

Mother Dairy introduces ‘Fruit of Gods’ Jamun in a Frozen Pulp Format

- *Jamun sourced from Jharkhand, aimed to ensure sustainable livelihood of rural people.*
- *Category-first innovation of providing fruit pulp in a frozen format with 100% fruit content, no added sugar and preservatives.*

New Delhi, 17 August 2020; Leading with its promise of benefitting both the farmers and the consumers, Mother Dairy, the diversified dairy brand of National Dairy Development Board (NDDB), has introduced **Frozen Jamun Pulp**, under its horticulture brand – **Safal**, for consumers across Delhi NCR. The category-first product is being made of 100% natural jamun fruit which is being sourced from the tribal community in Jharkhand with an aim to ensure a direct market access and a sustainable livelihood for the local community.

Safal Frozen Jamun Pulp will be available in an easy-to-use, reusable tub of 250 grams, priced at INR 99. The product will have a shelf life of 6 months. A 250 grams pack is equivalent to 500-700 grams of fresh jamun. Mother Dairy, through Safal, aims to reach out to 1 lakh households in Delhi NCR with the newly launched product. The Company will initially retail Frozen Jamun Pulp through Safal’s around 300 exclusive outlets with plans to gradually foray into general trade outlets and e-commerce.



Commenting on the new product, Mr. Pradipta Sahoo, Business Head – Safal, Mother Dairy said, “Farmer welfare is the ethos of Mother Dairy and it has always been a guiding principle for us. We always look for opportunities where the farming community and the consumers both can benefit. Jamun is laden with goodness; it contains Vitamin C and Iron, which helps in increasing hemoglobin count. Being low in glycemic index, it keeps the blood sugar level normal making it good for diabetic patients. Since it is available only for a limited period due to its short-lived season and given the uncertainty of produce that we buy from outside, we have introduced this product during the Jamun season to provide a hygienic alternative, and the frozen format will offer the goodness of Jamun round the year.”

Safal Frozen Jamun Pulp is being directly sourced from Jharkhand and is being processed in Safal’s state-of-the-art Ranchi unit. The Ranchi unit is Mother Dairy’s first-of-its-kind integrated fruit & vegetable processing facility with two processing lines – Aseptic Pulping Line and Individual Quick Freezing (IQF) Line. Mother Dairy, through its Safal brand, has been processing tomatoes, banana, amla, jamun, carrot paste, turmeric paste, etc. that are being directly sourced from the farmers of the state. In addition, Mother Dairy had introduced India’s first-ever Frozen Jackfruit in 2017, which are sourced directly from the farmers in Jharkhand, frozen and packed in the Ranchi unit, thus making the fruit available round the year for jackfruit aficionados.

Mr. Sahoo further added, “Specially curated with the idea of providing a refreshing dose of immunity, the frozen pulp is 100% natural and organic by default with no added sugar, preservatives and color. With this, consumers will not have to wait for their beloved fruit’s season and can make delightful beverages, popsicles and desserts at the ease of their home. This frozen fruit pulp is a real fruit substitute and is just as nutritious, healthy and tasteful as fresh fruit itself. It is very good for diabetic patients. Going forward, we will come up with more such innovative pulps for our consumers.”

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.