



## **PRESS BRIEF**

### **Hon'ble Chief Minister, Jharkhand, Shri Raghubar Das lays foundation stone for Mother Dairy F&V Processing Plant in Nagdi, Ranchi**

- Proposed plant to benefit 50,000 farmers from Jharkhand directly
- Current planned capacity of the plant is 5,000 metric tonnes annually for IQF line and 20000 metric tons per annum for pulp and concentrate line
- Phase I of peas processing facility to commence operations from December/January
- Phase II of tomato processing to begin commercial operations in FY 2017-18

**Ranchi, 11<sup>th</sup> February 2016:** The Hon'ble Chief Minister of Jharkhand Shri. Raghubar Das today laid the foundation stone for the proposed integrated Hi-Tec plant for F&V processing to be constructed in the Nagdi Block of Ranchi by Mother Dairy Fruit and Vegetable Pvt. Ltd. (MDFVPL), a wholly owned subsidiary of the National Dairy Development Board (NDDB). The unveiling of the foundation stone was done in the presence of Mr. T. Nanda Kumar, Chairman, National Dairy Development Board and Chairman, MDFVPL in the presence of other Mother Dairy officials.

On completion this would be Safal's first plant in the region with Hi-Tech facilities for F&V processing.

**Speaking on the occasion, Mr. T Nanda Kumar, Chairman, National Dairy Development Board, said,** "This is one of the largest interventions of Mother Dairy (SAFAL) in rural India. This has been done primarily to provide better technology, extension and marketing services to farmers of Jharkhand who produce very high quality fruit and vegetables, but are unable to realize adequate prices in the absence of stable demand and a reliable buyer. Mother Dairy (SAFAL)'s entry will not only expand the market for fruit and vegetables, but also improve and stabilize prices for farmers in the region. Mother Dairy (SAFAL) will strive to improve the economic well-being of the farmers without compromising its commercial interests."

Blessed with abundant mineral deposits, Jharkhand agro ecology is ideal for horticulture crops. Farmers in the state are known to be using less pesticide as compared to others as the soil is young and has high capacity of fixation of humus. The state is ranked sixth nationwide in terms of tomato produce and third in green peas production.

**Speaking on the development, Mr. S. Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said,** "With huge production of fruits and vegetables, Jharkhand has immense potential for processing of various fruits and vegetables. Through this state-of-the-art facility, we will strive to explore better opportunities for almost 50,000 farmers and their produce. Mother Dairy as an organization is committed to develop a strong eco-system by bringing in rural prosperity through empowering farmers and providing a direct linkage to the consumers, thus building a sustainable business environment for all."

The IQF line will have the capacity to produce 5000 tons per year of finished product and this will mainly include peas produced in the state.

The pulp and concentrate line will have a capacity of 20,000 metric tons per annum of finished products and this will largely includes tomato processing, mango and other fruits.

The total capital outlay for this project is estimated to be Rs 75.65 crore and the government subsidy as per Jharkhand industrial policy will be applied for and approximately our assessment is about Rs 14 - 15 crore. The first phase (freezing line) is planned very aggressively and is expected to be operational by Dec 2016 and the pulp and concentrate processing line will be operation a year later.

**Mr. Pradipta Kumar Sahoo, Business Head-Safal, said,** “Jharkhand has varied agro-climatic zones, giving comparative advantage to the state. It is the East India hub for green peas, tomato, ginger, cabbage, cauliflower, beans, tamarind and jack fruit. Around 80% of the raw material will be procured directly from the farmers of this region. This will ensure that they get remunerative prices for their produce and also uplift the ancillary and local farm level activities here. The cultivable land resources of the state have good potential for higher production of horticulture products which will assist us enhancing consumption of produce and marketing in both domestic and international markets. Safal will also undertake agronomic intervention for the select horticulture crops like tomato, potato, ginger, jack fruit etc. to improve quality and yield as per the processing standards.”

Mother Dairy currently operates one F&V processing plant at Bangalore having a capacity of 15000 MT - 18000 MT. The Company is into the business of fruit pulp and F&V frozen products, mainly frozen peas, for more than two decades under the brand “Safal”.

#### **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 quality milk has been serving city of Delhi 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 NCR and also markets milk to regions like Mumbai, Lucknow, Kanpur, Tirupati 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 and vegetables, frozen vegetables, fruit pulps, fruit juices, jams and unpolished pulses 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 had launched a campaign with its corporate tagline – 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 endeavour to instil and create happiness in 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 the 2nd Best in the FMCG Industry and has also been ranked at 39th amongst India’s Top 100 Best Companies to Work, in a study by Great Place To Work® Institute in association with the Economic Times for their annual 2015 survey. The corresponding ranking in 2014 was 62nd amongst the list of Top 100. In the survey, the brand also witnessed a significant move its Trust Index from 70% to 83% in 2015.