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**Dated:** March 21, 2025

To,  
**BSE Limited**  
P. J. Towers, Dalal Street,  
Fort, Mumbai – 400001

To,  
**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East), Mumbai-400051

**Ref.:** BSE Scrip Code No. “540743”

**Ref:** “GODREJAGRO”

Dear Sir/Madam,

**Sub: Disclosure of event / information under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

We wish to inform you under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 that, Creamline Dairy Products Limited, (Unlisted Material Subsidiary of Godrej Agrovet Limited), under its brand “Godrej Jersey” has unveiled 3x3 Strategy for the Financial Year 2025-26. A detailed note / press release on the same is enclosed as **Annexure-A.**

The above information is also available on the Company’s website viz. [www.godrejagrovvet.com](http://www.godrejagrovvet.com).

Please take the same on your records.

Thanking you,

Yours sincerely,

**For Godrej Agrovet Limited**

**Vivek Raizada**  
**Head – Legal & Company Secretary & Compliance Officer**  
**(ACS 11787)**

**Encl.:** As above



## **Godrej Jersey Unveils 3x3 Strategy for FY26: Focus on Three Hero Categories, Alongside Household Penetration, Market Expansion, and Product Innovation**

**~Targets INR 1000Cr Value Added Portfolio in Andhra Pradesh and Telangana~**

**Hyderabad, March 21, 2025** – Godrej Jersey, a leader in the dairy industry down South, today unveiled its bold 3x3 Leapfrog Strategy for FY26. This forward-thinking initiative aims to expand the company's product range, drive higher market penetration, and enhance consumer experience through continuous innovation. By focusing on three core products—Badam Milk, Paneer, and Curd—Godrej Jersey is positioning itself to become a dominant force in the dairy value-added portfolio.

The three primary objectives of the strategy are:

- **Increase Household Penetration:** Growing trials for our “value-added product” portfolio in Andhra Telangana (APT)
- **Market Expansion:** Boosting the reach of Badam Milk and Paneer across regional markets in Andhra Telangana (APT)
- **Product Innovation:** Prioritizing continuous innovation, particularly in value-added products (VAP), to meet evolving consumer preferences.

**Bhupendra Suri, CEO of Godrej Jersey,** shared, *“As we look towards FY26, our growth strategy is anchored in the sunrise categories. The 3x3 Leapfrog Strategy will enable us to accelerate market expansion, enhance our consumer offerings, and drive sustainable growth through continuous innovation, strategic investments, and targeted partnerships. Additionally, we aim to significantly increase our market share by expanding our value-added products (VAP) portfolio, reinforcing our leadership in the southern dairy market. With these strategies in place, Godrej Jersey is poised to achieve a milestone of INR 1,000 Cr in topline revenue in Telangana within the next two years, fuelled by our market penetration, product innovations, and deepened consumer engagement.”*

The brand is also set to enhance its marketing investments, incorporating next-generation marketing strategies to accelerate growth. This includes leveraging high-profile celebrity endorsements, with renowned actor Rana Daggubati for Badam Milk and celebrated chef Teja of Vismai Foods for Paneer portfolio, to amplify Godrej Jersey's market presence and reinforce brand recall across key consumer segments.

Godrej Jersey is revolutionizing the packaged paneer market with its new product packaging, offering an unmatched combination of exceptional texture and rich taste. Designed to stay super soft and intact during cooking, the product addresses one of the most common concerns among South India consumers - How to cook tasty paneer

dishes. A single-use 200 gms convenience package features a QR code that provides access to various tempting, easy to cook paneer recipes by chef Teja.

The company is investing heavily in research and development to launch new product innovations, with a sharp focus on consumer needs. With an expected 50% increase in Research and Development spend in FY26, Godrej Jersey is set to launch new, innovative products that will enhance its offerings, strengthen its market leadership, and improve consumer experiences.

**Shantanu Raj, Head of Marketing** at Godrej Jersey, shared, *"Today's consumer landscape is more dynamic than ever, and staying ahead means staying tuned to their evolving preferences. Our focus on value-added products is to recruit more households and drive market expansion with a commitment to delivering convenience, taste, and innovations. To support this, we're dialing up advertising and communications in Andhra Telangana (APT) and expanding our distribution network to 20,000 outlets within Telangana the next year, to increase both awareness and trials. Additionally, Godrej Jersey Badam Milk is on track to become an INR 100 Cr brand in the next 2 years. We are strengthening our presence across multiple channels, including quick commerce and modern trade. By integrating data-driven insights with a consumer-first approach, we aim to deepen engagement, boost availability, and ensure Godrej Jersey remains a trusted choice in South India."*

The brand aims to expand the presence of Godrej Jersey Curd in the highly competitive dairy segment. Known for its premium consistency and home-like quality, Godrej Jersey Curd offers a rich, thick and creamy texture that closely resembles homemade curd, making it a go-to choice for consumers seeking authenticity. Made with pure, fresh milk, it remains thick and intact without any water separation—key indicators of superior quality. Consumer insights from Andhra Telangana (APT) further emphasize the strong preference for thick curd, positioning Godrej Jersey Curd as an ideal addition to enhance every meal.

Godrej Jersey aims to reach a wider consumer base through strategic expansion in both urban and rural markets. The brand's multi-pronged strategy sets the stage for an exciting future. As the brand positions itself to capture more market share with an ambitious product innovation agenda and a focus on consumer engagement, it remains committed to maintaining the Group's legacy of trust, quality, and wellness.

### **About Godrej Agrovat**

Godrej Agrovat Limited (GAVL) is a diversified, Research & Development focused food and agri-business conglomerate, dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields. GAVL holds leading market positions in the different businesses it operates - Animal Feed, Crop Protection, Oil Palm, Dairy, Poultry and Processed Foods. GAVL has a pan India presence with sales of over a million tons annually of high-quality animal feed. Our teams have worked

closely with Indian farmers to develop large Oil Palm Plantations, which is helping in bridging the demand and supply gap of edible oil in India. In the crop protection segment, the Company has strong presence in the B2B segment through its subsidiary Astec Lifesciences and through its extensive distribution, network pan-India delivers innovative agrochemical offerings catering to the entire crop life cycles. In Dairy, Poultry, and Processed Foods, the company operates through its subsidiaries Creamline Dairy Products Limited and Godrej Foods Limited. Apart from this, GAVL also has a joint venture with the ACI group of Bangladesh for animal feed business in Bangladesh.

### **About Godrej Jersey**

Godrej Jersey, a leading private dairy player in Southern India, has been a trusted name in the dairy industry since 1986. With a presence across Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, and Nagpur in Maharashtra, the company has consistently grown, offering high-quality dairy products under the name Jersey. With 8 composite dairy plants and a state-of-the-art milk powder plant in Ongole, Godrej Jersey has expanded its product portfolio from its roots as a milk business to a diverse range of innovative dairy products.

Over the years, Jersey became a household name, earning the trust of millions for its consistent quality. Following its recent association with the iconic Godrej brand, Jersey embarked on a journey to redefine its identity. The new visual design retains the legacy of the recognizable cow pattern, modified for a cleaner, modern, and more consumer-friendly presentation. This updated look reflects both Jersey's rich heritage and the promise of quality and trust long associated with the Godrej brand. Godrej Jersey continues to uphold its legacy while embracing a fresh, contemporary identity, offering products that remain synonymous with purity, quality, and innovation.