



CavinKare Introduces Cavin's Fruit Milkshake

India's First 'Ready to Serve' fruit and dairy based Beverage that has the power of 3 – Milk, Honey, and Fruits

Chennai, 13th June 2016: A diversified FMCG conglomerate, CavinKare today announced the launch of Cavin's Fruit Milkshake, India's first 'ready to serve' fruit and dairy-based beverage that has power of 3 – milk, honey and fruits. An innovative product that combines the health benefits of milk, fruit and honey in one drink, Cavin's Fruit Milkshake comes in three variants - mango, apple and guava.

Cavin's Fruit Milkshake contains liquid milk sourced directly from farmers. Milk is a good source of calcium, protein, vitamins and minerals. Addition of honey and fruit to milk adds dietary fibre, anti-inflammatory, antimicrobial agents, antioxidants (phyto chemicals), making it an awesome threesome combo.

The fruit milkshake is manufactured at ISO 22000 and EIA (Export Inspection Agency) certified facility, and is aseptically packed using the state-of-the art European technology (UHT) that gives the product 6 month long shelf life. Priced at Rs 25, this is one drink everyone can indulge in everyday.

Talking about the launch **Mr. C.K. Ranganathan, Chairman and Managing Director of CavinKare Pvt. Ltd.** said, "We, at CavinKare, always endeavor to offer the best quality and unique products at an affordable price to consumers. We are proud to present Cavin's Fruit Milkshake, India's first ambient dairy product with the combined benefits of fruit, milk and honey. This completely differentiated product is a rich source of calcium, proteins and vitamins. This is one drink which is suitable for daily consumption. CavinKare is committed to the ambient dairy business we have already invested Rs.40 crore in milkshakes and have lined up additional Rs 30 crore for fruit milkshakes and further line extensions."

The nutritional content of the fruit shakes for a 100 ml is approximately: Fat: 1g, Carbohydrates: 18 g, Protein: 2.3 g, Calcium: 80-90 mg, Phosphorous: 60-75 mg with calorie content of 90-95 Kcal.

CavinKare has launched Cavin's Fruit Milkshake in Tamil Nadu and all three variants will be available at leading retail stores, super markets and neighborhood kirana stores. The company is planning to cover all four southern states in three months followed by pan India by the end of this financial year.

About CavinKare Pvt. Ltd : CavinKare is a diversified FMCG major with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's & Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories.

A dedicated R&D center equipped with latest equipment and technologies constantly supports the divisions in their endeavor. Today with a turnover of over 1200 crore, CavinKare has achieved many significant milestones while acquiring a competitive edge backed by sound understanding of the dynamics of mass marketing to establish a firm foothold in the national market. CavinKare's success is based on it

being firmly grounded to its corporate mission- 'we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'.

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