



For Immediate Release

Mother Dairy Launches Poly Pack Milk in The Holy City of Allahabad

- Launches Full Cream Milk & Toned Milk priced at Rs 48 & Rs 38 per litre respectively.
- Mother Dairy milk will be available at over 500 retail points across the city.
- Company plans major marketing initiatives to reach out to masses through brand visibility in important zones and launch offers targeting consumers and commercial consumption of milk.

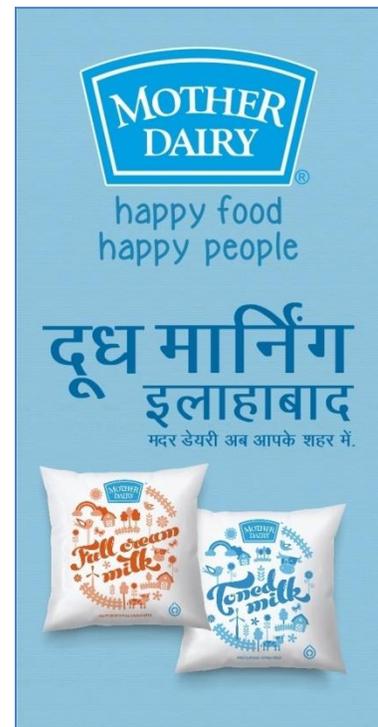
Allahabad, 25 February, 2015: Milk & Dairy products major Mother Dairy, established under the 'Operation Flood' program and a wholly owned subsidiary of National Dairy Development Board (NDDB), today announced the launch of its poly pack milk in the city of Allahabad. The Company will be initially launching 2 variants i.e. Full Cream Milk and Toned Milk, which will be available across the city through a robust retail network of over 500 outlets. These outlets would cover important locations such as Civil Lines, George Town, Johnson Ganj, Kareli, Katra, Tagore Town, Prayag, Rajapur, Rambagh, etc.

Speaking on the launch, Mr. Sandeep Ghosh, Business Head – Milk Division, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "Mother Dairy milk is already present in Agra, Aligarh, Bareilly, Gorakhpur, Kanpur, Lucknow, Meerut, Moradabad and Rae Bareilly. To further enhance the footprint in the state of Uttar Pradesh, our entry into the holy city of Allahabad was the obvious choice. This launch is in line with our strategic plan to establish the brand in the region."

He further added, "At Mother Dairy it is our constant endeavour to offer quality products to our consumers and to ensure the same our quality parameters include over 26 stringent tests both at procurement and processing levels. Going ahead, we would further build on our network to be the preferred brand in the city with our best in class offerings for our valuable customers."

Product Details

Variant	Pack Options	Price/Litre
Full Cream Milk	500 ml	Rs 48
Toned Milk	500ml & 1000ml	Rs 38



Consumer Engagement Initiatives

The launch will be supported by extensive marketing initiatives to reach out to consumers. These slew of initiatives will include brand visibility at outlets and consumer promotional offers etc.

Mother Dairy is also present through its various other divisions across the Allahabad, which includes the following range:

Division	Brand	Product Details
Dairy Products	Mother Dairy	UHT Milk Shakes, UHT Lassi and range of Ice Creams
Horticulture	Safal	Frozen Vegetables – Peas, English Carrots, Cauliflower Florets etc Ambient Range – Fruit juices, pickles, jams, etc (select outlets)
Edible Oils	Dhara	Refined Oils – Refined Vegetable Oil, Refined Sunflower Oil and Refined Soya Bean Oil Filtered Oils - Kacchi Ghani Mustard Oil, Mustard Oil

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned under the flagship ‘Operation Flood’ project of the National Dairy Development Board (NDDB) in December 1974 and today the Company is a wholly owned subsidiary of NDDB. A trusted brand, known for its purity, safety and adulterant free quality milk has been serving the Delhi city for over 40 years and has become an integral part of the lives of the millions of people living in the city. Mother Dairy has been a market leader in the branded milk segment in Delhi and also markets milk to regions like Mumbai, Lucknow, Kanpur, Tirupati, Pune and Hyderabad.

The brand over the years has also evolved into a significant dairy products player with presence in the categories of Ice creams, Dahi, Mishti Doi, Fruit yoghurt, Masala Chaach, Lassi, Flavoured milk, butter, cheese, UHT milk, etc. Mother Dairy also markets fresh fruit & vegetables, frozen vegetables, fruit pulps and juices under the brand name ‘Safal’. The Dhara range of edible oil is also marketed by Mother Dairy and is available in all major locations across the country.

The Company in its consistent effort to stay connected with its stakeholders has launched a campaign with new corporate tag line – Happy Food Happy People. The tagline captures the essence that the Company is committed to bring happiness to every individual with its range offering pure, hygienic and adulteration-free high-quality products backed by the strength, differentiator and heritage of the brand over years.

In our effort to instil and create happiness in all the lives we touch, we live our notion of creating happiness for our employees through creating a workplace reality that is fulfilling and enriching for them. We constantly listen to our employees and evolve our people practices. As a result of this, Mother Dairy has been recognized as a Great Place to Work by Great Place to Work Institute in their annual survey, where we have appeared at 62nd position among the top 100 best places to work and 5th in Manufacturing sector. Over a period of two years, our Trust Index has risen from 70% to 81%. Our HR practices around the Concessionaire Management have been cited as Examples of Excellent practices across all the Organizations.