



PRESS RELEASE

Mother Dairy Strengthens its Curd Portfolio; Launches Cow Milk *dahi*

- **Cow Milk *dahi*** will be available in pack size of 100 grams & 400 grams, priced at Rs. 12 & Rs. 45 respectively.
- The offering, with small protein & fat globules of cow milk and lactic acid culture, will help consumers with easy digestibility and offer the goodness of calcium and protein.
- The newly launched curd variant will be available across Delhi NCR and key cities of North India with Mother Dairy's presence.

New Delhi; September 03, 2018: Post the overwhelming consumer acceptance of Cow Milk, Mother Dairy, today announced the launch of **Cow Milk *dahi*** across Delhi NCR and major cities of North India. The newly launched offering will be available in cup format in the SKUs of 100 grams & 400 grams, priced at Rs. 12 & Rs. 45 respectively.

Mother Dairy's **Cow Milk *dahi*** will offer the goodness of calcium & protein. The variant with smaller protein structure & fat globules and lactic acid culture will help consumers with easy digestibility.

With the introduction of **Cow Milk *dahi***, Mother Dairy will have one of the strongest curd portfolio, which already has Ultimate Dahi, Classic Dahi, Slim Dahi and Advanced (Probiotic) Dahi to cater to varied consumer usage.

"Keeping a strong focus on the evolving consumers needs, we rejoice in crafting meaningful product offerings that meet and exceed their expectations. In the same endeavour and to serve the growing demand for cow milk and its allied range, we are now launching Cow Milk *dahi* in packaged format offering convenience, taste and health benefits. I am confident that our consumers will make our latest offering a part of their daily meal just like our popular Cow Milk," **said Company Spokesperson, Mother Dairy Fruit & Vegetable Pvt. Ltd.**



Mother Dairy's **Cow Milk *dahi*** will be available at across the city in retail, MRF and Mother Dairy's exclusive network. With initial foray in key markets across North India, the company plans to further extend the new variant into other regions of the country.

With the launch, the brand is also undertaking media engagement campaign for consumers aimed at creating awareness and entice consumption.

Building on the portfolio of cow milk-based products, Mother Dairy pioneered in offering Cow Milk in packaged format available across leading cities of the country. Crafted specially for kids (aged 2-7 years), the product has witnessed great patronage by the consumers and today stands as the leading cow milk brand across the Country within a short span of just 2 years. In addition, the brand also offers Cow Ghee in convenient packaging options, available across key cities.



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 is also fortifying its key 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.