



Mother Dairy Introduces The First-Ever Ice Cream - Chocolate, Launches Brand **ROCKET**

~Introduces a brand mascot Neila~

New Delhi; July 08, 2020: Making an entry into the new category of **Ice Cream - Chocolates**, Mother Dairy a leading dairy player in India introduced brand **ROCKET**, with two exciting flavors of French Vanilla and Belgian Chocolate.

Mother Dairy with this launch has also created a brand mascot named *Neila* that is synonymous to the company house color Blue! “Simply out of the world” is how we can define this product just as the Mascot is out of the world.

Commenting on the new product, Mr. Sanjay Sharma, Business Head – Dairy Products, Mother Dairy said, “Consumers prefer something new and unique, especially when we talk about a segment like Ice-cream. Classic flavors, new varieties, and something fulfilling for the taste-buds is how the segment is perceived to be. For these simple joys of our consumers, we thought of launching an exciting category of **Ice Cream - Chocolates** which are *Extra Tasty, Extra Chocolaty, and Extra Terrestrial*, offering a rich mouthfeel and a delectable taste this season. The product will be available at an affordable price of Rs. 20”

Innovation and consumer-centricity has always been the priority for Mother Dairy, and the launch of **ROCKET Ice Cream - Chocolates** are no different. Specially curated for the young and eventful audience- the teens and pre-teens, Mother Dairy **ROCKET Ice Cream - Chocolates** breaks the convention and provides a new, fun, exciting and engaging experience.



Speaking on the idea of a brand Mascot, he further added, “Given the name, the unique flavor/format and the profile of the TG we felt the need to employ a creative device that will engage and excite the imagination of our young target audience. Thus came the idea of creating a brand mascot for our new ice cream brand **ROCKET**, who will fit well in the creative universe designed for this brand. This led to the creation of an awkwardly cute and adorable galactic alien- Neila.

With the onset of summers and entry into the phases of unlock, it was according to the company the right time to introduce some exciting products and flavors that will entice the consumers.

The ***ROCKET Ice Cream – Chocolates*** is the penultimate launch of this season wherein a delectable range of some new offerings were launched which included Sugar free Dietz Chocolate Cup & Ek Dum Santra in the single serve pack sizes and Afghan Nutty Delight & Firdaus-e-Phirni in take-home variants. Mother Dairy also plans to launch a new flavor of Chocolate Truffle Ice-cream cake this season.

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.