



FOR IMMEDIATE RELEASE

Mother Dairy pledges to distribute 98,000 glasses of milk to commemorate the 98th birth anniversary of Dr. Verghese Kurien

- ***The Company will also roll out over 1 crore limited edition milk packets to pay tribute to Dr. Kurien for his contribution towards the nation.***
- ***The drive will also feature a digital campaign #OneGlassMilk requesting consumers to donate a glass of milk to the needy ones.***

New Delhi, 25 November 2019: Mother Dairy, India's leading dairy player, today said it will distribute 98,000 glasses of milk amongst less-privileged children to mark the 98th birth anniversary of Dr Verghese Kurien, also known as the father of India's White Revolution. Dr Kurien's birth anniversary on November 26 is also celebrated across the country as National Milk Day.

Mother Dairy will also run a campaign #OneGlassMilk simultaneously to urge public-at-large to promulgate the practice of offering a glass of milk as a source of nourishment. The drive will entail encouraging masses to take a pledge to donate a glass of milk to someone whom they believe needs it. As a testimony to their contribution to the cause, individuals will post an image of this act on social media.

At the end of the campaign Mother Dairy will give an equal number of milk glasses basis the images received by consumers on its social media handles apart from the 98,000 glasses of milk already pledged by the brand. Mother Dairy would execute the activities in association with a leading NGO for distribution of milk.

Announcing this noble act of providing nourishment through milk, **Mr. Sangram Chaudhary, Managing Director, Mother Dairy** said, "The contribution of Dr. Kurien in uplifting the Indian dairy sector cannot be explained in mere words. In our effort to commemorate his 98th birthday and express our gratitude, we at Mother Dairy will donate 98000 glasses of milk to less-privileged children. We believe that this effort on our part will help propagate the message of donating milk to the needy ones who cannot afford milk".

Mother Dairy on the occasion will also introduce over 1 crore limited edition milk packs, specially designed to pay tribute to Dr. Kurien in Delhi-NCR, Mumbai and other key regions.

About National Milk Day

The birth anniversary of Dr. Verghese Kurien, the Father of White Revolution in India, is celebrated as the National Milk Day. His "Billion-Litre Idea" - Operation Flood is the world's largest agricultural dairy development programme that made dairy farming as India's largest self-sustaining industry and the largest rural employment provider. It made India the world's largest milk producer from a milk-deficient nation, which doubled milk available per person and increased milk output multi-fold.



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.