



For immediate release

Mother Dairy Partners with Delhi Transport Corporation to Set-up Kiosks *~Plans to strengthen the network with 31 such kiosks across Delhi NCR region~*

- **Initially more than 20 outlets have been set-up at different locations of DTC's bus depots, terminals, colonies, etc. and will offer Mother Dairy's entire range of products.**
- **Mother Dairy intends to further tie-up with RWAs and other societies across the city to make quality milk and food products easily accessible to the city dwellers.**

New Delhi, June 11, 2019: With an aim to make quality food products easily and readily available to a larger set of audience, leading milk supplier Mother Dairy, today partnered with Delhi's main public transport operator – Delhi Transport Corporation (DTC). The Company, has been allotted space to operate 31 kiosks of which 21 kiosks have been set-up at various locations of DTC's bus depots, terminals, colonies, etc. The remaining 10 kiosks will be opened in a phased manner.

Mr. Sangram Chaudhary, Managing Director, Mother Dairy and Mr. Manoj Kumar (IAS), Managing Director, DTC today inaugurated a kiosk at DTC's IP Estate Bus Depot. The newly set-up kiosks will offer the entire range of Mother Dairy including products from Safal and Dhara and will be equipped with digital payment options.

Speaking on the occasion, Mr. Sangram Chaudhary, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, "We, at Mother Dairy, have been instrumental in offering quality and nutritious products in close vicinity of our consumers. With the addition of these kiosks, we will be serving not only the residents but also the consumers on the go." **He further added,** "We also invite the RWAs and apartment owner associations to reach out to us through our helpline, so that we can set up such kiosks in their localities as well."

Commenting on the development, Mr. Manoj Kumar, Managing Director, Delhi Transport Corporation, said, "DTC has been in the forefront with providing last mile connectivity to the residents of Delhi NCR. With a daily ridership of more than 32 lakh passengers, it was only natural to join hands with another ubiquitous Delhi institution like Mother Dairy to provide convenience to the commuters as well as residents of nearby colonies."

Mother Dairy has also established similar 12 kiosks at military area, police lines and offices along with railway colonies. The Company at present operates around 900 booths and 250 kiosks at various locations and societies in the Capital region.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.:

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of 'Operation Flood', world's biggest dairy development program launched to make India a milk sufficient nation. 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.