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PRESS RELEASE

Safal Charts New Path, Introduces Free Home Delivery and Healthcare Benefits for Senior Citizens of Bhubaneswar

Bhubaneswar, December 05, 2017: Strengthening its presence and reach to consumers, Brand Safal, today started a novel initiative aimed towards the Senior Citizens of the city. The new initiative will entail a series of engagement such as free home deliveries, healthcare benefits, awareness and activation sessions. With Safal's combined store count of 9 outlets, the senior citizens of the Temple City can now order through phone or by visiting the outlets opting for free home delivery with ease of shopping experience and no minimum order limit. The free home delivery model with Safal's expertise will ensure that the quality produce reaches its senior citizen consumers in a maximum span of 2 hours.

Launching the initiative, Shri Dilip Rath, Chairman, NDDB said, "Customer centricity and farmer benefit has been core to Safal's business proposition since inception and the same has also been the fundamental to all its offerings. In line with the same belief, we are now launching a consumer engagement program specially aimed towards our respected senior citizens, who constitute approx. 5% of the total population of the city. As part of the program, we will be offering a host of solutions such as free home delivery, free basic health check-ups, activation sessions etc. to engage and make them more aware."

He further added, "The service will be expanded to other areas as we open more outlets in the city. I am sure the initiative will be liked by the consumers."

The initiative will entail a series of engagement for senior citizens such as

- Free Home Delivery within 2 -3 kms of outlet radius with no minimum order
- Free Basic test like BMD, BMI, Blood Pressure and Diabetes in association with RWAs
- Free awareness sessions on F&V benefits and consumption

As part of the program, Safal will also be doing a mass engagement campaign in encatchment areas surrounding its outlets through associating with RWAs and consumers aimed to educate and generate awareness around the benefits of varied fruits and vegetables. Safal will also be engaging consumers through in-store promotions and outdoor to further enhance reach among its consumers.

Safal launched its operations in the city of Bhubaneswar in the month of July 2017 and today has a strength of 9 outlets in key spots of the city. With these stores in operation, Safal has been successful in offering safe, natural and quality produce at competitive prices to consumers across the city. Further, all Safal stores are equipped with digital/electronic weighing scale to ensure accuracy in weighing unlike in unorganised sector, where consumers bear losses due to variations in weighing which may be as high as 20%. These outlets also offer a host of Mother Dairy branded dairy products, Dhara's range of edible oils and other Safal branded value added range.

This initiative of Mother Dairy Fruit & Vegetable Pvt. Ltd. (NDDB's wholly owned subsidiary) is in collaboration with the Oil Marketing Companies (OMCs), aimed to serve the consumers with

quality F&V produce at affordable prices and also provide market linkage to the F&V growers of Odisha.

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.