



***For Immediate Release***

## **Your Neighbourhood Mother Dairy & Safal Booths Go Cashless**

**New Delhi; December 05, 2016:** With the recent boost to cashless transaction drive across the nation, Mother Dairy & Safal booths in the Delhi NCR region are now fully geared up for cashless transactions for your daily purchase of milk, vegetables and groceries.

The digital mode of payment is currently available at more than 97% of the 800 Mother Dairy booths and 324 Safal booths across the city.

**Speaking about the initiative, Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd said,** “Mother Dairy in its endeavour to ease change management issues for consumers as well as booth operators, started the cashless transaction drive way back in 2014 through SBI SmartChange cards and later through Paytm mobile wallet. With the recent fillip to cashless transactions, these transaction modes has gained patronage with our customers and we are also helping them to go cashless for buying milk, vegetable, fruits and grocery items like edible oil, pulses etc. We have seen a rise of 3 times usage of these modes of transaction in the last few weeks.”

**He further added,** “Currently more than 97% of our 800 milk booths and 324 Safal booths are now enabled for digital transactions.”

The rise of digitised payment also eases the problem of the customer wherein he is not needed to tender the exact change for buying his daily needs.

### **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.