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## **Mother Dairy – Pioneers of Automated Bulk Milk Vending – Announces Pan-India Plastic Waste Collection & Recycling Drive**

**Around 1000 MT of post-consumer plastic waste recycled in Maharashtra till May 2019  
Aims to recycle additional 832 MT of plastic waste by March 2020 across 25 states**

**New Delhi, 18 September 2019:** Moving ahead on its commitment towards a cleaner environment, Mother Dairy, country's leading milk and milk products major, today announced its plan-of-action for collection and recycling of post-consumer plastic waste across the country.

### **Pioneering alternative options**

Mother Dairy pioneered the automated bulk milk vending machines, popularly known as Token Milk, more than 4 decades ago which offers quality milk through an efficient cold chain, right from manufacturing to consumer, and free from any form of plastic packaging material. Since inception, this unique system has helped the Company and its consumers to prevent the use of plastic and today, it restricts the generation of approx. 900 MT of plastic waste in Delhi/NCR annually. Mother Dairy operates around 3000 bulk milk vending units installed at its consumer touch-points which includes milk booths, franchise shops, kiosks, mini shops, insulated containers, Kamdhenu mobile units, Container-On-Wheels (COW), etc. thereby offering convenience and plastic-packaging free milk to a larger set of consumers in the region.

### **Plastic collection & recycling initiative debut**

To tackle with the burgeoning menace of post-consumer plastic waste, Mother Dairy debuted its plastic waste collection and recycling initiative in Maharashtra in June 2018 by rolling out the Extended Producer Responsibility (EPR) programme. Under this initiative, Mother Dairy, with the help of a Producer Responsibility Organisation (PRO), has collected and recycled around 1073 MT of plastic waste till May 2019. This quantity includes around 183 MT of Multi-Layered Packaging (MLP) and 890 MT of Non-Multi-Layered Packaging. Today, the Company is implementing 100% EPR in the state of Maharashtra.

### **Scaling-up the initiative across the country**

In FY19-20, Mother Dairy has embarked upon the journey to replicate the success of EPR by spearheading the programme on a pan-India basis. The Company, through leading PROs, will collect and recycle plastic waste across 25 key states of its operations and is targeting to recycle around 60% of the total MLP used, i.e., approx. 832 MT by March 2020. This recycling effort has already been initiated in the 7 regions of Delhi, Haryana, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand and Bihar.

**Commenting on the initiative to address plastic waste, Mr. Sangram Chaudhary, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said,** "Consumers opting for our alternative options are leaving a green footprint every day! However, some of the products from our Company's portfolio involves recyclable plastic packaging of both forms – MLP & Non-MLP and being a responsible organization, Mother Dairy has acquired central registration for Brand Owner under Central Pollution Control Board, which is in line with the Plastic Waste Management (Amendment) Rule, 2018. With the registration, Mother Dairy is the first amongst dairy co-operatives for acquiring registration under CPCB as well as implementing EPR and is committed for 100% EPR implementation of post-consumer used plastic waste generated in a timeframe of 3 years. Our aim is of on-ground actions for collection, segregation and recycling of plastic waste."

**He further added,** “Mother Dairy has entered into contractual engagement with leading PROs and with their help, we will be able to network with waste picker communities, recyclers and also liaison with urban local bodies for collection and recycling post-consumer plastic waste.”

**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 largest 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 under the ‘Dhara’ brand for edible oils and fresh fruits & vegetables, frozen vegetables & snacks, range of unpolished pulses, honey, pulps & concentrates 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.