

Mother Dairy booths, Safal stores accepting digital payment

NEW DELHI,PTI: To promote cashless transactions, Mother Dairy on Monday said that most of its 800 milk booths and 324 Safal retail stores in the national capital region are accepting digital payments.

“With the recent boost to cashless transaction drive across the nation, Mother Dairy and Safal booths in the Delhi NCR are now fully geared up for cashless transactions for daily purchase of milk, vegetables and groceries,” the company said in a statement.

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, it added.

Mother Dairy is a leading milk supplier in the Delhi-NCR with about 30 lakh litre per day.

“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 have 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,” Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd said.

He added that the company has witnessed a three-fold rise in usage of this mode of transaction in the last few weeks.

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

Mother Dairy manufactures, markets and sells milk and milk products including cultured products, ice creams, paneer and ghee under the ‘Mother Dairy’ brand. It sells edible oils under the ‘Dhara’ brand and fresh fruits and vegetables, frozen vegetables, range of unpolished pulses, fruit juices, jams, etc under the ‘Safal’ brand.