



## Mother Dairy Extends Association with Delhi Daredevils

*~To lead as Principal Sponsor for second year in a row~*

**New Delhi; April 03, 2017:** Milk and milk products major Mother Dairy has renewed its sponsorship deal with Delhi Daredevils for second year in a row, with the new season of the T20 cricket extravaganza starting on April 5, 2017. As a part of this association the Mother Dairy brand will be seen as the principal sponsor of the Delhi Daredevils team jersey with the logo placed on the lead arm. Along-with the jersey visibility, Mother Dairy logo will be evident at key spots on match days.

With the promise of Happy Food Happy People; the brand will also leverage this platform to engage its key stakeholders including farmers, consumers & ex-servicemen booth operators, making them feel special while recognising their contribution to the nation.

**Speaking on the association, Mr. S Nagarajan, Managing Director, Mother Dairy, said,** "Our association with Delhi Daredevils stays as a natural choice for us since both the brands have grown in Delhi and loved by Delhi-ites. This prolonged association with the team is a matter of joy for us as it gives us an opportunity to further strengthen our bond with the residents of this city. Also, the cricket extravaganza is adored by all age groups, specially the younger generation, who are now moving towards a healthy lifestyle. Hence, we see it as a perfect fit for our delightful and nutritional dairy products. We are confident that this association will further enhance the relationship between the fans of Delhi Daredevils and Mother Dairy. We wish the team all the best for the upcoming season."

On this association, Mother Dairy will soon be launching a mass campaign at the Company's select booths across the National Capital Region, giving an opportunity to the cricket fans to express their passion and support for their team. In addition, the brand will also launch a series of social media engagements with consumers to pep up the association.

**Elaborating on the partnership, Mr. Hemant Dua, Delhi Daredevils CEO stated,** "We are delighted to extend our relationship with Mother Dairy. Both brands, besides having their origins in Delhi, also communicate a healthy lifestyle and thus are perfect partners. Our squad enjoys Mother Dairy products and are thrilled to have them continue as our partner this season. We are looking forward to cheering our fans with our performances, both on and off the field, with our exciting young squad."

The Delhi Daredevils franchise is owned by the GMR Group. The Delhi Daredevils have a strong line-up for the season and are mentored by Rahul Dravid. This year's squad will have Zaheer Khan, Ankit Bawne, Khaleel Ahmad, Corey Anderson, Murugan Ashwin, Sam Billings, Carlos Brathwaite, Pat Cummins, Shreyas Iyer, Angelo Mathews, CV Milind, Amit Mishra, Mohammed Shami, Chris Morris, Shahbaz Nadeem, Karun Nair, Rishabh Pant, Pratyush Singh, Kagiso Rabada, Navdeep Saini, Sanju Samson, Shashank Singh, Aditya Tare and Jayant Yadav.

### **About Mother Dairy Fruit & Vegetable Pvt. Ltd.**

Commissioned in 1974 and established under the initiative of 'Operation Flood', Mother Dairy is wholly owned subsidiary of the National Dairy Development Board (NDDB). With more than 4 decades of expertise in serving the farmer and consumers, the Company is committed to uphold the best in class safety and quality measures to ensure safeness of its products. Every drop of milk being processed passes through a rigorous testing protocol of 23 quality checks at 4 levels to ensure

quality of milk at all stages. In order to support the daily nutritional needs of consumers, the Company has recently started fortifying its range of milk variants with Vitamin A&D and currently is the only dairy company to be fortifying on a mass scale.

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, honey 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.

### **About Delhi Daredevils**

The GMR Group successfully bid for the Delhi franchise of the Indian Premier League (IPL) in a closely-contested auction conducted by the Board of Control for Cricket in India (BCCI) in 2008. The GMR Group had marked its presence earlier in the Capital by modernising and restructuring of the Indira Gandhi International Airport. Delhi franchise of IPL is an extension of its commitment to build social assets in the National Capital Region (NCR).

Keeping in tune with the passion, fighting spirit and dynamism of the people of the celebrated city of Delhi, GMR Sports Pvt Ltd, had named its team Delhi Daredevils. GMR Sports Pvt. Ltd will continue to reflect the spirit of Delhi.

Since 2013, Delhi Daredevils has played two IPL matches in its second home city, Raipur, at the invitation of the Government of Chhattisgarh.

GMR Sports Pvt Ltd believes that sports in general and cricket in particular provides an important connect with the community at large. Promoting and nurturing potential talent at the grassroots level in around the Capital has been its social objective. As custodian of the Delhi Daredevils, the GMR Sports Pvt Ltd dedicates itself to promoting the game.

The Daredevils School Cup, launched in NCR in 2012, is one such initiative. A number of boys were selected from there for a special camp and to be nets-bowlers for the Delhi Daredevils. Also part of the initiatives was the launch of the highly popular Corporate Cup and has now staged two seasons thus far. The Dare to Care initiative in partnership with UNICEF was aimed at creating awareness on issues faced by adolescent girls in India.