



## **Mother Dairy expands footprint, enters *Smart City Indore***

*~Expansion in MP, part of Company's effort of having a national footprint~*

- ***Introduces variants of Full Cream Milk, Double Toned, Super T milk and India's largest selling Cow Milk for consumers in Indore***
- ***Establishes a robust network of over 1500 retailers; further plans to strengthen it to 2500 retailers by end of 2020.***

**Indore, February 20, 2020:** Mother Dairy, the milk and milk products major and subsidiary of National Dairy Development Board (NDDB), today announced the start of its milk sales operations in Indore, the largest and the most populous city of Madhya Pradesh. Having a robust presence in 100 cities across the country, the expansion into Indore is in line with the Company's vision of strengthening its national footprint.

Mother Dairy as part of the launch is introducing four milk variants namely Full Cream Milk, Double Toned Milk, Super T milk and India's largest selling Cow Milk variant. The range will be made available across 1500 outlets spread across the city, which will be further strengthened to 2500 outlets by end of 2020.

**Speaking on the occasion, Mr. Rammohan Rao, Chief Operations Officer, Mother Dairy, said,** "Brand Mother Dairy has always been a front runner in offering quality and nutritious milk to its consumers. In order to ensure our brand promise, we adhere to stringent quality parameters wherein each batch of milk is tested for rigorous 29 tests before the final despatch to market. Our newly introduced range has been specially crafted to address varied needs of our diverse consumer groups for usage such as making your favourite cup of tea, coffee or lip-smacking desserts or curd, our milk will help you in complimenting the desired taste. The range will also be complimented with India's largest selling Cow Milk from the stable of Mother Dairy specially crafted for children for its right nutrition, taste and attributes like easy digestibility."

Brand Mother Dairy with expertise of over 45 years in the Dairy industry is introducing world class practices to ensure safety and quality at all levels. Right from procurement of milk to processing in plant to final placement in market, the Company follows strict adherence to parameters to ensure only safe and quality produce reaches its consumers. In its effort to ensure milk quality and right temperature at retail level, the Company is also introducing industry first 'Insulated Crates' for Indore market.

**Addressing the launch event, Mr. Vinod Chopra, Business Head - Milk, Mother Dairy mentioned,** "At Mother Dairy, we are driven by the ethos of serving the farmers as well as our consumers on a common platform by providing right remuneration to milk producers and offering quality and safe products to our consumers. As part of the same endeavor, we are now entering into Indore offering the quality range of milk to discerning consumers while providing a new market for our milk producers. Our entry into the market of Indore is in line with our vision of having a national footprint, complementing our presence in over 100 cities of India. The newly launched milk range in Indore market is sourced from the regions of in & around Madhya Pradesh and is being processed and hygienically packed in an associated plant in Dewas."



As part of consumer outreach program, Mother Dairy is also working towards series of initiatives aimed to create awareness about the brand and benefits associated with the newly launched milk range in the 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, 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.

## A Snapshot of 'Mother Dairy' Milk Portfolio in Indore

Variants	Product Details	Other Details
 <p><b><u>Cow Milk</u></b></p>	<p>Good for growing children to address their specific nutritional needs. Homogenised milk, making it easy to digest with a great taste.</p>	<p><b>Pack Size</b> – 500 ml  <b>Price</b> - Rs 23  <b>Content</b>  <b>FAT</b> – 4%  <b>SNF</b> – 8.5%</p>
 <p><b><u>Full Cream Milk</u></b></p>	<p>High on FAT content, the variant is thicker and rich in taste with malai.</p>	<p><b>Pack Size</b> – 500 ml &amp; 180 ml  <b>Price</b> - Rs 27 &amp; Rs 10  <b>Content</b>  <b>FAT</b> – 6%  <b>SNF</b> – 9%</p>
 <p><b><u>Double Toned Milk (Livelite)</u></b></p>	<p>Low of FAT but high on nutrition. Especially for calorie conscious consumers. Double Toned Milk complements daily active &amp; healthy life perfectly.</p>	<p><b>Pack Size</b> – 500 ml &amp; 200 ml  <b>Price</b> - Rs 19 &amp; Rs 8  <b>Content</b>  <b>FAT</b> – 1.5%  <b>SNF</b> – 9%</p>
 <p><b><u>Super T Milk</u></b></p>	<p>A perfect companion for tea, which has been specially crafted to make it thicker and tastier.</p>	<p><b>Pack Size</b> – 1000 ml &amp; 180 ml  <b>Price</b> – Rs 45 &amp; Rs 10  <b>Content</b>  <b>FAT</b> – 4%  <b>SNF</b> – 8.5%</p>