

# HERITAGE FOODS LIMITED



## fresh



## PRESS RELEASE

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### **Heritage Foods bags "Coca Cola Golden Spoon Award" for its Retail Business**



Heritage Foods has bagged "Coca Cola Golden Spoon Award" 2015 for its Retail business division. The annual 'COCA COLA Golden spoon awards' are well-established and highly regarded within the industry as a mark of exceptional performance. This award has come within a short span of four months after having received an award for at India Retail Forum for the year 2014.

*"It's a proud moment for all the members of Heritage Family that Heritage Fresh has been awarded the most prestigious 'COCA COLA Golden Spoon award' 2015 for being the IMAGES Most Admired Food & Grocery Retailer of the Year - Regional Chain' at India Food Forum on 15 Jan 2015,"* Ms. Nara Bhuvaneshwari, Chairperson, Heritage Foods, stated.

*"These awards are recognition that our stores are improving constantly and are better than ever now. All thanks to the countless hours of hard work and dedication put in by our store staff who are now able to offer better customer service even to the most demanding customers. Our fill rates have improved, our range has widened, our promotions now deliver greater value and customers have responded by coming to our stores more often and buying more from our stores,"* she said.

Addressing the Retail Team members, Ms. Bhuvaneshwari said, *"we now have to raise the bar even further and provide best service to every customer, all the time. Setting new performance benchmarks and shaping the industry opinion should now become a habit for all at Heritage Fresh."*

Interestingly, Ms. Bhuvaneshwari added, *"I am confident that we will achieve our cherished ambition of EBIDTA breakeven of the retail business this year and that would be a moment for us all to rejoice after many years of relentless pursuit and hard work."*

### **About Heritage Foods**

The Heritage Foods founded in the year 1992 is one of the fastest growing Private Sector Enterprises in India, with five-business divisions viz., Dairy, Retail, Agri, Bakery and Renewable Energy under its flagship company Heritage Foods Limited (formerly known as Heritage Foods (India) Limited). The Annual turnover for Heritage Foods crossed Rs. 1,726 crores in the financial year 2013-14.

Presently Heritage's milk products have market presence in Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha and Delhi. 100,000 retail outlets sell Heritage Products in all those states and it has 82 retail stores across Bangalore, Chennai and Hyderabad. Integrated Agri operations are in Chittoor and Medak Districts and these are backbone to retail operations and the state of art Bakery Division at Uppal, Hyderabad, Telangana.