

# Mother Dairy deploys 15 vehicles for smooth supply in hotspot areas

**STAFF REPORTER ■ NEW DELHI**

Mother Dairy has deployed 15 vehicles to ensure regular supply of milk and its products to 61 designated hotspots across Delhi-NCR. This move was implemented in collaboration with the various 'Residents' Welfare Association' and local authorities to ensure that consumers have easy access to daily essentials of milk and milk products during the in lockdown period.

"We are continuously working to fulfill the consumer need for the essential products and initiated a movement of special delivery vehicles to the hotspot areas considering the current situation. Through the arrangement of vehicle distribution,

Mother Dairy sells an average of 78,622 litres of milk per day in the located hotspots areas of Delhi, Ghaziabad, Noida, Gurgaon and Faridabad," Mother dairy spokesperson said.

These vehicles start operating from 6 am onwards and cover multiple routes to reach out to all locations. With the rising cases of coronavirus, the Government has identified many hotspot areas across Delhi-NCR. The movement of residents is restricted and only limited outsider entry is permitted. Considering the situation, Mother Dairy has made its supply available to 61 hotspot areas and is working relentlessly and ensuring the reach of Milk and other products of the to the consumers of these locations, he

said. The spokesperson further said, "We are continuously making various efforts with a positive feeling of serving the public and reaching the needy communities and localities. Through this initiative, we will be able to make our supply chain even stronger by extending our product availability to the consumers that have restricted movement".

Since the lockdown, Mother Dairy has been making all efforts to maintain an uninterrupted supply chain to ensure adequate supply of its products to all consumers, it said in a statement, adding that the initiative to provide products in hotspot areas is an addition to their opening of temporary kiosks across Delhi-NCR on the demand of the locals.