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Mother Dairy milk gets punch

By **Mail Today Bureau**
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MOTHER Dairy has fortified its bulk vended milk, referred to popularly as token milk, with Vitamin D for supply across the National Capital Region (NCR) to ensure good health of the consumers.

The fortified milk is now available across 795 booths and 1,700 vending units of Mother Dairy in the NCR region and at no additional cost to consumers.

Besides, the company plans to introduce fortified milk in the poly pack milk category by January next year.

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 and D, Mother Dairy Fruit and Vegetable Business Head Sandeep Ghosh said.

The company is already fortifying its milk with Vitamin A since 1984. It costs around 2 paise per litre, which is very minimal and the company could easily bear it, he added.

Mother Dairy sells around 9 lakh litres of token milk per day from its network of booths and vending machine. Out of 9 lakh litre token milk, around 7 lakh is consumed

by the people of economically weaker sections (EWS), who have deficiency of vitamins.

Through this nutrition we would reach to these sections, Mother Dairy Fruit and Vegetable Chief R&D Officer TSR Murali said. The move has come after the food regulator fixed the standards of fortification of food on October 16.

Food Safety and Standards Authority of India (FSSAI) has developed comprehensive standards for fortification in wheat flour, rice, edible oil, salt and milk. It permits milk to be fortified with Vitamin A and D. The fortified poly pack milk with Vitamin A and D would bear a special logo, Murali said.