

Mother Dairy plan to stay healthy

A STAFF REPORTER

Calcutta, March 23: Mother Dairy Fruit and Vegetable Private Ltd (MDFVPL) is planning to enter the health food segment in the next three to five years and has already invested about Rs 15 crore in research and development.

“We are trying to enter the baby food and nutrition category especially for women and have already started testing in our research and development centre in New Delhi,” said S. Nagarajan, managing director of MDFVPL, a wholly owned arm of the National Dairy Development Board, during the launch of its milk brands in Calcutta on Thursday.

The company will also launch low-calorie products and has lined up an yoghurt for sale within two months, he added.

MDFVPL today entered the Calcutta market with its milk variants under the brand “Dailyicious” with an initial investment of Rs 10-12 crore.

Mother Dairy cannot sell milk under the “Mother Dairy” brand in the state as



S.Nagarajan (left) with Sandeep Ghosh in Calcutta on Thursday. Picture by Pradip Sanyal

the rights for the brand name are still held by the Bengal government.

“As of now we will source milk from Bihar and Jharkhand as well as some co-operatives in and around Bengal. As and when the volumes increase we might think of setting up new co-operatives,” Nagarajan said.

The milk procured from here would be processed at the New Delhi-based company’s Howrah unit.

The milk will be available

in 3,000 retail outlets across the city, while the company will be opening around 100 exclusive franchise outlets in Calcutta.

“Calcutta consumes about 16,000 litres of milk a day, we will try to strengthen our consumer position in this market,” said Sandeep Ghosh, business head-milk of MDFVPL, at the same event.

Besides milk, the company also plans to procure pointed gourd (*parwal*) and potato from Bengal.