Registered Office:
No.41 (49), Janakiram Colony Main Road, Janakiram Colony,
Arumbakkam, Chennai - 600 106, Tamil Nadu.
E: info@hap.in | www.hap.in | Landline & Fax No - 044 4796 1124

Corporate Office:
Plot No 14, TNHB, TN Housing Board 'A' Road,
Sholinganallur, Chennai - 600 119, Tamil Nadu.
E: info@hap.in | www.hap.in | P: +91 44 2450 1622 | F: +91 44 2450 1422

HAPL\SEC\24\2026-27 **5th August, 2026**

BSE Limited
Corporate Relationship Department
2nd Floor, New Trading Ring,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Stock Code: BSE: 531531
NSE: HATSUN

Dear Sir / Madam,

Sub: News Article of the Company published in Business Line – Reg.

Pursuant to Regulation 30(2) – Schedule III, Part A, Para A of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we confirm the attached News Article about the Company published in the mainstream media i.e., the Hindu Business Line on 5th August, 2026 and digitally on 4th August, 2026.

Kindly take the above on your record and dissemination.

Thanking you.

Yours faithfully,
For Hatsun Agro Product Limited

SUBRAMANIAM C
Digitally signed by SUBRAMANIAM C
Date: 2026.08.05 09:14:55 +05'30'

C Subramaniam
Company Secretary and Compliance Officer

News Article published in Business Line on 05.08.2026

Hatsun Agro Product plans ₹1,000 crore capex in FY27 to enhance production

Rohan Das
Chennai

Hatsun Agro Product (HAP), India's largest private sector dairy company has planned investments of around ₹1,000 crore in FY27.

In an interview, RG Chandramogan, Chairman, Hatsun Agro Product, suggested that the proceeds will be allocated towards expanding the company's milk procurement and distribution network while also revamping some of its production facilities and marketing efforts.

He added that the investments are part of Hatsun Agro's plan to sell roughly 2.4 crore product packs per day within the next two years, up from the current 1.84 crore packs.

The Chennai-based firm posted revenues of ₹9,959 crore in FY26 — an increase of 14.5 per cent from the previous fiscal.

Chandramogan suggested that despite a challenging environment for the dairy industry, the company had achieved strong growth in Q1FY27. "We are already at 19 per cent growth. If we can sustain it we will be close to ₹12,000 crore in FY27," he said.

On the margin front, he added that while rising input costs have compressed margins across the industry, Hatsun has been able to post better margins due to the difference in business models.

NO MIDDLEMEN

"We don't have any middlemen either on the procurement side or the distribution side. We operate from our own outlets or franchisee outlets so there are no other layers. This along with our strongest branding as the market leader across categories are the reasons our margins are better," he added. The company has seen a 13 per cent year-on-year increase in milk procurement prices with Chandramogan attributing weather-related pressures, rising cattle feed costs and higher milk fat prices for the inflation.

RG Chandramogan, Chairman, Hatsun Agro Product BIJOY GHOSH

"We delayed price hikes instead of immediately passing on higher procurement costs. We preferred waiting for the costs to stabilise rather than implementing multiple successive price increases," he said.

NEW PRODUCTS

Hatsun also plans to launch its range of protein-rich drinks within the next 1-2 months.

The founder added that detailed product information will be announced closer to launch, and did not disclose pricing or product specifications. Apart from protein beverages, Hatsun is also working on new ice-cream variants and chocolate products.

Hatsun Agro currently operates around 4,100 HAP Daily outlets as localised micro-distribution networks for its dairy products sold under major brands including Arokya, Arun and Hatsun alongside 220 Ibaco outlets, its premium ice-cream brand. It plans to scale its store presence to over 5,000 by the financial year-end.

Dairy major Hatsun Agro Product plans ₹1000 crore capex in FY27

The Chennai-based firm posted revenues of ₹9,959 crore in FY26 — an increase of 14.5 per cent from the previous fiscal

Hatsun Agro Product (HAP), India's largest private sector dairy company has planned investments of around ₹1,000 crore in FY27.

RG Chandramogan, Chairman, Hatsun Agro Product, at an interview with businessline in Chennai. | *Photo Credit: BIJOY GHOSH*

In an interview with *Businessline,* RG Chandramogan, Chairman, Hatsun Agro Product suggests that the proceeds will be allocated towards expanding the company's milk procurement and distribution network while also revamping some of its production facilities and marketing efforts.

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Published on August 4, 2026