

Nilgiris celebrates 'World Milk Day' throughout the month of June

Enjoy dairylicious range of Nilgiris at special offers throughout the month

Chennai, 30th May 2019: Established in 1905, Nilgiris is at the heart of every household. From offering fresh milk daily, Nilgiris today is one of the most trusted brands for all dairy products. Acknowledging the importance of milk as a global food, Nilgiris celebrates World Milk Day on 1st June 2019. Inviting everyone to participate in the celebration, customers can make the most of the exciting offers on a wide range of Nilgiris dairy products for the entire month of June.

Customers can indulge in the dairylicious range of flavoured milk that comes in exotic flavours like Belgian Chocolate, Classic Cold Coffee, French Vanilla Cold Coffee & standard flavors like Mango, Strawberry, Elaichi and Kesar. Nilgiris flavoured milk can be paired with your breakfast to complete your meal or can be sipped just like that as a healthy refreshment. Priced at just Rs.35, customers can grab their favourite flavoured milk at upto Buy 1, Get 1 free offer.

Sharing his views **Nikunj Biyani, Business Head, Nilgiris** says, "Milk in itself is filled with high nutritional value and is an important ingredient for a healthy living. Right from our morning cup of coffee, to making some delicious paysum, milk is versatile. While everyday needs to be dedicated to this food product, we invite everyone to make the most of our dairylicious products available at all Nilgiris stores."

Nilgiris dairylicious range also features other dairy products like natural dahi, low fat dahi, paneer, special malai paneer, spiced butter milk amongst a long list of other milk products. Customers can visit their nearest Nilgiris stores to make the most of Buy 1, Get 1 free offer, or Buy 2, Get 1 free, 30% off and much more.

About Nilgiris:

Nilgiris has been synonymous with fresh, delightful dairy & bakery products in the Southern part of India for over 100 years. Born in 1905, the brand draws deeply from its place of origin and namesake - the Nilgiri Mountains. The richness and diversity of the Nilgiri Mountains are reflected in the quality and range of Nilgiris products. Perfected for over 100 years, the exclusive range of over 400 Dairy, bakery and food products is nourishing and wholesome and is crafted with as much love and care to delight every home - just as it was 100 years ago. The customers can now enjoy the brand's well-loved dairy & bakery products such as Set Curd, Flavoured Milk, Chocolate Coated Biscuits, Breads, Cakes & many more.

ABOUT FUTURE CONSUMER LIMITED (FCL)

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 30 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with

the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

FOR MORE INFORMATION, CONTACT:

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