



Contact Information:

Ram Rai
Director
Dakshin Products (NZ) Ltd
Unit C, 333 East Tamaki Road
Auckland
E-mail info@dakshin.co.nz
Website www.dakshin.co.nz



FOR IMMEDIATE RELEASE: Jun 01, 2005

Foodtown Magazine's People's Choice Awards

Jewel of India Butter Chicken Frozen Convenience Meal has been chosen as the most popular choice in the 2005 Foodtown Magazine People's Choice Awards. The winner was announced at the awards ceremony held at the Stamford Plaza, Auckland, on Mar 10, 2005.

The popular product is manufactured by Auckland based Dakshin Products (NZ) Ltd.

"We are extremely thrilled that our consumers have chosen our meal over every other product in the category. We have always believed in providing top class products, and even without the benefit of a major TV campaign or other such large scale promotional activities, the people have spoken. This just goes to show that quality speaks for itself," says Ram Rai, Director.

A huge response was received from shoppers voting for their preferred supermarket products in the second People's Choice Awards, where readers were asked to name 55 of their favourite products and brands in 15 different categories from wine and beer to dairy, pet food to canned goods, health and wellness to dried packet meals.

The Foodtown Magazine is currently one of New Zealand's leading food publications and the glossy lifestyle format launched over three years ago has given the magazine credibility and encouraged high brand awareness. The magazine has a readership of 232,000.

###