



MOTHER DAIRY CELEBRATES THE SPIRIT OF “UNSUNG MOTHERS”, RELEASES A VIDEO AHEAD OF MOTHER’S DAY

New Delhi, May 11, 2018: Celebrating the spirit of International Mother’s Day, Mother Dairy today released a celebratory video to honor the spirit of unsung mothers. These inspiring women, who may not even be a part of the family, play a major role in nurturing the child be at home or outside. These ‘mother like figures’ are the pillars for every mother as they are the support system that enables the mother to carry out her multiple tasks with confidence and peace.

Speaking about the initiative, a Company Spokesperson from Mother Dairy Fruit & Vegetable Pvt. Ltd., said, “Nurturing a child is a great responsibility and is an emotional journey. We may not even recall many-a-times who all have helped us to grow where we are today! Through this unique video we have tried to showcase the unwavering and unconditional love each mother like figure carries in her heart. These celebratory video is an ode to the chain of women, who play an equally important role in nurturing the child.”

The video opens with a shot of a mother waking up her daughter. In the next shot, the grandmother is pampering the child to wake up and then coddling her with Mother Dairy cheese and parantha, making her a delightful breakfast as she prepares to leave for school. The mother and daughter leave home for their respective destinations to office and school. The little girl comes back from school and is greeted by the housekeeper at home where she gently listens the little girl’s heart and offers her some Mother Dairy cheese slice to keep her in content. Later while playing at home, the elder sister is seen helping the little one with homework and reminds her about the football class and make their way to the football ground. In the next shot, the little girl hurts herself during a practice session and is attended by her coach immediately, who further comforts and encourages her to take control of the situation. The final shot brings all the women together – Mother, Grandmother, Housekeeper, Sister and the Coach cheering for the little girl when she hits a goal at the ground. The final frame also airs the voice over saying, ‘because one mother cannot be everywhere, she needs many helping hands; on this Mother’ Day, we celebrate them all.’



This Mother Dairy celebratory video has been conceptualized, directed and produced by Momspresso and can be viewed on Mother Dairy's social media handles, link appended below:

<https://www.facebook.com/MotherDairyFreshDelights/videos/1951696454850023/>

About Mother Dairy Fruit & Vegetable Pvt Ltd:

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of Operation Flood, the world's biggest dairy development program launched to make India a milk sufficient nation. 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, fruit juices, jams 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.