



PRESS RELEASE

Dilip Rath, Chairman, NDDB inaugurates Safal's Fresh F&V outlet at Kalpana Square, Bhubaneswar

Bhubaneswar, 18 August, 2017: Shri Dilip Rath, Chairman, National Dairy Development Board (NDDB), inaugurated the 3rd Safal fresh F&V store located at BPCL outlet, Kalpana Square in Bhubaneswar on 18 August 2017. This initiative of Mother Dairy Fruit & Vegetable Pvt Ltd (NDDB's wholly owned subsidiary) in collaboration with the Oil Marketing Companies (OMCs) aims to serve the consumers with quality F&V produce at affordable prices and also provide market linkage to the F&V growers of Odisha. The outlet will also offer Mother Dairy branded dairy products, Dhara's range of edible oils and SAFAL branded products.

While inaugurating the outlet, Shri Dilip Rath, Chairman, NDDB said that NDDB's Mother Dairy has accepted the challenge of handling livelihood issues of poor fruit and vegetable growers of Odisha to ensure that they get a fair share of the consumer price. He said that brand Safal also plans to undertake agronomic intervention for key horticulture crops such as banana, parwal, tomato, brinjal, chilli, okra, etc to enhance production. In addition, Safal will also promote Farmer Producer Organizations (FPOs), that aims to streamline quality procurement and also give producers remunerative price. The agronomic interventions would include vegetable growing clusters in neighbouring districts covering over 1000 growers.

Safal is already procuring guava, custard apple, beans and leading varieties of mangoes. The varieties of mangoes include Langra, Amrapali, Dushehry and Malika from the districts of Mayurbhanj and Dhenkanal through Farmer Organizations. The Company has mango sourcing bases in the districts of Kandhamal & Ganjam and plans to procure mangoes from these districts as well during the next season.

Brand Safal had recently entered the market of Odisha with 2 fresh F&V stores and is accredited as a leading fresh F&V player in Delhi NCR with around 380 outlets & also has presence in Bengaluru with around 20 outlets.

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.