

Mother Dairy hikes milk prices by up to ₹2/litre

New Delhi: Mother Dairy Friday hiked milk prices by up to Rs 2 per litre effective Saturday, as it is paying more to farmers for procurement of milk due to the rising cost of fodder.

The leading milk supplier in the national capital region has increased the prices for the first time in more than two years. It also comes days after Amul hiked milk prices by Rs 2 per litre.

Mother Dairy has increased the prices of only poly pack milk. The prices of bulk vended milk, also known as token

milk, have not been hiked. "The 1 litre pack has been increased by Re 1 only and the 500ml pack by Rs 2 a litre, effectively impacting the consumer by Re 1 per pack," it said in a statement.

The company, which supplies over 30 lakh litres of milk per day in Delhi-NCR, had increased the price last in March 2017.

"The milk procurement prices have been continuously on the rise for the last three-four months due to increase in feed and fodder cost by 15-20% and la-

bour cost etc. However, while paying higher prices to producers by 7-8% compared to the last year, the consumer prices were kept intact," it said.

Mother Dairy will continue to support the dairy farmers with remunerative prices, which is also the main reason for the price hike. It passes close to 80% of the sales realisation to the farmers. In cow milk, there has been no increase in rate for the one litre poly pack but the half litre pack would be costlier by Rs 1 at Rs 22. **PTI**