



Mother Dairy forays into organic food biz

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.