



Dr. Meenesh Shah, Chairman, NDDB inaugurates Mother Dairy's New-Age Booth Design in Delhi NCR

~ Going forward, all upcoming Mother Dairy Booths in the Delhi NCR region will be based on the newly introduced booth architecture. ~

- Contemporary, consumer-friendly design in sync with today's times.
- Developed in association with National Institute of Design, the newly designed Mother Dairy booth is aimed to offer a whole new shopping experience to the residents of Delhi NCR.
- The new booth will continue to serve with the range of Mother Dairy, Safal and Dhara products, all under one roof.

Noida, 20th September 2023; Dr. Meenesh Shah, Chairman, National Dairy Development Board (NDDB), today inaugurated Mother Dairy's new-age Booth design at Sector-79, Noida. Mother Dairy, Delhi NCR's beloved milk and milk products major, has embarked upon a journey of transforming the consumer shopping experience across its booths in the Delhi NCR region and has introduced a contemporary structure, developed in association with National Institute of Design – India's premier design institute. The newly designed booth was inaugurated in the august presence of Major General Sharad Kapur, YSM, SM, Director General, Resettlement, Department of Ex-Servicemen Welfare (Ministry of Defence) and Mr. Manish Bandlish, Managing Director, Mother Dairy.

Developed in the brand colours – blue and white – of Mother Dairy, the newly designed Booth is all set to offer better visibility, identity and an immersive experience to the consumers of the Delhi NCR region, providing Mother Dairy's varied product range. The new design now brings Mother Dairy's famed Token Milk in a whole new *avtaar*. Set-up in a see-through glass design, consumers will now be able to witness the journey of milk from storage unit to container.

Salient Features of New Mother Dairy Booth:

- ❖ Contemporary, consumer-friendly design with glass-view window.
- ❖ Elegantly designed Token Milk room with transparent visibility.
- ❖ Immersive visual experience featuring a digital screen.
- ❖ Highly visible product display for ease of shopping.
- ❖ Insulated wall panels for a temperature-controlled environment and better product upkeep.

Inaugurating the newly designed Mother Dairy Booth, Dr. Meenesh Shah, Chairman, NDDB, said, "Mother Dairy has been consistently working towards evolving experiences for both the farmers and the consumers. While several interventions are being taken at the farm-level, the new booth design is the company's sincere effort to elevate the experiences at the market-level. For a brand engaging with hundreds and millions of individuals on a daily basis, it is imperative to have impactful interfaces offering delightful experiences. I am confident that the consumers of Mother Dairy will experience a similar delight in their shopping experience as they experience in every Mother Dairy product."

Mother Dairy has a robust network of over 860 booths in the Delhi NCR region, supplying quality products in the vicinity of neighbourhoods.

Speaking on the occasion, Mr. Manish Bandlish, Managing Director, Mother Dairy, said, “Being a consumer centric brand, it is important for us to offer progressive experiences to our consumers, and therefore, we are enhancing the visual and functional characteristics while retaining the sentiments of our booth model. The new architecture will revolutionize the consumer experience, paving way for a unique yet convenient shopping experience for the whole family. Going ahead, all our upcoming booths in the region will be based on this new-age design. I would also like to thank the officials of Noida Authority for supporting the initiative with land allocation and I am confident of their continued support.”

Recently, Mother Dairy had launched a new-age Kiosk design – Kiosk 2.0 – paving for an enriched consumer experience. These energy-efficient kiosks are also designed by the National Institute of Design and are tuned to Mother Dairy’s aim for elevating the experience of consumer’s shopping journey. Mother Dairy plans to establish around 50 newly designed kiosks in the Delhi NCR region by the end of this fiscal year.

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. Mother Dairy, through its brands, has a national footprint across all major cities in India, offering a delectable range of products to its consumers.