



For Immediate Release

Mother Dairy Now Fortifies the Popular Token Milk with Vitamin D Across Delhi NCR

- Mother Dairy's Fortified Milk will be available through its booths and other vending points of token milk across Delhi NCR with no change in price.
- The Company is also credited to be the only brand which has been supplying Vitamin A fortified token milk since 1984 in a branded format.
- Mother Dairy is also working on fortifying the entire range of poly pack milk and plans to re-launch all its variants with Vitamin A & D by end of 2016.

New Delhi; 03 November, 2016: Milk and milk products major Mother Dairy established under the 'Operation Flood' program and a wholly owned subsidiary of National Dairy Development Board (NDDB), today announced 'Vitamin D' fortified popular token milk for consumers across Delhi NCR. Mother Dairy's fortified milk will be made available through its booths and other vending points of token milk.

Mother Dairy is already credited to be the only brand, which has been fortifying Vitamin A in loose milk since 1984 in its bulk vended milk. Mother Dairy's 'Vitamin A & D' fortified milk will be available at the existing price of Rs 36/litre at all our mobile vending units.

Speaking at the launch Dr. TSR Murali, Chief R&D Officer, Mother Dairy Fruit & Vegetable Pvt. Ltd said, "At Mother Dairy, we believe that the move of formalising fortification of milk by the regulatory authorities is the most sought after step in the right direction. As a nation, Vitamin A & D deficiency in India is real and concerning, resulting in issues related to vision growth, osteoporosis and other health problems. Such deficiencies are also linked to today's lifestyle, with very limited exposure to sun. Hence, fortification of milk with these core vitamins is a perfect choice for consumers to address their daily micronutrient needs."

Milk is a natural source of protein and calcium and further fortification with vitamins A & D will supplement the nutritional value of milk. Mother Dairy's fortified milk will bear no change in appearance, taste, texture and flavour of the milk. The new initiative will be followed by fortification of Vitamin A&D in poly pack milk by end of 2016.

Mr. Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd., added, "The newly introduced Vitamin D enriched token milk will be available to masses through our robust network on booths and other vending options across the city with no change in price, making it an apt choice and also the most economical variant fortified with Vitamin A & D. Going forward, Mother Dairy is also working on fortifying the entire range of poly pack milk and plans to re-launch all its variants with Vitamin A & D by end of 2016."

The Company will soon be launching a widespread mass campaign with variety of initiatives aimed to spread awareness on the need of such fortification and how milk as a carrier of the vitamins will address the nutritional needs of the masses.

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.