



Hatsun Agro Product Ltd.
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HAPL\SEC\78\2020-21

25th February, 2021

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,

Subject: Intimation of press release to be given by the Company pursuant to the intimation on commencement of commercial production – Solapur Facility - Maharashtra – made to you on 23rd February, 2021 - Reg

We refer to our letter HAPL\SEC\77\2020-21 dated 23rd February, 2021 informing the commencement of commercial production at our manufacturing facility in Solapur, Maharashtra.

Further to the above, we enclose the press release to be given by the Company detailing the facilities, capacity, products to be manufactured and the benefits to farmers etc. for your information.

You may please take the above on records.

Thanking you,

Yours faithfully,
For Hatsun Agro Product Limited

G. Somasundaram
Company Secretary & Compliance Officer



Hatsun Agro Product Limited

HAP begins commercial production at its new Maharashtra plant

~The fully automated modern dairy plant set up in 72 acres land at a cost of 130 Crores in Solapur, Maharashtra~

~The plant is estimated to generate over 3,000 direct and indirect employment opportunities in the region~

~The facility will boost income of over 75000 to 90000 dairy farmers and will mainly serve customers in Maharashtra and Goa region~

25th February 2021, Mumbai, Maharashtra: Hatsun Agro Product Ltd.(HAP), a leading private sector dairy company in India, with brands 'Arokya', 'Hatsun', 'Arun Icecreams', 'Ibaco" has announced commercial production at its newly set up modern greenfield dairy processing plant in Solapur, Maharashtra.

The plant is the 19th manufacturing location for HAP that has a network of plants in four states of Tamil Nadu, AP, Telangana and Karnataka. The fully automated dairy plant, one of the technologically superior plants in the country is set up in 72 acres land at a cost of 130 Crores in Solapur district in Maharashtra. The plant follows latest design philosophy and has specialized imported equipments from Germany to process 6 lakh litres milk per day (LLPD). The emphasis of the design is on employee safety, product hygiene and making products of finest quality. HAP has also set up a water pond inside the factory premises for harvesting rain water to the tune of 1.25 crore litres. This is a first in the region and the water saved can be fully treated and utilized for multiple purposes.

Hatsun Agro Products Ltd will manufacture Milk, Curd, Butter Milk, Chaas, Lassi, yoghurt and Shrikhand at the new plant. HAP will market them under prestigious household brand names – 'Arokya' and 'Hatsun'. The total milk processing capacity of HAP now stands at 52.50 LLPD across all its manufacturing locations in 5 states.

HAP intends to manufacture a variety of products at this Solapur facility and will provide over 3,000 direct and indirect employment opportunities in the state. Additionally, the setting up of this plant will help onboard dairy farmers to the mainstream network and will boost income of over 75000 to 90000 dairy farmers in Maharashtra. HAP aims to provide greater support to farmers with access to the best technology, farm inputs, animal husbandry services, specialized cattle feed and direct credit to their bank accounts for their milk supply.



HAP has a robust logistics network for supply of dairy products pan-india. This plant provides logistic and strategic advantages to reach the doorstep of the customers in quick time. With the commencement of production at the facility, HAP further intends to expand its retail network through launch of more 'HAP Daily' outlets in various towns of Maharashtra & Goa.

Speaking on the same, RG Chandramogan, Chairman, Hatsun Agro Product Ltd, "HAP is glad to commence production in the state of Maharashtra. Maharashtra is a versatile state that offers excellent growth opportunities for the dairy industry and HAP envisages the plant to strengthen its foothold and provide a gateway of further growth in the western region. HAP's strength is superior quality dairy products that are trusted by millions of Indian households. We see a robust demand for dairy products and we are glad to bring our quality dairy products to lakhs of households in Maharashtra. HAP stays ahead of the curve in terms of automation, quality & hygiene standards and always sets new benchmark for dairy products"

About Hatsun Agro Product Ltd:

Hatsun Agro Product Ltd. (HAP) Is a leading private sector dairy player in India. HAP procures milk from select fine quality cattle collected directly from around 4,00,000 farmers, chosen with care. HAP follows quality standards certified by the prestigious ISO 22000. HAP's portfolio includes: **Arun Icecreams** – South India's leading ice cream brand, **Arokya Milk** – the country's largest private sector milk brand, **Hatsun Dairy Products** – a rapidly growing, wide portfolio brand of dairy products, **Ibaco** – Premium chain of ice cream outlets enabling consumers create their own ice cream sundaes, **Oyalo** – New brand offering from Hatsun that dishes out delicious pizzas & **Santosa** – a fast growing cattle feed brand. HAP's products are exported to 38 countries around the world.

For further details, please contact: Sai Ganesh R, HAP @ 09840881709/Archanaa @ Perfect Relations @ 08220717446

please visit: <https://www.hap.in>

