



PRESS RELEASE

World Environment Day

Safal distributes 1000 Holy Tulsi (Basil) saplings across its stores in Delhi-NCR

New Delhi, 5th June 2020: In the wake of COVID-19 outbreak, considering the importance of immunity boosting measures being undertaken by the Ayush ministry of Government of India, Safal took the initiative to provide 1000 Tulsi (Basil) plants to its select shoppers on the occasion of World Environment Day, 5th Jun 2020

Holy Basil plant is found in almost every house in India. While it has religious beliefs on one hand, according to experts, it is also used in the treatment of many diseases. Basil has anti-inflammatory, antimicrobial and antioxidant properties and due to these qualities, Tulsi proves to be beneficial for human beings. According to Hindu scriptures, it is believed that the basil plant keeps the home environment pure.

Speaking on the occasion, Mr. Pradipta Kumar Sahoo, Business Head – Safal, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, “In view of the importance of immunity boosting measures, Safal intends to promote the use of ayurvedic herb by distributing Holy Tulsi (Basil) saplings across Delhi NCR. In the lockdown, Safal has introduced Immunity combo pack comprising giloy, lemon, turmeric & ginger and sold thousands of packets so far. This initiative is also aimed to promote sustainable and safer environment by inculcating love for nature amongst people. On this occasion every year, Safal organises plantation of neem trees in its 22 acres Plant premises in Delhi. This World Environment Day, Safal wishes a greener and safer environment for future.”

Recipe of an herbal decoction, which includes Basil among other herbs, was advised by the AYUSH Ministry to states and union territories, asking them to promote commercial manufacturing of the formulation. It is claimed that the decoction is helpful in boosting body's immunity amid COVID-19.

World Environment Day is an annual initiative founded by United Nations Environment Programme (UNEP) in 1972, and celebrated every year on 5th June to encourage citizens across the globe, for taking positive environmental action to protect the nature and our planet. This year's theme is, "Celebrate Biodiversity", a call to action to stop the loss of species and degradation of natural world, and promote interaction with nature to appreciate its beauty & importance, and to take forward the call to protect Mother Earth.

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.