



## Mother Dairy Bakes a *#SliceofGoodness* and a toast to *#RishtonkaSwadBadhaye* on Consumer Demand

**New Delhi, 30 July 2020;** With changing lifestyle creating significant awareness for convenience food, the humble bread loaf has risen in popularity to occupy a permanent place in pantries of every household.

Alive towards its consumers, Mother Dairy, the most diversified dairy brand in India, today announced its entry in breads category, as a quick and nutritious option for breakfast staple. The leading dairy brand has further expanded its breakfast basket with its own range of sandwich bread, brown bread and a first in the category “milk & fruit” bread for kids. The newly introduced range also strengthens our breakfast portfolio as a source of protein with low fat content.

S No.	Product Variant	Pack sizes	MRP (in Rs)
1	Sandwich Bread	500 gms	Rs 30
2	Sandwich Bread	700 gms	Rs 40
3	Brown Bread	400 gms	Rs 30
4	Fruit & Milk Bread	150 gms	Rs 15

Mother Dairy is the only dairy company in the country to offer products spanning across fruits, vegetables, edible oils, milk & dairy products and packaged sweets to the consumers. With trust as one of its core values, Mother Dairy has always believed in serving pure and holistic food options.

The bread launch comes close on the heels of the successful Haldi Milk, which is a testimony to Mother Dairy’s agility and consumer centric approach when it comes to product innovation. Consumer has always been at the centre for the brand and the company stands for its values of trust, care, love, and warmth.



“To leverage the existing robust network of booths across Delhi NCR, Mother Dairy is bringing nutritious, safe and good quality range of breads to its consumers of the region as a convenient food option for all age groups.” **Mother Dairy Fruit & Vegetable Pvt. Ltd., Managing Director, Mr. Sangram Chaudhary, said about the launch.**

Apart from convenience, bread is also considered a staple food option for breakfast as it is ready to eat. “Mother Dairy already offers milk, butter, cheese, curd and fruits. With bread, we also want to raise awareness about breakfast and how it is the most important meal of

the day. It has been found that one out of four Indians in metro cities, skip breakfast, which could lead to chronic diseases.” **Mr. Chaudhary said.**

The bread range in Phase - I will be available at approximately 1800 exclusive outlets of Mother Dairy and Safal F&V outlets across Delhi NCR.

“The bread market in India is localized due to logistical and supply chain issues. With Mother Dairy this has never been a challenge because of our existing network. Hence, having a bread in our kitty was a natural fit,” **Mr. Chaudhary further added.** Additionally, the company is also exploring at a larger bakery play.

#### **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.