



PRESS RELEASE

Safal Expands Its Footprint in Odisha, To Launch F&V Retail Operations in Sambalpur After Bhubaneswar

~To open 6 retail outlets across key spots of the city~

Sambalpur; January 13, 2018: Safal, the Fruit and Vegetable (F&V) initiative of NDDB's wholly owned subsidiary Mother Dairy Fruit & Vegetable Limited (MDFVPL) is expanding its footprint in Odisha with launch of its F&V retail outlets in Sambalpur district of western Odisha. Brand Safal is opening 6 retail outlets in the city offering fresh F&V range, Safal value added range, Dhara edible oils and Mother Dairy range of milk products.

These outlets will be inaugurated on the auspicious occasion of Makar Sankranti and will be located at key spots of the city such as Housing Board, Khetrampur, Chheruapada; Balibandha Pumping Station, Nandapada, Marwaripara; Barabazar, Agarasan Bhawan Area; Shanti Nagar, Bhudharaja; Anantram Beriha Filling, BPCL, Dhanupalli and Tatanagar Service Station, BPCL, Anthapalli, Rourkela Raipur Road.

Commenting on the new foray, Shri Dilip Rath, Chairman, National Dairy Development Board (NDDB), said, "Given the agro-climatic conditions of the state, Odisha has immense potential in the F&V sector; however, over the last few years, the production of key crops is on a decline. With our entry into Sambalpur, we hope to cheer both the farmers and consumers by bringing them on a single platform." **Chairman NDDB further added,** "Brand Safal through its entry into the region, will also embark upon on-ground agronomic intervention with farmers for key horticulture crops. These initiatives are aimed to encourage the farmers to enhance their cultivation and the production/yield by way of providing training and advising on good agriculture practices."

Initially, locally grown fruits and vegetables such as guava, brinjal, cauliflower, cabbage, lobiya, green chillies, okra, cucumber, leafy vegetables, etc. will be directly sourced from FPO (Farmer Producer Organization)/farmers supported by ORMAS (Odisha Rural Development And Marketing Society). Going ahead, Safal will be also engaging farmers by way of agronomic interventions for key crops intended at enhancing production & acreage and at the same time promote Farmer Producer Organizations (FPOs) in the region that aims to streamline quality procurement.

Brand Safal is committed to offer safe, natural and fresh produce at competitive prices to its consumers through its network of outlets. With launch of operations in Sambalpur, the consumers will not have to worry about issues of accuracy in weighing, cashless transactions etc. as these outlets will offer a host of convenient solutions to consumers.

Speaking on the occasion, Shri Sanjeev Khanna, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd, said, "Sambalpur region has various agriculture friendly facilities, a good consumer base and farmers who are already engaged in cultivation of paddy and vegetables; hence it deemed as a perfect fit to expand our operations, benefiting the stakeholders involved." **He further added,** "We hope our efforts in 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 in the region."

Safal entered the state of Odisha in July 2017 with the launch of its retail operations in Bhubaneswar and today has a strength of 9 outlets in the city. In addition, Safal has been procuring leading varieties of Mangoes such as Langra, Amrapali, Dushehry and Malika from the districts of Mayurbhanj and Dhenkanal through Farmer Organizations. 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.