



Ideas for a new day

September 17, 2026

Compliance Department, BSE Limited , Phiroze Jeejeebhoy Tower, Dalal Street, Fort, Mumbai - 400 001	Compliance Department, National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G-Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051
Scrip Code: 539889	NSE Symbol: PARAGMILK

Dear Sir/Madam,

Sub: Press Release on New Brand Identity of Pride of Cows

We enclose herewith a copy of Press Release titled “**Pride of Cows Unveils New Brand Identity, Reclaiming Its Place as an Aspirational Lifestyle Brand**”. A copy of the same is also being made available on the Company's website at www.paragmilkfoods.com.

Requesting you to take the same on records and oblige.

Thanking you.

For **Parag Milk Foods Limited**

Virendra Varma
Company Secretary and Compliance Officer
FCS No. 10520

Encl: As above.

Parag Milk Foods Ltd.

CIN: L15204PN1992PLC070209

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Pride of Cows Unveils New Brand Identity, Reclaiming Its Place as an Aspirational Lifestyle Brand

The farm-to-home brand refreshes its identity to bring its original aspiration to the forefront, building on its distinctive single-origin proposition

Mumbai, September 17, 2026: Pride of Cows, the premium farm-to-home dairy brand from Parag Milk Foods Ltd., has unveiled a completely revamped brand identity, bringing a younger, more dynamic and contemporary expression to the aspirational world the brand has always stood for.

Pride of Cows was never created to be just another dairy brand. From its inception, the brand was built around a differentiated farm-to-home, single-origin proposition, with milk coming from its own farm and reaching consumers directly. Its premium proposition, farm ownership and distinctive consumer experience were designed to create a sense of aspiration and exclusivity.

Over the years, however, as the dairy category became increasingly crowded and communication became more product and category led, the distinctive lifestyle aspiration of Pride of Cows became less visible. The new identity is a deliberate step to bring that ambition back to the forefront and make the brand's distinctive character visible once again.

The transformation goes beyond a new logo. It is about creating a contemporary brand world that consumers can identify with. The new identity is younger, more dynamic and expressive, moving Pride of Cows beyond conventional dairy communication towards a lifestyle proposition built around nourishment, wellbeing, nature and intentional living.

At the heart of the new identity is the egret, a bird found around the Pride of Cows farm. While dairy storytelling has traditionally centred on the cow, the egret offers a different perspective: a quiet observer of the animals, landscape and rhythms of the farm. It allows the brand to bring the larger farm ecosystem into its storytelling and create a distinctive visual and emotional world.

Ms. Akshali Shah, Executive Director, Parag Milk Foods Ltd., said, *“Pride of Cows was never conceived as just another dairy brand. From the very beginning, we built it around a differentiated farm-to-home proposition and an aspiration for a very different kind of consumer relationship with dairy. As the consumer has evolved, the brand too needed to evolve. We wanted to move beyond the conventional codes of dairy and create a world that is younger, more dynamic and more aspirational. The new identity gives us the opportunity to make Pride of Cows not just a product choice, but a lifestyle choice. We want consumers to feel that Pride of Cows says something about who they are and the choices*

they make. The expression is new, but the foundation remains unchanged: the same farm, the same herd, the same single-origin philosophy and the same focus on quality.”



Developed in partnership with Pollinate, the new identity brings together global creative expertise across typography, illustration, motion and sound. Marta Cerdà Alimbau has contributed to the typography and logotype, Daria Lada to illustration, Emanuele Colombo to motion identity and Naren Chandavarkar to sonic identity.



Together, these elements create a distinctive brand world that brings the farm, its ecosystem and the idea of intentional living into a contemporary expression, while staying rooted in the single-origin proposition that has always defined Pride of Cows.

The identity may have evolved, but the foundation remains unchanged - one farm, one herd and one origin. What returns to the forefront is the aspiration that Pride of Cows was built to represent.

About Parag Milk Foods Ltd: Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a Pan India presence. The Company's manufacturing facilities with in-house technology which are strategically located at Manchar and Thorandale in Maharashtra and Palamner in Andhra Pradesh. The Company sells 100% cow's milk products that are healthy and nutritious. Integrated business model and strong R&D capabilities have helped the Company emerge as a leader in innovation. The Company's dairy farm, Bhagyalaxmi, houses more than 5,000 cows, with an automated milking process. The Company offers traditional products like Ghee, Dahi, Paneer, Liquid Milk, etc. under brand "Gowardhan", and products like Cheese, UHT Milk, Buttermilk, Lassi, Flavoured Milk Shakes, etc. under the brand name "Go". "Pride of Cows", the flagship brand of the Company based on proposition of Farm to Home – single origin concept targeting customers seeking premium quality dairy products. The Company is also present in Whey Protein based sports nutrition under the brand Avvatar – India's 1st 100% vegetarian whey protein. The Company's goal is to become the global nutrition provider and become the largest dairy FMCG Company that emphasizes health and nutrition to consumers through quality and innovation.

For more information, please connect with Mr. Brian Depenha 02243005555 or email on brian.depenha@parag.com