

Mother Dairy to enter canola oil segment with Dhara

MEENAKSHI VERMA AMBWANI

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In a bid to expand its refined edible oil portfolio, Mother Dairy is foraying into the canola oil segment under the brand 'Dhara'. The company will initially launch it in the Delhi-NCR region, and in the second phase, will look to expand it in other key metros.

Sanjeev Giri, Business Head-Dhara Edible Oils, Mother Dairy Fruit & Vegetable Pvt Ltd, said: "Over the last three years, we have been focussed on expanding our range of refined edible oil products. With growing awareness about canola oil, especially among the urban consumers, we felt the time was right to enter this segment."

Industry experts pointed out that with the price of olive oil shooting up in recent times, canola oil has been gaining traction among urban consumers.

Dhara, a brand which was introduced in the country more than 25 years ago, has a presence in both the refined and filtered edible oil seg-



Sanjeev Giri, Business Head-Dhara Edible Oils, Mother Dairy Fruit & Vegetable Pvt Ltd

ments. "Besides our own booths in the Delhi-NCR region, we will also launch it across modern and general retail stores as well as at some of the e-grocers' platforms. After the Delhi-NCR region, we will look to expand distribution to other key metros gradually," Giri added.

The company has initially launched a two-litre pack of Dhara Canola Oil Plus priced at ₹370-380. This will be followed up with one litre and five-litre packs. Dhara Canola Oil Plus is fortified with Vitamin A and Vitamin D2, in

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line with the company's overall fortification strategy.

"Our edible oil business currently stands at about ₹1,300 crore and we are growing at a faster pace than the industry. We are growing at about 21 per cent compound annual growth rate (CAGR) year-on-year," Giri added.

In the past few years, Mother Dairy has been focusing on stepping up distribution of its products across the country.

"Dhara as a brand is strong in the North, East and the North-East regions. We have also been growing our presence in the Central and Western regions too. We will continue to focus on strengthening our distribution in these regions," he added.