



Hindustan Foods Ltd.

Corporate Headquarters & Registered Office : Dempo House, Campal, Panaji, Goa - 403 001.
Ph. : 832 - 2441300, Gram : 'hindfood. Fax : 91 - 832 - 2225098, 2228588,
E-mail : hfl@dempos.com, Website: www.hflgoa.com CIN: L15139GA1984PLC000601

Company Scrip Code: 519126

Ref : HFL/09/2017/93

Date: 28th September, 2017

To,
The General Manager
Department of Corporate Services
BSE Ltd.,
Floor 25, P. J. Towers, Dalal Street,
Mumbai-400 001.

Through Listing Centre

Sub : Press release

Please find enclosed the press release titled : "GOANS GO UNORTHODOX! PEL, Hindustan Foods Limited's leather arm launches premium leather shoes brand."

This disclosure is made in compliance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and record.

Thanking you,
Yours faithfully,
For HINDUSTAN FOODS LTD

Beena M. Mahambrey
Company Secretary
ACS 18806



Encl : As above

Press Release [for immediate release]

The logo for UNORTHODOX features the brand name in a bold, sans-serif font. The letters 'UN' are significantly larger and more prominent than the rest of the word. The entire logo is enclosed within a thin, rectangular border.

GOANS GO UNORTHODOX! PEL, Hindustan Foods Limited's leather arm launches premium leather shoes brand.

Dempo House, Panaji, Goa. September 27, 2017 | 12:00 IST

Hindustan Foods Limited launched **UNORTHODOX** on the day of its 32nd Annual General Meeting on 27th September 2017, at the hands of entrepreneur and educationist, Mrs Pallavi Dempo.

UNORTHODOX is a premium leather lifestyle brand for the modern global consumer -created in Europe, hand-crafted in India.

Mens', Womens' and Juniors; Formals and Casuals; across colours and styles; Oxfords, Derbies, Brogues, Moccasins, Monk straps, Chukka boots, Dress shoes, Chelsea boots, Floaters and Sandals - **UNORTHODOX** has them all.

Vimal Solanki, Brand Head, **UNORTHODOX** had this to say: The youth of today's India is a truly global citizen - competent, aggressive, flamboyant and ruthlessly ambitious. She works hard, parties hard. **UNORTHODOX** resonates *explore the unexplored*, which signifies an attitude that you are not part of the herd. **UNORTHODOX** therefore is the contemporary lifestyle brand for the evolved urban and semi-urban woman and man.

"We are thrilled to launch and showcase **UNORTHODOX** in Goa," said Chairman, Mr Shrinivas Dempo, "Our Pondicherry facilities are already making some of the finest Internationally recognised footwear labels in the prestige space. We are delighted to employ the same skills and craftsmanship to create a brand for the Indian Consumer".

UNORTHODOX will be soon available for the discerning Indian Consumer on select online and offline platforms, and at HFL's exclusive store brand, **VANITYWEAR**.

The first **VANITYWEAR** store is scheduled to open its doors in October this year, in Panaji, Goa.

About Hindustan Foods Limited

Founded in 1988, Hindustan Foods Limited [BSE: HNDFDS] and associated group companies are known for a range of successful FMCG products in the contemporary era - Processed Foods, Personal Care, Home Care and Leather Wear. HFL's leather division in Pondicherry which was acquired from Hindustan Unilever earlier this year, makes footwear for the best international and domestic brands such as Gabor, US Polo, Steve Madden, Kenneth Cole, Louis Philippe and Arrow to name a few. The company has achieved significant growth in the past one year, and is fast becoming one of the leading players in the FMCG segment.

Contact:

Vimal Solanki

Head, Emerging Businesses

The Vanity Case Group of Companies

Phone: +91 99 8701 5862

Email: vimal.solanki@thevanitycase.com

<http://www.thevanitycase.com>

