



PRESS RELEASE

**Safal Strengthens its Presence in Bhubaneswar;
Opens 17th Fresh F&V outlet in the city**

~Safal plans to scale up the total count to 25 outlets in the city by the end of this fiscal~

~Aims to engage 1000 more farmers for local procurement by end of 2018-19 from current 1500~

Bhubaneswar, 20 September 2018: Strengthening its presence and reach to the consumers of Bhubaneswar, Brand Safal, today opened doors of its 17th F&V outlet in the city. The new store was inaugurated by Shri Dilip Rath, Chairman, National Dairy Development Board (NDDB) in the presence of Mother Dairy officials.

The new outlet, located at Bhimatangi, Bhubaneswar, will serve consumers with a range of safe and fresh fruits & vegetables and will also offer a host of Mother Dairy branded dairy products, Dhara's range of edible oils along-with other Safal branded value-added range.

Inaugurating the outlet, Shri Dilip Rath, Chairman, NDDB, said, "Safal's presence in the Bhubaneswar market has helped in easing the F&V related concerns both at the farm level as well as at the consumer level. Our efforts of providing market linkage to the local growers and giving them remunerative price for their produce will give a fillip to the agri-economy of this region. We are collectively working towards strengthening our farmer connect to enhance the overall F&V procurement from within the state of Odisha."

Chairman NDDB also said that Safal would increase its local procurement significantly as it aims to engage 1,000 more farmers by the end of March 2019 from the current strength of 1,500.

Safal is also working towards firming up its procurement network in the state of Odisha. It has developed farmer connect in 8 districts of Odisha and around 1500 farmers are currently associated through 7 Farmer Producing Groups in these districts. The Brand is continuously engaged with farmers for increasing fruits & vegetable cultivation and providing all technical inputs including crop plan, good agriculture practices and on ground training on Pre/Post-harvest care, Quality & Food Safety.

Saugata Mitra, Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, "It has been Safal's endeavour to offer an unmatched F&V shopping experience to the residents of this city. Our outlets have been receiving immense patronage from the consumers and to continue with our commitment of offering fresh and quality produce in close vicinity, we are opening more such outlets. Going forward, we plan to further increase Safal's F&V outlet count to a total of 25 outlets by the end of this fiscal."

He further went on to say that basis the brand promise of Mother Dairy – Happy Food Happy People – the company will continue delighting the consumers of Odisha with more products in times to come.

Safal has been successful in offering safe, natural and quality produce at competitive prices to consumers across the city. Moreover, 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%. Safal also has a similar retail infrastructure in Sambalpur where it operates a total of 9 F&V outlets at key locations in the city.

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.