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Mother Dairy forays into QSR Segment; Launches 'Café Delights' for Consumers in Delhi NCR

- *The first outlet was inaugurated today by Dr. Sanjeev Kumar Balyan, Hon'ble Minister of State for Animal Husbandry, Dairying and Fisheries, Government of India.*
- *The Company plans to establish around 60 outlets in the National Capital Region over the next 12 months.*

New Delhi, 17th January 2020: Mother Dairy, India's leading milk and milk products major, has forayed into the Quick Service Restaurant (QSR) segment with the launch of its first '**Café Delights**' in the NCR region. **Mother Dairy Café Delights** has been conceptualised to become a place for the residents of the region to socialise and bond over food. The newly opened eatery will serve holistic food options and delicacies from across the country.

The first outlet, located in Sector-1, Noida, was today inaugurated by Dr. Sanjeev Kumar Balyan, Hon'ble Minister of State for Animal Husbandry, Dairying and Fisheries, Government of India along-with key officials from Mother Dairy. Other than dine in options, **Café Delights** will also offer take away options.

Speaking at the launch, Dr. Sanjeev Kumar Balyan, Hon'ble Minister of State for Animal Husbandry, Dairying and Fisheries, Government of India said, "Mother Dairy is amongst those institutions which have consciously worked towards bridging the gap between the farmers of the hinterlands and urban consumers. Initiatives like these offer an unmatched dining experience to the consumers with quality food options to savour upon and at the same time, create more avenues of the farmers' produce. Such initiatives also imply the relevance of farmers and their contribution in the overall food chain, which can never be replaced."

Talking about the new venture, Mr. Sangram Chaudhary, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "Changing lifestyles, increased disposable incomes and availability of new formats, have attracted consumers to look out and opt for new and modern alternatives for food consumption. In recent years, ice cream and snacking parlours have gained popularity and to match these changing consumer preferences, we aim to start a modern and contemporary outlet, which will further help us in providing quality food options in conformance to food safety and hygiene norms, along-with being an agent of socialising for people to make new friends and count blessings with our near & dear ones."



These newly introduced format will serve hygienic food options to consumers made from quality ingredients of Mother Dairy's range such as dairy, F&V and edible oils along-with a pre-defined recipe to ensure taste consistency and delightful experience. Going ahead, the Company plans to open-up around 60 outlets in Delhi NCR over the next 12 months.

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, unpolished pulses, honey, organic range of products, etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its consumers.