

Mother Dairy seeks to use e-grocers' network

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New Delhi: Mother Dairy, one of India's leading dairy companies, has written to major food e-commerce players, including Bigbasket, Milkbasket and Supr Daily, to operate as a team to maintain a smooth supply of milk.

Senior executives at Mother Dairy said the dairy giant is ready to increase production and use the distribution network of the online players to reach consumers at locations that do not have milk booths.

"We are ready to operate at our fullest capacity. Currently, we are operating around an average of 35 lakh litres a day. If e-commerce players are experiencing surged demand in some areas, we can increase our capacity by over 10%, with backing of smooth distribution," said a Mother Dairy spokesperson.

FOR SMOOTH MILK SUPPLY

Earlier, both Amul, India's largest dairy player, and Mother Dairy had said milk procurement has increased after the lockdown, with no imminent chance of a short supply for consumers.

The consumer demand of varied categories of milk products has been as usual, except for ice-cream, which has been hit badly, the dairy player said.

It has also doubled its supply of fruits and vegetables through Safal brand to more than 300 metric tonnes in the Delhi-NCR region amid the ongoing lockdown.

"Milk and its products, along with fruits and vegetables, come under the essential goods category and are covered in the list of exceptions issued by various states and central government authorities, and accordingly movement of stakeholders is being managed with the help of local enforcement agencies," said the Mother Dairy spokesperson.