



PRESS RELEASE

Mother Dairy Forays into the Organic Food Segment; Launches 'Safal Organic' Fresh F&V and Kitchen Ingredients

- ***Extending its horticulture brand Safal, the company has introduced varieties of fresh organic F&V along-with a curated range of organic kitchen ingredients including pulses, rice, spices, millets, dry fruits, flour, etc.***
- ***The newly introduced Fresh Organic F&V range will be made available across 100 Safal Booths in Delhi NCR, making it the largest distribution network in the region.***

New Delhi; December 20, 2018: Mother Dairy Fruit & Vegetable Pvt. Ltd., today announced the launch of its Organic range of fresh fruits and vegetables and other kitchen ingredients under its horticulture brand Safal. The new range of products – labelled as '**Safal Organic**' – would be made available in select 100 Safal booths across Delhi NCR, along-with Safal's existing range of edibles.

'**Safal Organic**' will offer fresh fruit and vegetables such as apple, pomegranate, mausambi, lemon, potato, tomato, onion, ginger, garlic etc. The fresh organic produce is being sourced from farmers with certified organic farms across the states of Maharashtra, Himachal Pradesh, Sikkim, Madhya Pradesh and Uttarakhand. Apart from the fresh F&V, Safal is also introducing a wide range of organic kitchen ingredients namely pulses, rice, spices, millets, dry fruits, wheat flour, besan, sugar, salt and flattened rice flakes (poha), in bio-degradable and recyclable packaging options.

Speaking on the occasion, Dr. Saugata Mitra, Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "Agriculture has always been core to the Indian economy and farmers play a key role in nation building. At Safal, we have always strived to bring both farmers and consumers on a common platform by providing the desired market access to the growers while offering quality products to our consumers. In our effort to align our portfolio to the ever-evolving needs of our consumers, we are now launching organic F&V and kitchen ingredients in line with all regulatory, industrial, quality and food safety requirements."

He further added, "With foray across 100 key booths, Safal will be the largest retail network offering fresh F&V organic produce to consumers across Delhi/NCR and I am confident that our newly launched range of products will appeal to them. As India houses the most number of organic producers, it is our sincere effort to help them by way of giving an assured market, right remuneration for their produce and acknowledge their commitment towards the nature and the nation."



Going forward, the Company plans to further expand its '**Safal Organic**' range by adding seasonal Fruits & Vegetables along with honey, rock salt and more varieties of whole spices and pulses.

Safal's newly established organic supply has been set up as per the mandate of National Programme for Organic Production (NPOP), Government of India and it also conforms to the 'Jaivik Bharat' initiative of FSSAI. For '**Safal Organic**' farms with NPOP certification are selected and duly audited by Mother Dairy experts. The harvested produce is also subjected to stringent testing for 127 pesticidal residues by accredited labs. In addition, the logistics for organic is duly differentiated at all levels and processing too has been distinguished along with packaging storage and consumer touchpoints to ensure compliance with laid norms.

As part of its agronomic interventions, brand Safal is advising farmers on GAP for organic produce, providing them with the required logistical support, hand-holding them for adherence to compliances and facilitating technical inputs for crop upkeep and production enhancement in the long run.

Safal, the pioneer of organized retailing of fresh fruits and vegetables, currently offers horticulture produce that is not chemically altered or synthesized in any form. The brand has been instrumental in offering fresh produce directly sourced from farmers at competitive prices with accurate weighing and in thorough compliance to the food safety parameters.

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', 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, 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 consumers.