods Limited.**

About Heritage Foods Limited:

Heritage Foods, one of the fastest growing and second largest private dairy companies in India, stands as a beacon of well-being and joy in the world of nutrition. Heritage’s legacy of dairy excellence began from the year 1992. It’s been over 31 years and today it is bringing health and happiness to over 10 million consumers every day. Heritage Foods was born to empower dairy farmers, improve their lives and delight every home with fresh and healthy products. Heritage has state-of-the-art manufacturing facilities with multiple levels of stringent quality checks. It is committed to delivering not only health, but also to spread happiness with every wholesome serving. In a recent survey of top 20 food companies in India by “access to nutrition index” (ATNI), Heritage was rated No. 1 on the healthiest product portfolio, which reconfirms its commitment to healthy products for our consumers. Heritage Foods boasts an extensive and diverse range of dairy-based products. From fresh products like premium-quality milk and soothing curd, to ready to consume products like indulging milk drinks and a range of desserts – ice-creams and sweets, we offer a comprehensive selection that caters to various tastes and preferences. Heritage also enjoys long-term relationships with over three lakhs farmers and has a vast distribution network across the country, comprising 6,500+ distributors and agents. The company is ESG responsible and has a total renewable energy generation capacity of 11.50 MW from both solar and wind for captive consumption within its dairy factories.