



## **PRESS RELEASE**

### **Shri Radha Mohan Singh, Hon'ble Agriculture Minister, Government of India, to lay foundation of Mother Dairy's Milk Processing Plant in Motihari, Bihar**

- Mother Dairy, a leading national dairy brand will mark its presence in the region with the proposed state-of-the-art milk processing plant, spread over an area of 4.5 acre and with a capacity to process 1 lakh litres of milk per day
- Mother Dairy is investing around Rs. 11 crores for the plant and is expected to commence operations within a year's time.
- Mother Dairy will procure raw milk sourced locally from the milk producers, who have been organised into 'Bapudham Milk Producers Company' and is currently associated with 10000 milk pourers in close to 250 villages.

**Motihari, 12 February 2018:** Shri Radha Mohan Singh, Hon'ble Minister of Agriculture and Farmers Welfare, Government of India, will tomorrow lay the foundation of Mother Dairy's upcoming milk processing plant in Math Banwari, near Pipra Kothi, Gorakhpur Road, Motihari. The event will also be graced by Shri Pramod Kumar, Hon'ble Tourism Minister, Bihar Government, respected Members of Legislative Assembly, Shri Rajesh Kumar Gupta, Shri Shyam Babu Prasad Yadav, Shri Sachindra Prasad Singh and Shri Raju Tiwari.

Mother Dairy, a wholly owned subsidiary of National Dairy Development Board (NDDB) will set up a state-of-the-art milk processing plant with an investment of around Rs. 11 crores. The proposed facility will have a capacity of handling 1 lakh litres of milk/day and will be spread over an area of 4.5 acres.

Shri. Dilip Rath, Chairman, National Dairy Development Board, mentioned in his message that NDDB in its endeavour to support and increase the farmer's income with an alternate source of income, has always stressed upon the development of the dairy sector. This fulfils the dual objective of bringing rural prosperity while enhancing the milk productivity. He said that in this effort, we have organised around 10000 milk producers of the region to form Bapudham Milk Producers Company. This has brought in remunerative returns for their produce and a transparent milk collection system. To provide a market for their produce, NDDB's subsidiary Mother Dairy is building a state-of-the-art processing and packaging facility in the area. Going forward, we plan to expand the milk procurement operations to include more than 30000 milk producers.

Shri Rath also thanked the Union Agriculture Minister, Shri Radha Mohan Singh ji, for his personal involvement throughout and said that it is under his direction, the initiative aimed towards the prosperity of farmers of the region will soon turn to reality.

Addressing the press on the occasion, Shri Sanjeev Khanna, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said that over the years Bihar as a state has seen a steady increase in milk production, which shows a tremendous underlying potential of dairying in the state. With the recently formed Milk Producers Company, NDDB has been able to streamline the milk procurement network and with the plant going operational, Mother Dairy will also be introducing its branded poly pack milk variants for consumers across the region. He added that, together we hope that our efforts will help us in developing a strong and sustainable eco-system for both farmers as well as consumers.

Working towards the cause of farmer prosperity, Hon'ble Union Agriculture Minister recently inaugurated Bapudham Milk Producers Company on the birth anniversary of Mahatma Gandhi last year. The institution, owned by milk producers and guided by NDDDB Dairy Services (NDS), is currently working with dairy farmers in the regions of East & West Champaran covering 246 villages.

Today, the milk procurement from the region has crossed the mark of 32000 litres per day, being procured locally from the milk producers. Going forward, Bapudham Milk Producers Company will extend its milk procurement operations to about 1000 villages and plans to procure about 1.5 lakh litres of milk/day, benefitting about 30000 milk producing households.

### **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 (NDDDB). 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.