



## **Mother Dairy to Ensure Undisrupted supply of Milk To Consumers Across Delhi NCR**

*~Measures in place to ensure continuous supply of our products~*

**New Delhi, 20 March 2020:** Mother Dairy, the milk and milk products major and subsidiary of National Dairy Development Board (NDDB), today said it has taken adequate measures to ensure that there would be no disruption in supply of milk or other products.

“We welcome PM’s appeal to exercise restraint from panic buying of essential food items such as milk and that there will be no disruption in supply of the same. At Mother Dairy, we will work relentlessly and leave no stone unturned to ensure that people of Delhi don’t face any shortage of milk. We are fully geared up to ensure that every citizen of NCR is provided with milk in the most hygienic condition. We would like to inform our consumers that we have already taken all adequate measures to ensure the required stock to meet consumer demands.

In order to serve consumers, we have aligned our procurement network across locations to make requisite arrangements at all levels to ensure timely delivery with strict adherence to quality norms. As an essential commodity of daily nutrition, we are also making alternative arrangements to address challenging situation due to Covid-19,” **Mother Dairy Fruit & Vegetable Pvt. Ltd., Spokesperson said”**.

Mother Dairy sells more than 30 lakh litres of milk per day in Delhi NCR and operates a network of around 850 milk booths in the National Capital Region.

The Spokesperson said that “Mother Dairy had put in place strict protocols around the collection of milk to minimize person-to person contact and thus to ensure safety at collection, processing and distribution levels.” the Spokesperson said.

The Spokesperson further stressed that, Mother Dairy is aware of the grave threat posed by Covid-19 and in order to maintain the requisite hygiene at all levels is actively advising its stakeholders on precautions detailed by varied authorities. Right from procurement to processing, logistics and retail network, we are constantly monitoring our operations to ensure supply chain is seamless and precautions are adhered to.

### **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. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its customers.