

# Cow milk gets Mother Dairy moo-lah

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New Delhi: Consumers are taking to cow milk, which has far less fat than buffalo milk, according to sales figures of Mother Dairy Fruit & Vegetable. In less than a year of launch, packaged branded cow milk by the wholly owned subsidiary of the National Dairy Development Board (NDDB) has touched around Rs 500 crore in sales, contributing 8-10% to its overall revenue, the company said. It had launched cow milk in June 2016.

It has also introduced a new cow milk brand in the east, called 'Dailycious'. Other value-added products, including paneer and yogurt made from cow milk, are in the pipeline.

"Small unorganised players, who were selling 'cow milk'

## SALES HIT ₹500CR IN 1 YEAR

► Cow milk (Rs 42/L) is cheaper than buffalo milk (Rs 52/L) due to a lower percentage of fat

► Cow milk has cannibalised Mother Dairy's toned milk category as both are offered at similar price points

► Patanjali is set to enter packaged cow milk category and expand market



► Cow milk is gaining traction in the north. Consumers in the south still prefer buffalo milk due to higher fat percentage

in cans at exorbitant prices in pockets such as Gurgaon, prompted us to get into the category," said Sandeep Ghosh, business head (milk), Mother Dairy Fruit & Vegetable. "At the start, we targeted young consumers because cow milk is perceived to have a 'lighter' taste."

Milk, paraded as cow

milk, was being sold for Rs 120 a litre by small players, said Ghosh. Mother Dairy charges Rs 52 for a litre of buffalo milk and Rs 42 for cow milk. Buffalo milk has 6% fat and cow milk has 3.5-4%. "Buffalo milk is more expensive due to the higher percentage of fat," he said.

However, consumers in the

south prefer buffalo milk for the higher percentage of fat, said Ghosh. "Cow milk is gaining traction in the north, east and the west," he said.

While sales of Mother Dairy cow milk have been growing at around 8% month-on-month, it has cannibalised a portion of the company's toned milk category because both are offered at similar price points. Gowardhan, Amul and Mother Dairy, Calcutta are among the other brands that sell cow milk. Yoga guru Ramdev-led Patanjali is also set to enter the branded cow milk market. "While we have launched powdered milk, we will soon introduce packaged liquid milk," a Patanjali spokesperson told TOI. Ghosh said, "Competition will only help expand the market."