

Mother Dairy starts frozen jackfruit sale

By **Mail Today Bureau**
in New Delhi

MOTHER Dairy Fruits and Vegetables began selling frozen jackfruit in Delhi-NCR on Wednesday under its Safal brand, priced at Rs 40 for a 300 gram pack.

The product has a shelf life of one year and will be available at the 350-400 Safal booths as well as retail stores.

The fruit is being sourced from Jharkhand, one of the top 10 growers in the country. About 100 tonnes will be processed this year at its Ranchi unit for sale in Delhi-NCR.

Mother Dairy's Safal Business Head Pradipta Kumar Sahoo said they were introducing frozen jackfruit help consumers save time in cooking it by removing the hassles of peeling and removing its latex.

The brand hopes to start selling the product across the country soon, for which up to 1,000 tonnes of the product will be processed.

The other frozen vegetables being sold are peas, corn and mixed entities, besides frozen snacks and dehydrated onions and tomato puree, at 420-odd Safal booths in Delhi-NCR, Bengaluru and Bhubaneswar.