



Dhāra

Dhara Unveils New Packaging of its Kachi Ghani Mustard Oil

~Introduces Dhara Kachi Ghani Mustard Oil Fortified with Vitamin A&D~

Lucknow, 19th May 2015: Dhara, the leading cooking oil brand of India, today unveiled the new packaging for its Kachi Ghani Mustard Oil for all SKU (Stock Keeping Units) formats across the UP Region. Packed in a new design, Dhara's Kachi Ghani will now also come fortified with Vitamin A&D which allows the consumers to have all the important vitamins while cooking in Kachi Ghani Mustard Oil.

Dhara's complete range in the Uttar Pradesh region includes Dhara Kachi Ghani Mustard Oil along with Dhara Refined Vegetable Oil, Dhara Fit n Fine Refined Soya Bean Oil, Dhara Life Refined Rice Bran Oil and Dhara Mustard Oil.

Speaking on the launch of the new packaging, Mr. Sanjeev Giri, Business Head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "At Dhara, we always believe in offering cooking oils which are high on nutrition & health benefits and at the same time don't compromise with the taste of the food. Taking the same belief forward, Dhara Kachi Ghani Mustard Oil's new packaging connotes the presence of strong pungent aroma that a consumer seeks from kachi ghani mustard oil. The variant has further been fortified with Vitamin A & D to help substitute the intake of vitamins in our consumers' daily diet. I am confident that our new initiative will be appreciated by our consumers."



He further added, "Brand Dhara has a strong connect with the region for the past many years and to further strengthen the bond; Dhara is now stepping up its distribution network and enhancing brand engagement with its valued customers."

More About Dhara Kachi Ghani Mustard Oil

Dhara Kachi Ghani Mustard Oil is a good source of monosaturated fatty acid with Natural Omega 3. Omega 3 is one of the Essential Fatty Acids which cannot be synthesized by the human body, and must, therefore, be consumed from external sources. Presence of Omega 3, Vitamins and other micro nutrients help build immunity and serves numerous other health benefits. Dhara Kachi Ghani Mustard Oil also contains lowest saturated fatty acid amongst all edible oils.

Dhara Kachi Ghani Mustard Oil is available in attractive and convenient packaging options of 200 ml PET Bottle, 500 ml PET Bottle 500 ml Poly Pouch, 1 litre Poly Pouch, 1 litre PET Bottle, 1 ltr Tetra Pak, 2 ltr Pet Jar, 5 litre Jerry Can and 15 kg Tin.

Brand Dhara's Presence in the region

Brand Dhara enjoys a larger presence supported by a robust network 5 CFA's and a reach of over 20,000 retailers across Uttar Pradesh. Over the years the brand has been growing at a healthy rate of over 16%.

Dhara is the only brand in the country that propagates responsible consumption of oil. Each pack mentions '*Dhara recommends consumption of any cooking oil in moderation*' as a statutory communication on all its packaging.

About Dhara Edible Oils

The origins of the brand go back to over 27 years to August 1988 when it was launched under the 'Operation Golden Flow' program of NDDB as a market intervention program. During that time, the edible oil industry was characterized by loose oil sales, adulteration and the presence of numerous middle men. The 'Operation Golden Flow' program was conceptualized to replicate the success of 'Operation Flood' or White Revolution. It involved combining skilled management, processing and marketing strategies with cooperative practices among farmers.

Dhara was the first to launch the tamper proof Tetra Pack to combat the issue of adulteration and introduce an FMCG distribution format. Dhara's creation added value to the return of the producers and provided a stable supply of quality oil to the consumers at a fair price.

Trust, purity, consistency of quality and taste are the hallmarks of Dhara. Since it was launched, Dhara has continued to evolve its portfolio of products with which it serves its consumers. Currently the brand markets Dhara Refined Vegetable Oil, Dhara Health Refined Sunflower Oil, Dhara Fit n Fine Refined Soya bean Oil and Dhara Life Refined Rice Bran Oil, Dhara Cottonseed Oil and Dhara Refined Groundnut Oil in the refined category. In the filtered oil segment, Dhara markets Dhara Kachi Ghani Mustard Oil, Dhara Groundnut Oil and Dhara Mustard oil.