



For Immediate Release

Mother Dairy extends gesture towards Siachen War-Hero & Farmers in an IPL 2016 match

- Mother Dairy honours war veteran at an IPL match associated with the brand.
- 50 famers associated with the brand were also invited to witness the match at the stadium.

New Delhi, April 16, 2016: Instilled with the promise of Happy Food Happy People, Mother Dairy, the home-grown milk & milk products major, extended their gesture towards ex-servicemen by honouring them at the prestigious Indian Premier League (IPL). In a first of its kind of initiative, Mother Dairy gave an unforgettable opportunity to one of its ex-servicemen booth operator, Naik Avdesh Kumar (Retired), to be a part of the official Toss at an IPL match held between Delhi Daredevils and Kings XI Punjab at Ferozshah Kotla Stadium yesterday.

Naik Avdesh Kumar (Retired) who operates Booth No. 557 in Shalimar Bagh, has served 17 years as part of the Pioneer Corps of the Indian Army. He is one of the brave soldiers of India, who had the opportunity to serve the nation at the world's highest battlefield - Siachen. The region of Siachen is known for its extreme climatic condition posing it as one of the most difficult terrain to operate. Naik Avdesh Kumar (Retired) was even part Operation Meghdoot, Operation Bajrang and Operation Rakshak during his 17 years association with the Armed Forces.

Remembering the memorable experience, Naik Avdesh Kumar (Retired) said, "It was a great joy for me to be with the legendary cricketers – Zaheer and Miller – and be a part of the Indian Premier League, which I only watched on TV till now. I always been a part of the crowd, but yesterday the whole crowd was around me. For a common man like me, I felt special when I was at the official Toss in the middle of the ground. I would like to thank to Mother Dairy who gave me this honour in front of millions of people. Being a *Dilliwallah*, I am an ardent fan of Delhi Daredevils. I am thankful like the other more than 700 ex-armed forces men, whom Mother Dairy has been helping to build our life for around 45 years. May there be shops for Mother Dairy so that more of us can benefit."

Additionally, the Brand also invited around 50 dairy-farmers to witness the thrilling experience of watching the game live in the stadium. These famers were invited from Bulandshahr and Meerut regions from where they supply raw milk to the brand. Mother Dairy had made sure of the logistics and other arrangements for all the farmers and let them have a delightful experience of the match live in action.

Mother Dairy is associated with Delhi Daredevils as their Principal Sponsor for the Indian Premier League 2016. With this partnership, Mother Dairy is engaging with its key stakeholders like farmers and ex-servicemen being booth operators and making them feel

special while recognising their contribution to the Nation. The brand is also leveraging the exciting and appealing platform of T20 cricket with innovative initiatives to engage with fans and the consumers.

Speaking on the initiative, Mr. S. Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd, stated, “Mother Dairy believes in providing a sustainable ecosystem for all our stakeholders, be it farmers, ex-servicemen or consumers. This year, we have associated with the cricket extravaganza and have also involved the real heroes of our lives, the farmers & the ex-armymen, who have always been there for us. In our initiative to honour their commitment and recognising their contribution, we have given an opportunity to one of our ex-serviceman booth operator to be a part of the toss for one of the games. Additionally, we have also invited around 50 farmers associated with us to witness the thrilling experience of watching the game live in the stadia. We are grateful to Delhi Daredevils, for providing us a platform to honour them.”

Brand Mother Dairy has launched a mass campaign at Company’s select booths across the capital region to further strengthen the bond with Delhiites, giving an opportunity to express their passion and support for their team. In addition, cricket lovers are also getting to experience the brand in the stadium through delectable range of products.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of Operation Flood, the 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 and ghee 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, range of unpolished pulses, fruit juices, jams 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 customers.