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Mother Dairy enters ₹4,000-crore organic food business

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Mother Dairy has entered into the ₹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 'Safal Organic' – is available at select 100 Safal booths across Delhi-NCR.

"With this, the company aims to make Safal Organic a brand worth ₹100 crore by 2021," Mitra said.

Safal Organic will offer fresh fruit and vegetables

sourced from about 500 farmers with certified organic farms in Maharashtra, Himachal Pradesh, Sikkim, Madhya Pradesh and Uttarakhand.

A wide range of organic kitchen ingredients namely pulses, rice, spices, millets, dry fruits, wheat flour, be-

san, sugar, salt and flattened rice flakes (poha), have been introduced.

Going forward, the company plans to further expand Safal Organic range by adding seasonal fruits and vegetables along with honey, rock salt and more varieties of whole spices and pulses.