

Mother Dairy Looking at ₹10k Cr Turnover in 2 Yrs

Our Bureau

Kolkata: Mother Dairy Fruits & Vegetables, a leading supplier in the National Capital Region, is targeting a 25% increase in turnover to Rs 10,000 crore in two years by expanding its footprint in eastern and western parts of India and introducing new products.

"Our expected turnover for the year ending March 2017 is Rs 8,000 crore. In the next two years, the turnover will be around Rs 10,000 crore," managing director S Nagarajan said. Mother Dairy launched a new brand of milk – Dailicious – in Kolkata on Thursday. "We are first testing the market in eastern India and gradually we will introduce this milk brand in other markets as well. The launch of this new brand is part of the strategic initiative to further strengthen our presence in the packed liquid space," Nagarajan said.

Mother Dairy also plans to start low-calorie milk products to leverage the growing health and wellness space.

Dailicious will initially be available across 3,000 retail outlets in Kolkata. "We also plan to open 100 exclusive franchise stores offering our entire range of products," said Sandeep Ghosh, business head (milk).

Mother Dairy will set up a milk processing plant in Bhiwandi in Thane in the next financial year

Nagarajan said the company will process milk at its Howrah unit near Kolkata, which has a capacity of 1 lakh litres daily. "We will be procuring milk from Jharkhand, east and west Champaran and milk federations in West Bengal," the MD said. It plans to procure pointed gourd (parwal) and potato from West Bengal for its fruit and vegetable business, which is marketed under the Safal brand.

The company has started a three-year programme in drought-prone areas of Vidarbha and Marathwada districts of Maharashtra to procure milk at an investment of Rs 70 crore.

Mother Dairy will set up a milk processing plant in Bhiwandi in Thane in the next financial year at an investment of Rs 140 crore. The plant will have a capacity of 3 lakh litres of milk a day, which will be scaled up to 10 lakh litres daily.

Of the Rs 10,000 crore turnover target, the company expects to mop up Rs 6,500 crore from milk, Rs 1,500 crore from dairy products, Rs 1,400 crore from edible oil and the remainder from fruits and vegetables.