



## **Boost your Immunity with Mother Dairy's Haldi Milk** **Introducing flavoured Butterscotch Haldi Milk, Mother Dairy builds #RishtonKiImmunity**

~ A traditional Indian drink with a modern and contemporary branding and packaging with all-time favourite Butterscotch Flavour ~

**New Delhi, 08 June 2020:** In the current scenario of coronavirus as 'immunity boosting' has gone trending, Mother Dairy, the milk and milk products major and subsidiary of National Dairy Development Board (NDDB), today introduced butterscotch flavoured Haldi Milk (turmeric latte). Made with concentrated turmeric extract, each bottle delivers same benefit as taking one teaspoon of Haldi powder in milk.

Following the self-care guidelines and recommendations issued by the Ministry of AYUSH as preventive health measures for boosting immunity amidst the coronavirus outbreak, Mother Dairy has launched the new product-Haldi Milk. Turmeric contains curcumin, a flavonoid which supports a healthy immune response, thereby promoting general well-being. Additionally, Mother Dairy Haldi Milk is heat treated to remove all bacteria and pathogens.

Turmeric infused milk and beverages are becoming a rage in the Western world as well, with products such as Turmeric latte and Golden milk finding their way into chic urban cafes in New York & London.

**Sharing the idea behind launching Haldi milk, Shri Sangram Chaudhary, Managing Director Mother Dairy said,** "While the concoction of Turmeric and Milk, popularly known as Turmeric Latte took the world by storm, we must travel down the memory lane, back to our grandmother's kitchen kitty which saw Turmeric or the 'Golden Spice' create a reputation as a "Cure-it-all" ingredient. Goodness of Haldi is backed by thousand years of Indian roots of Ayurvedic science and is known to strengthen the immune system, providing protection from common day -to-day infections."

"The new flavoured Haldi Milk is available across all Mother Dairy booths and channel partners in a glass bottle packaging at a reasonable price of Rs 25. The beverage is safe for consumption both in chilled or warm condition. This would be the first in line among a range of Immunity-boosting products by Mother Dairy", **Mr. Chaudhary added.**



Consumer has always been at the center for the brand and the company stands for its values of trust, care, love, and warmth. With the launch of Haldi Milk in a special variety of butterscotch flavour, Mother Dairy reiterates its relation with the consumer and the analogy the brand name holds with a Mother. The brand celebrates the unique relation of a mother and child. Just as a mother shields the child against all odds, Mother Dairy creates an immunity protection with Haldi Milk- a boost to child's immunity and a delight of butterscotch flavour.

Mother Dairy has always been at the forefront of innovation in the dairy products. Each product introduced by the brand is an outcome of a trending consumer insight; the launch of Haldi Milk being no different. Solving the dilemma of a mother as to how she can include the not-so-appealing turmeric in a child's diet, Mother Dairy launches turmeric milk inspired by the science of Ayurveda with an all-time favourite butterscotch flavour. Kids will no longer run away from Haldi Milk and Moms no longer need to chase them with a glassful of immunity.

**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.