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Dairy major Heritage Foods unveils 360-degree brand campaign

The campaign emphasises milk not just as a source of nutrition

By **Sanjiv Das** | May 12, 2025



Heritage Foods

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Heritage Foods, a leading dairy company, has unveiled its latest 360-degree brand campaign, The Power of Learning over Winning. The campaign emphasises milk not just as a source of nutrition, but as a silent partner in a child's growth, resilience, and learning.

Brahmani Nara, Executive Director, Heritage Foods said, "At Heritage, we stand beside moms in this journey—ensuring pure nutrition that supports not only physical growth but also cognitive and emotional development."

Srideep Kesavan, CEO, Heritage Foods mentioned, "Milk is more than a daily staple—it's a symbol of care and nutrition. Through 'The Power of Learning over Winning' campaign, Heritage Foods reinforces its commitment to being a trusted partner to mothers in delivering nutrition through pure Heritage milk."

"Purity is not just what we deliver—it's what we stand for," adds Kesavan. "Heritage Foods is proud to be a part of the daily lives of millions of families. Our commitment to purity is rooted in our farm-to-home approach, ensuring every product is crafted with care and tested rigorously. We work closely with our network of dairy farmers, empowering them with modern practices, training, and ethical partnerships. Backed by 500+ quality experts, we perform over 25 stringent quality tests daily, guaranteeing a consistent supply of fresh, high-quality milk that supports learning, growth, and overall well-being."

With a presence across 16 Indian states and deep roots in Andhra Pradesh and Telangana, Heritage Foods continues to meet the aspirations of modern families—providing more than just milk.

Read online: https://nuffoodsspectrum.in/news/30/22330/dairy-major-heritage-foods-unveils-360-degree-brand-campaign.html
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