

HAP | Hatsun Agro Product Limited

CIN: L15499TN1986PLC012747

Registered Office:

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HAPL\SEC\93\2024-25

March 19, 2025

**BSE Limited
Corporate Relationship Department
2nd Floor, New Trading Ring,
PhirozeJeejeebhoy 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: Intimation of Press Release being published by the Company in the Mainstream Media – Reg.

We enclose the Press Release being published by the Company in the leading English Daily Newspapers and their other online news platforms, for the launch of its **4000th HAP daily Outlet** in Bhimavaram, Andhra Pradesh, for your information.

You may please take the above on records.

Thanking you.

Yours faithfully,
For Hatsun Agro Product Limited

**C Subramaniam
Company Secretary & Compliance Officer**

Hatsun Agro Product Limited

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HAP
daily

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CHOCOLATES

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Santosa
FOR HEALTHY COWS

Hatsun Agro Product Limited Expands Retail Footprint with the launch of its 4000th HAP daily Outlet in Bhimavaram, Andhra Pradesh

~HAP daily Outlets now in Tamil Nadu, Puducherry, Andhra Pradesh, Telangana, Karnataka, Madhya Pradesh, Chhattisgarh, Bihar, Jharkhand, Maharashtra, Kerala, West Bengal, Odisha, Goa, Gujarat & Andaman Nicobar Islands~

Chennai, 19th March 2025: Hatsun Agro Product Limited, India's leading private sector dairy company, today inaugurated its 4000th HAP daily Outlet in Bhimavaram, Andhra Pradesh. This milestone reflects the company's continued commitment of delivering fresh and high-quality dairy products directly to consumers.

HAP daily Exclusive Stores is part of the company's retail expansion strategy, offering a range of brands including Arun Icecreams, Arokya, Hatsun, and Hanobar. These stores will retail ice creams, fresh milk, curd, buttermilk, paneer, yoghurt, juices, chocolates, butter, and more. Apart of direct consumer sale, HAP daily Outlets will cater to the retail outlets in their vicinity and increasing availability of the products and expanding the brand reach.

Speaking on the occasion to mark the 4000th HAP daily Outlet, **Mr. R.G. Chandramogan, Chairman, Hatsun Agro Product Ltd.**, said, *"The opening of our 4000th HAP daily Exclusive Store in Bhimavaram, Andhra Pradesh is an important milestone in the company's journey to bring fresh, high-quality dairy products closer to the consumers. Hatsun Agro's focus has always been on innovation, quality, and ensuring accessibility while creating newer opportunities for dairy farmers and franchisee partners. We aim to continue expanding our footprint, strengthening our distribution network, and enhancing customer experience through such modern retail formats."*

To further enhance its market reach, Hatsun Agro has recently made strategic acquisitions to expand processing capacities to meet the growing demand for dairy and ice cream products, strengthen distribution networks in key markets, and increase its product portfolio with novel value-added dairy offerings.

Arun Icecreams, a leading flagship brand under Hatsun Agro, is distributed from HAP daily across India and exported to 6 countries (Singapore, Seychelles, Maldives, Brunei, UAE Ajman, & Mauritius) further strengthening its global footprint.

Hatsun Agro continues to expand its retail presence across existing and new markets, with upcoming outlets planned in Maharashtra, Kerala, Odisha, Madhya Pradesh, Bihar, Jharkhand, Chhattisgarh, Gujarat and Andaman Nicobar Islands, while further deepening its presence in Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Puducherry, and Goa. With this milestone, Hatsun Agro is reinforcing its vision of transforming India's dairy retail landscape, making fresh dairy products easily accessible while supporting the livelihoods of dairy farmers and entrepreneurs.

About Hatsun Agro Product Ltd: Hatsun Agro Product Ltd. is one of India's leading private-sector dairy companies, committed to delivering fresh and high-quality dairy products. Procuring milk directly from over 4,00,000 carefully selected farmers, the company adheres to **ISO 22000-certified** quality standards to ensure hygiene and product integrity. Hatsun Agro's brand portfolio includes **Arun Icecreams, Arokya Milk, Hatsun Dairy Products, ibaco, Aniva, Hanobar Chocolates, Havia, Santosa, and Imiyo Juice**. With **4,000+ HAP daily Exclusive Stores**, HAP has expanded its footprint across Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Maharashtra, Kerala, Odisha, Goa, Chhattisgarh, Madhya Pradesh, West Bengal, Jharkhand, Gujarat, Andaman and Nicobar Islands, and Bihar, ensuring greater accessibility to its products. The company recently acquired **Milky Moo**, further strengthening its leadership in the dairy industry.

For more information, visit www.hap.in.