



PRESS RELEASE

Mother Dairy Launches ‘Khaanti Ghee’ – A Traditional East Indian Delicacy for Consumers across Kolkata

- ***Coupled with natural colour, better taste and great aroma, the newly introduced Khaanti Ghee will be available in a pack size of 200 ml as an introductory pack.***
- ***The product will be available at 10,000+ outlets across Kolkata initially and will be subsequently expanded to adjoining areas.***

Kolkata; February 12, 2019: Buoyed by the success of its range of regional-cum-traditional food products – Mishti Doi, Aam Doi and Nolen Gur flavoured ice cream, Mother Dairy Fruit & Vegetable Pvt. Ltd., today announced the launch of ‘Khaanti Ghee’, a traditional East Indian Delicacy, for consumers across the city of Kolkata. The newly launched product will be available in a pack size of 200 ml, with an introductory price of Rs. 140 per pack and will be made available across 10,000+ outlets in the city initially.

Mother Dairy’s Khaanti Ghee has been specially developed keeping in mind the palate of eastern region, while offering the unadulterated traditional delicacy with rich taste, natural colour, aroma and granular texture – reminiscent of the conventional home-made ghee.

Speaking on the occasion, Dr. Saugata Mitra, Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, “Food has always been embraced in our country and the Eastern region has been known for its rich taste heritage. Being a leading national player in the packaged food industry, it is our constant endeavour to continuously innovate and reinvent products focusing towards consumer preferences. With the success witnessed in our earlier introduced products such as Mishti Doi and Aam Doi, we are now introducing a yet another local delicacy of Khaanti Ghee which is aimed to offer a traditional ingredient in a modern yet convenient format, for delighting consumption occasions. Keeping the core values of trust, purity and quality intact, we hope that our consumers will cherish and patronize a consistent product offering the same traditional taste, aroma and texture.”



The Company plans to further expand its distribution to adjoining suburbs and will soon be available across the mediums of modern trade and e-commerce. Going forward, Mother Dairy also plans to launch the new offering in the state of Odisha followed by North Eastern region.

Talking about the new product, Mr. Sanjeev Giri, Business Head – Edible Oils, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, “People across the eastern part of the country are accustomed to Khaanti Ghee for its specific taste, aroma and colour. Be it a bowl of *bhaat*, *khichdi*, *chapati* or your favourite *aloo gobhi ki sabzi*, Mother Dairy Khaanti Ghee has been specially developed to address varied needs of daily-delightful consumption. The product catering to the local taste palate, witnessed an encouraging response from the consumers in the trial phase, thus strengthening our belief in the product. Going forward, we also plan to introduce Khaanti Ghee in 500 ml SKU for consumers looking for bigger packs.”

To further create awareness and brand recall for the newly introduced Khaanti Ghee, Mother Dairy will undertake a series of consumer engagement activities along-with a strong communication plan which includes digital, print, OOH and BTL campaigns.

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. Mother Dairy is the first brand in Delhi/NCR to receive the prestigious 'Quality Mark' certification for its poly pack milk variants being sold in the region. In order to supplement the daily nutritional needs of consumers, the Company is also fortifying its range of select milk variants with Vitamins 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. With evolving consumer needs towards healthy intake, Safal has also ventured into its varied range of 'Organic' produce. The range includes fresh fruit & vegetables and products like pulses, spices, rice, millets, dry fruits, wheat flour, etc. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its customers.