



## Safal Begins Home Delivery with Zomato

*Initiates delivery from 11 booths in Phase 1; Plans to gradually expand to cover entire Delhi NCR region*

**New Delhi, June 15 2020:** To make life easier for consumers in the post Covid world, Safal, the fruits and vegetables arm of Mother Dairy has partnered with restaurant aggregator and food delivery company Zomato for offering the convenience of home delivery of fresh farm produce to the door steps of consumers in select locations of Delhi NCR.

In the first phase, Safal has initiated delivery from 11 booths in select locations of Delhi-NCR. Safal booths located in these areas will ensure stock availability while Zomato will deliver fruits and vegetables at the doorsteps of consumers. Each of the 11 Safal outlets will cater to a radius of 10 kms around them. Consumers can avail the facility of home delivery by ordering the products through Zomato application.

**Talking about this new initiative, Mr. Pradipta Sahoo, Business Head – Safal, Mother Dairy Fruits & Vegetables Pvt Ltd said,** “To catalyse the ease of living and convenience for our consumers, Safal has initiated the home delivery option in partnership with Zomato. As a consumer centric organisation, we are taking requisite precautions to offer safe and quality produce to our consumers. In the initial phase, key locations of Delhi-NCR like Saket, Vasant Kunj, Dwarka, Janakpuri and Panchsheel Enclave in Delhi and Sector 50 and sector 29 in Noida will be covered. Going forward, the service will gradually be expanded to other outlets to ensure coverage to the entire Delhi-NCR region.”

Safal currently has more than 300 F&V booths across Delhi-NCR selling an average volume of 270 tons of fruits and vegetables per day.

Since the lockdown, Safal has been making all efforts to maintain an uninterrupted supply chain to ensure adequate supply of its products to its network across Delhi NCR including the containment zones. Apart from the fresh F&V, the brand has been a one stop shop for other grocery items its such as flour, pulses, spices, edible oils, ghee, juices, frozen vegetables & snacks, ice creams etc.

### **About Mother Dairy Fruit & Vegetable Pvt. Ltd.**

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDDB). 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.