



Safal Introduces Branded Pulses in the Valley of Kashmir

~Launches 14 variants of pulses across the region~

Srinagar, 26th May 2015: Safal, the fruit & vegetable arm of Mother Dairy Fruit & Vegetable Pvt. Ltd., today announced the launch of branded Safal Pulses in the valley of Kashmir. These are unpolished, enriched with natural protein and are hygienically sorted & graded to offer quality product. Safal pulses will be available in 14 variants namely *Moong Dhuli, Moong Chilka, Arhar Dal, Chana whole (Kala Chana), Chana Dal, Kabuli Chana, Rajma Chitra, Yellow pea dal, Masur Dhuli (Malka red), Masur whole, Urad whole, Rajma Red, Urad Chilka, Moong whole.*

Speaking on the launch, Mr. Pradipta Kumar Sahoo, Business Head – Horticulture, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, “At Safal we have always been committed to offer healthy fruits and vegetables which are naturally ripened or grown. Strengthening the same commitment, we are now launching Safal Pulses that are natural, unpolished, hygienically sorted & graded and are high on nutrition thus meeting all food safety standards.”

He further added, “Brand Safal since its inception has always strived to develop a strong eco-system by bringing in rural prosperity through empowering farmers, women and providing a direct linkage to the consumers thus building a sustainable business environment for all.”

More About Safal Pulses

The newly launched Safal Pulses will be available in attractive consumer packs of 500 gms and 1 kg and are priced in the range of Rs. 50 – 135 per kg. These pulses will be made available at over 3000 retail outlets across the region in coming months. Safal pulses go through 2 stage cleaning process to ensure quality product reaches the consumers offering taste and nutrition.

Brand Safal Presence in the region

Safal is also present in the region with a slew of products including fruit juices (Tetra & pet bottles), jams, pickles, tomato puree and tomato ketchup.



About Safal

Safal brand under the flagship of Mother Dairy Fruits & Vegetables was incorporated with a vision to provide healthy and fresh F&V to its customers at the competitive prices throughout the year through its Safal outlets across Delhi & NCR. Through its wide network of Farmers' Associations & Collection Centres, Safal has been successful in its quest for providing F&V at competitive prices when compared to the local F&V vendors. This robust supply chain and procurement system enables Safal to contact the farmers directly and provide best prices to both consumer as well as ensuring fair prices to the farmers. With a highly qualified back end, educating and helping farmers to induct and adopt good pre/post harvest technologies, Safal assures the best of quality, nutrition and safety at the most affordable prices. This gives farmers an assured platform for their produce and enables Safal a continuous supply of fruits and vegetables throughout the year. The association is over decades old and it is becoming stronger with time. The mutually benefiting agreement finally culminates to a competitive price to customers with assured supply in their neighborhood. Safal operates through a robust network of over 400 outlets across Delhi & NCR & Bangalore.