



For Immediate Release

## Safal Strengthens its “Value Added Convenient” Portfolio

### *~Launches India’s first ever tender jackfruit in frozen vegetable format~*

- Brand Safal has recently introduced ‘Easy Onions’ (dehydrated onions) to its ready-to-cook staples range adding to the existing tomato puree offering convenience in daily cooking.
- Safal has also added Besan to its overall portfolio, available in convenient packing options of 500gms and 1kg

**New Delhi, 9<sup>th</sup> August, 2017:** With an aim to delight the jackfruit lovers of the country, Safal, the horticulture arm of Mother Dairy Fruit & Vegetable Pvt. Ltd., today announced the launch of India’s first-of-its kind tender Jackfruit in frozen vegetable format for consumers across Delhi NCR. Brand Safal, credited for launching India’s first Frozen Peas way-back in 1991 is also expanding its convenient, ready to cook range with introduction of Easy Onions (dehydrated onions).

The newly introduced product is being directly sourced from Jharkhand and is being processed in Safal’s recently inaugurated Ranchi unit. The state is known for cultivation of quality, tender and tasty jackfruits. The frozen jackfruits are pre-cut vegetables, taking away the hassle of peeling and removing of latex and saving on time. While this ensures consistent quality and round-the-year availability of jackfruit for consumers, Safal also aims at providing access to new markets to its network of tribal farmers growing Jackfruit.

**Speaking on the occasion, Mr. Pradipta Kumar Sahoo, Business Head – Safal, Mother Dairy Fruit & Vegetable Pvt. Ltd. said,** “Brand Safal has always endeavoured to offer products which are hygienic, nutritious and add convenience to cooking. In the space of fresh F&V in our country, there have been challenges of consistency in quality, availability, food safety and uniformity of pricing. Taking the lead, we are launching the frozen jackfruit vegetable for the first time in India and Easy onion aimed to ease routine cooking while catering to the needs of today’s consumer.”

With Frozen Jackfruit Vegetable, the Brand is also launching Safal Easy Onions – dehydrated onions, for consumers across the National Capital Region. The product contains dried onion flakes which contain less than one percent moisture and is equivalent to almost one-tenth of fresh onions weight (30 grams easy onion = 300 grams of fresh onions). These pre chopped and pre washed onion flakes will benefit the consumers by reducing the cooking time, usage of fat and fuel. The Easy to store, Easy to use and Easy to cook product is similar to Safal tomato puree. Both tomato and onion are the most commonly used ingredients! Safal’s tomato puree and Easy onions offer consistency in quality, price and availability, which normally experience price fluctuations due to seasonality.

**Dr. TSR Murali, Chief R&D Officer, Mother Dairy Fruit & Vegetable Pvt. Ltd. added,** “Today’s consumer leads a different lifestyle. It is the duty of us food companies to identify the nourishment areas of our consumers and offer the right product to them. Jackfruit is known for years to be very nutritional and beneficial. In our country, it is consumed both as a fruit and a vegetable. But it is often discarded from the food basket due to its share, hassle of cutting and latex, etc. Safal’s Frozen Jackfruit is a source of dietary fibre, and also contains the goodness of other natural fruit & vegetable ingredients like vitamins, minerals, etc.”

Safal's newly introduced range will be available at all Safal F&V outlets, along-with general retail and modern retails shops across Delhi/NCR.

**Additional Product Details – Price, SKU, etc.**

<b>Product</b>	<b>SKU</b>	<b>Price</b>	<b>Shelf Life</b>
<b>Safal Frozen Jackfruit</b>	300 grams	Rs. 40	12 months
<b>Safal Easy Onions</b>	30 grams sachet & 120 grams monocarton	Rs. 15 & Rs. 60 respectively	6 months
<b>Safal Besan</b>	500 grams & 1 kilogram	Rs. 50 & Rs. 95 respectively	3 months

**About Safal**

Safal, the flagship horticulture brand of Mother Dairy Fruit & Vegetable Pvt. Ltd., was incorporated with a vision to provide healthy and fresh F&V to its customers at the competitive prices throughout the year through its Safal outlets across Delhi & NCR. Through its wide network of Farmers' Associations & Collection Centres, Safal has been successful in its quest for providing quality F&V at competitive prices when compared to the local F&V vendors.

This robust supply chain and procurement system enables Safal to contact the farmers directly and provide best prices to both consumer as well as ensuring fair prices to the farmers. With a highly qualified back end, educating and helping farmers to induct and adopt good pre/post harvest technologies, Safal assures the best of quality, nutrition and safety at the most affordable prices. This gives farmers an assured platform for their produce and enables Safal a continuous supply of fruits and vegetables throughout the year. Today, Safal markets and sells a range of offerings such as frozen vegetables, unpolished pulses, honey, tomato puree etc.