

Mother Dairy enters organic food business

NEW DELHI: Leading milk supplier Mother Dairy has entered into ₹4,000 crore organic food business as part of its strategy to diversify product portfolio. The company is targeting a revenue of ₹50 crore next fiscal and ₹100 crore in 2020-21, Mother Dairy Fruits and Vegetables director Saugata Mitra said. To start with, Mother Dairy has launched 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'—is available in select 100 Safal booths across Delhi NCR. "With this foray, the company aims to make Safal Organic a brand worth ₹100 crores by 2021. Safal is looking forward to generate a revenue of around ₹50 crores by fiscal 2019 - 2020," Mitra said.