



PRESS RELEASE

Shri Dharmendra Pradhan, Hon'ble Minister of Petroleum and Natural Gas, Government of India to inaugurate Safal's first two fresh F&V outlet in Bhubaneswar tomorrow

- The Fruit and Vegetable (F&V) initiative of NDDB's wholly owned subsidiary Mother Dairy Fruit & Vegetable Limited (MDFVL) – SAFAL in collaboration with the Oil Marketing Company (OMC) in Bhubaneswar will undertake the twin objective of making available fresh, quality and safe fruit and vegetables to the consumer at affordable prices on the one hand and provide market linkage to the F&V growers of the state and give them a fair and remunerative prices for their produce on the other.
- The Project in its pilot phase will seek to establish a viable, sustainable and replicable business model of sourcing and retailing fresh F&V in collaboration with OMC for benefit of both consumers and farmers in Odisha.
- Ironically, despite having huge potential in the F&V sector in terms of productivity and production across almost the entire range of F&V, Odisha today is largely dependent on its neighbouring states Andhra Pradesh & West Bengal. This initiative, by providing market linkage to the local growers and giving them remunerative price for their produce will give a fillip to the productivity and production of F&V and make the state self-reliant in this sector.
- Apart from its main objectives as mentioned above, this project also plans to take up agronomic interventions through farmers' awareness and engagement, training & extension programmes to enhance productivity of F&V in the state.
- These two retail outlets in the pilot phase apart from offering fresh F&V will also make available Mother Dairy branded dairy products, Dhara branded range of edible oils and SAFAL branded products.
- Mother Dairy's Safal is a leading fresh F&V player in Delhi NCR with around 380 outlets & also has presence in Bengaluru with around 20 outlets. As part of its Eastern India focus, Safal has recently commissioned a first-of-its-kind integrated F&V processing plant in Ranchi.

Bhubaneswar, 2 July 2017: Shri Dharmendra Pradhan, Hon'ble Minister of State for Petroleum and Natural Gas, Government of India will inaugurate the first two Safal fresh fruit & vegetable (F&V) outlets at BPCL petrol pump, Rajdhani Service Station Unit II and in front of Governor's house in Bhubaneswar on 3 July 2017. Shri Dilip Rath, Chairman, National Dairy Development Board (NDDB) & Mother Dairy Fruit and Vegetable Pvt. Ltd. (MDFVPL) and other MDFVPL officials will also be present for the inaugural event.

Speaking on the occasion, Shri Dilip Rath said that MDFVPL, a wholly owned subsidiary of NDDB under its 'Safal' brand has initial plans to open 2 outlets in the city in the pilot phase. Once this pilot becomes successful, MDFVPL further plans to expand to other OMC outlets in a phased manner.

Chairman NDDB said that Safal's efforts to provide market linkage for fruits & vegetable growers will also entail enhancing farm productivity, through agronomic intervention for key horticulture crops such as banana, parwal, tomato, brinjal, chilli, okra, etc. The initiatives will include activities like educating the farmer community by way of helping them with crop plan, good agriculture practices, training and other requisite inputs. Safal will also be promoting Farmer Producer Organizations (FPOs) that aims to streamline quality procurement and also give producers remunerative price. The areas to be covered under the agronomic interventions would include vegetable growing clusters in neighbouring districts reaching out to over 1000 growers.

MDFVPL's Director said that with adequate water availability, Odisha has a large potential in varied horticulture crops. Safal is already procuring leading varieties of Mangoes such as Langra, Amrapali, Dushehry and Malika from the districts of Mayurbhanj and Dhenkanal through Farmer Organizations, which this year has grown by almost 3 times over last year. The Company has already established mango sourcing base in the districts of Kandhamal & Ganjam and plans to procure mangoes from these districts as well during the next season.

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 milk producers and consumers, the Company is committed to uphold the best in food safety and quality measures to ensure availability of safe, wholesome and nutritious food 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 supplement the daily nutritional needs of consumers, the Company has recently started fortifying its range of milk variants with Vitamin A&D.

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.