



PRESS RELEASE

Safal adds 2 more Fresh Fruit & Vegetable Outlets in Bhubaneswar

~Opens two new outlets in Patia & Khandigiri~

Bhubaneswar, February 19, 2018: Strengthening its presence and reach among consumers in Bhubaneswar, Brand Safal, has added 2 new Fresh F&V outlets in the city. The newly built stores were inaugurated by Shri Dilip Rath, Chairman, National Dairy Development Board (NDDDB), in the presence of Mother Dairy officials. These outlets are located at Z1 Estate, Patia and BPCL Petrol Pump, Khandigiri.

Speaking on the occasion, Shri Dilip Rath, Chairman, NDDDB said, “Safal through its presence, has helped in easing the F&V related concerns both at the farm level as well as at the consumer level. With entry into the State of Odisha, Safal aims to offer an unmatched F&V shopping experience to the residents of Bhubaneswar similar to Delhities. With new outlets, Safal now has a strength of 11 outlets in the city of Bhubaneswar.”

He further added, “So far Safal has been successful in offering safe, natural and quality produce at competitive prices to consumers across the city of Bhubaneswar and has recently forayed in Sambalpur with 6 outlets. With these new stores Safal now has a collective strength of 17 outlets in the State of Odisha.”

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 will also offer a host of Mother Dairy branded dairy products, Dhara’s range of edible oils and other Safal branded value added range.

Commenting on the development, Dr. Saugata Mitra, Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, “With an experience of around three decades in F&V retailing, we have always strived to offer an unmatched F&V shopping experience to our consumers across all our Safal stores. Odisha is our third venture after Delhi and Bengaluru. I am confident that our efforts will appeal to our consumers.”

Recently, Safal also expanded its presence in Odisha with 06 new F&V outlets in city of Sambalpur. These outlets were inaugurated on the auspicious occasion of Makar Sankranti this year.

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.