



Mother Dairy Signs Up as official 'Dairy Partner' For Pro Kabaddi League 2024

New Delhi, October 15, 2024: Mother Dairy, India's leading milk and milk products major, has today announced its official association as the 'Dairy Partner' for the upcoming 2024 season of the prestigious Pro Kabaddi League. As part of this collaboration, Mother Dairy will be actively involved throughout the season, engaging with fans and consumers through various initiatives and promotional activities designed to enhance the excitement surrounding the sport.

Speaking on the association Mr. Manish Bandlish, Managing Director, Mother Dairy, said, "We are excited to be part of Kabaddi, a sport that is deeply embedded in India's culture and heritage. This collaboration is a perfect fit for our brand, offering us a unique opportunity to engage with our consumers and the passionate Kabaddi community across the country. By bringing together the power of dairy nutrition and the dynamic energy of Kabaddi, Mother Dairy aspires to promote the growth of the sport while fostering a culture of health and wellness nationwide."

Mother Dairy, as the official 'Dairy Partner' for the upcoming Pro Kabaddi League season will maintain a significant presence of brand and product portfolio at match venues and on official broadcast channels, while also engaging consumers across various platforms, including digital media.

Mr. Bandlish further added, "Mother Dairy has found a strong synergy with sports and its enthusiastic community, as seen in our previous association with cricket. With this association, we aim to further expand our reach into focus markets and households of untapped or potential consumers, enhancing our brand's top-of-mind recall."

"Today, the Pro Kabaddi League (PKL) has firmly established itself as India's second most-watched sporting event, commanding an impressive 70% of the IPL's audience. This rapid growth is a testament to the league's fierce competitiveness, unyielding sportsmanship, and its broader impact on promoting physical well-being. We are thrilled to welcome Mother Dairy as a key sponsor, perfectly aligned with their mission to champion good health and vitality. This collaboration marks a significant step forward for both brands, and we look forward to a strong and fruitful association," said **Ajit Varghese, Head of Network Ad Sales, Disney Star.**

The 2024 Season will feature a total of 12 teams competing for this year's title. The league is scheduled to kickstart from October 18, 2024, with series of matches in Hyderabad, followed by Noida and Pune. Since its inception, the league has set new standards with packed venues and record viewership, becoming one of the most popular leagues in the country.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974. It is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of 'Operation Flood', world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. under the 'Mother Dairy' brand. The Company also has a diversified portfolio with products in edible oils under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc. under the 'Safal' brand. Through its brands, the company has a national footprint across all major cities in India. Mother Dairy, for the past 5 decades, has harnessed the power of farmer-based institutions to deliver a range of delicious products to every household.

About Pro Kabaddi League

Mashal Sports and Disney Star have built PKL into one of the most successful sports leagues in India. Organized and conducted by Mashal under its sanctioned agreement with the Amateur Kabaddi Federation of India (AKFI), the Pro Kabaddi League has transformed the image of India's indigenous sport of Kabaddi and its athletes nationally as well as across the globe. After witnessing the participation of many of their players in PKL, several Kabaddi-playing nations have strengthened their domestic Kabaddi programs as well.