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Department of Corporate Services,
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Rotunda Building, P.J. Towers,
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National Stock Exchange of India Limited,

Exchange Plaza, 5th Floor,
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Bandra (E), Mumbai – 400 051

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith a copy of the Press Release, the contents of which are self-explanatory.

Please take the above information on record.

Thanking you

Yours sincerely,

For Kwality Wall's (India) Limited

Anand Upadhyay

Company Secretary & Compliance Officer

Membership No: A23622

Kwality Wall's (India) Limited

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The Magnum Ice Cream Company opens new RD&I Centre in India strengthening innovation capabilities in the region

Bengaluru, India, 6 July 2026

The Magnum Ice Cream Company (TMICC), the world's leading ice cream business, has opened its new Research, Design & Innovation Centre in Bengaluru, India. Spanning 13,000 square feet, this future-ready facility houses a state-of-the-art laboratory and a digitally enabled pilot plant.

The future of Indian ice cream starts here

Located in Whitefield, Bengaluru – India's technology hub – the centre brings together ice cream science, culinary craft, packaging expertise, and consumer technical insights under one roof, supported by the city's strong food science, supplier, and start-up ecosystems.

Designed as a Creative Lab where science meets indulgence, the centre is established to accelerate consumer-led product and packaging innovation across Kwaliti Wall's, Cornetto, Magnum, Carte D'Or, Feast, and Twister brands. Its capabilities span product and process development, packaging, consumer technical insights, and regulatory assessment, helping translate emerging consumer needs into products rooted in Indian tastes and occasions.

The centre includes ice cream-making, product and packaging assessment, sensory testing, and a digitally enabled pilot plant with state-of-the-art technologies. It enables faster experimentation across cups, sticks, cones, kulfi, and premium ice cream cakes, while cold-chain and climate testing, 3D packaging prototyping, and transport simulations help ensure innovations are designed for real-world Indian market conditions.

"Kwaliti Wall's has been part of the Indian ice cream scene for more than seven decades, consistently delighting consumers with new flavours and familiar icons. As part of The Magnum Ice Cream Company, we now have access to world-class R&D capabilities, deeper product expertise and a sharper innovation ecosystem. The new Bengaluru ice cream centre will help us respond faster to evolving consumer preferences, create products that are relevant to Indian tastes and occasions, and continue building a future-ready ice cream business in India." **Chitrang Goel, Deputy Managing Director, Kwaliti Wall's (India) Limited.**

Global R&D capabilities, local insights, consumer-led innovation

The new Bengaluru RD&I Centre will work closely with TMICC's Global Design Centre in Colworth, UK, and Regional Innovation hub in Istanbul, Turkey, to bring to life new products inspired by local consumer insight and deep market understanding. This combination of global capability and local relevance will help strengthen the innovation pipeline, improve product quality, accelerate speed to market, and bring relevant global dairy platforms to life for the Indian market.

"India is one of the world's most exciting ice cream markets, with fast-evolving tastes, occasions and expectations. The new Bengaluru RD&I Centre brings together our global science, technology and culinary expertise with deep local consumer insight, helping us to move faster from idea to market-ready innovation. From product and packaging development to sensory assessment and cold-chain validation, this new centre will play an important role in creating products that are more relevant, more distinctive and more exciting for consumers in India." **Zbigniew Lewicki, Chief Research, Development & Innovation Officer, The Magnum Ice Cream Company.**

The inauguration reinforces TMICC's focus on building a strong, fit-for-the-future ice cream business in India through innovation, premiumisation, quality and local execution. As India's ice cream category continues to grow, the Bengaluru RD&I Centre will play a critical role in supporting KWIL's innovation pipeline and creating world-class products for Indian consumers.

-ENDS-



Enquiries

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About The Magnum Ice Cream Company

The Magnum Ice Cream Company N.V. [EURONEXT: MICC / NYSE: MICC / LSE: MICC] is the world's leading ice cream business. Home to four of the world's five largest ice cream brands – Magnum, Ben & Jerry's, Cornetto and the Heartbrand – our portfolio delights consumers in 80 markets around the world. Headquartered in Amsterdam, the Netherlands, we have a global team of 18,000 employees, a network of 34 factories, 13 R&D centres, and a fleet of three million freezer cabinets. For more information, visit www.corporate.magnumicecream.com.

