



## Mother Dairy Strengthens Its Sweet Portfolio Before The Festive Season

- Expands its range of milk-based sweets with 5 products to choose from.
- The sweets are available at around 1500 exclusive Company's outlets and key E-commerce channels.

**New Delhi; July 23, 2020:** To relieve consumers of the worry of celebrating the upcoming festivities, Mother Dairy, India's leading milk and milk products brand has expanded its range of traditional milk-based sweets in Delhi NCR. Mother Dairy's range of traditional milk-based sweets now comprises of 5 products, available in close vicinity. The portfolio comprising of the famed Milk Cake and Orange Mawa Barfi, has been strengthened with the introduction of Frozen Rasmalai during the lockdown period. In addition, the company has re-launched hygienically packaged Gulab Jamun and Rasgulla, solely driven by public demand.

While the on-going pandemic has created a flurry of doubts in the daily lives of many, Mother Dairy is paving way to celebrate the revels with utmost safety. Sticking to its promise of serving the consumers with utmost quality and convenience, Mother Dairy has expanded its portfolio of sweets, which is hygienically packed and is available at around 1500 exclusive company's touch-points along with key e-commerce channels, bringing the delicacies in close vicinity of residents of Delhi NCR. In addition, the company will make its sweets available in general trade outlets.



**Talking about the brand's offerings, Mr. Sangram Chaudhary, Managing Director, Mother Dairy, said,** "Sweets and celebrations are integral to the Indian society; but with the current situation safety has become the new norm and food safety too has evolved as the prime concern of masses. Buoyed by the insight of growing preference towards packaged sweets over loose *mithai* and consumer demand, we have strengthened our sweets portfolio with 3 new variants in the lockdown phase to offer safe, quality and hygienically packed products to our consumers. The newly launched range with its success has reinforced our commitment to the category and with this year's festive season, we plan to further expand the category with 3 new products."

### Mother Dairy Sweets Portfolio

Product	Pack Size	MRP (in INR)
Milk Cake	400 g	220
Orange Mawa Barfi	400 g	220
Rasgulla	1 kg tin	210
Gulab Jamun	1 kg tin	220
Frozen Rasmalai	500 g	220

Mother Dairy products are made of pure and high-quality ingredients, and to further promote the brand's promise of safety and hygiene, Mother Dairy is introducing a campaign to celebrate the popular festival of Raksha Bandhan with a #HappyMeethabandhan. Though the festival is observed as a symbol of duty between brothers and sisters, where the former protects the latter, Mother Dairy's campaign talks about Mother Dairy sweets which promises health and hygiene to the sisters so they can keep their brothers safe!

**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.