



## PRESS RELEASE

### **Nestlé Inaugurates New Culinary Plant At Nanjangud**

**Nanjangud, 23<sup>rd</sup> March 2011:** The Chief Executive Officer of Nestlé S.A. Mr. Paul Bulcke and Zone Director of Asia, Oceania, Africa and Middle East of Nestlé S.A. Mr. Frits van Dijk today visited Nanjangud in Karnataka. They inaugurated Nestlé India's new Culinary Plant along with Dr.B.S.Yeddyurappa, Hon'ble Chief Minister of Karnataka and Mr. Antonio Helio Waszyk, Chairman and Managing Director of Nestlé India.

The new Culinary Plant which will create close to 630 jobs significantly scales up Nestlé's manufacturing presence in Karnataka. Built with an investment of around Rs.360 Crores, it has started production in record time to meet the growing demand for Nestlé products. Nestlé India already operates a state-of-the-art coffee factory at Nanjangud that processes coffee beans from South India.

**Inaugurating the plant, Mr. Bulcke said: "Our business is growing well in India and we are very optimistic about the country's growth opportunities over the coming years. The brand MAGGI has very strong equity with consumers and is continuously developing the market. This plant specializes in the manufacture of culinary products and this investment reaffirms our confidence in our brands and people. I am proud that commercial production which started today has been achieved in a record of only 8 months and 20 days from the foundation laying ceremony."**

During the day, Mr. Bulcke visited the 'Government Girls Junior College' where he interacted with the children and spoke to them about the importance of nutrition, healthy eating and physical activity for their health. Nestlé has started a Global Initiative 'The Healthy Kids programme' to facilitate and accelerate this understanding. In India the programme has been developed in partnership with Universities who have adapted the programme to regional needs. In Karnataka, the programme is developed in partnership with The University of Mysore. The modules are structured to help the students absorb the basic knowledge relating to foods in a practical manner. It helps them understand the role of food in our bodies, the manner in which food is digested and how we can improve the balance of nutrients in diet. The module specifically devotes time to explaining how cooking practices can improve nutrition, as well as the need for food hygiene, sanitation, and physical exercise to improve health and wellness.

Nestlé India operates seven factories and employs around 6,000 people. Net Sales for the Full Year 2010 were Rs. 6254.7 Crores and have increased by 21.9 % over 2009.

**HIMANSHU MANGLIK**  
**Nestlé India Limited**