

Mother Dairy launches 'Khaanti Ghee'

EOI CORRESPONDENT

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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. 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. 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."