



Mother Dairy Encourages Consumers to Choose Packaged Paneer with *#PaneerPackedHaiTohSafeHai* Campaign

- *All set to introduce a month-long campaign to generate awareness about the hygiene issues associated with loose paneer.*
- *Celebrity brand advocate Ms. Neena Gupta to propagate the Brand's stance over digital and radio mediums.*
- *Mother Dairy currently offers 2 variants of hygienically packed paneer – Classic Paneer (Green pack) and Ultimate Paneer (Red pack).*

New Delhi, 31 August 2020; Entrusting its consumers with the quality and safety aspects of packaged foods, Mother Dairy, India's leading milk and milk products major, announced the introduction of a new campaign - *#PaneerPackedHaiTohSafeHai*. The new campaign is focused towards encouraging consumers to opt for packaged paneer over some loose paneer options given the latter's uncertainty. The month-long campaign, kick-starting from August 31, 2020, will be showcased over the digital and radio mediums, including the Brand's social media pages.

The campaign titled *#PaneerPackedHaiTohSafeHai* is a sincere effort to give a fillip to the packaged paneer category and instil the habit of preferring packaged paneer over some loose paneer among consumers. Paneer, also regarded as Cottage Cheese, has been traditionally used in Indian cuisines – both main course and snacks. It is also a good source of protein, calcium and healthy fats. To engage and emphasize on the subject, the Brand has associated with veteran artist Ms. Neena Gupta, to take ahead the messages amongst the masses.

Talking about the initiative, Mr. Sanjay Sharma, Business Head – Dairy Products, Mother Dairy, said, "Given the prevailing dynamic situation, food safety and hygiene is of utmost importance. Paneer has a long association with Indian cuisine and is well regarded for its nutritive values. However, good nutrition is a parallel outcome when food safety and hygienic manufacturing practices are taken into consideration. Amid the current situation, preference for packaged food has seen significant growth and as one of the leading players of the category, we realised that there is a need to create awareness for consuming packaged paneer which is safe and hygienic."



The brand is releasing a video wherein the veteran actor Ms. Neena Gupta is conveying the importance of preferring packaged paneer over some loose paneer options available in the market. In the minute-long video, she is seen talking about how we prefer packaged options when it comes to daily-used groceries, then why not paneer. Subsequently she stresses on the fact that some loose paneer could be subjected to malpractices leading to contamination of the product, which is not good for our health. In her messaging she also conveys why she prefers Mother Dairy's packaged paneer as it is crafted with naturally sourced food protectant and hygienically packaged (vacuum packaging) to keep natural aroma, freshness & micronutrients of paneer intact.

Mr. Sharma further said, “To convey the message, we have chosen Ms. Neena Gupta, a highly acclaimed actor respected both as a mother and a woman. We believe that she is a perfect brand advocate resonating the Brand’s caregiver personality and a credible voice for this message to come across. With the videos and radio spots, we wish to communicate that Mother Dairy paneer is approved by moms.”

Mother Dairy currently offers two variants of hygienically packed paneer variants – Classic Paneer (Green pack) and Ultimate Paneer (Red pack) and is available at the Company’s own exclusive network of over 1800 booths in the Delhi NCR region. In addition, consumers can also opt for these offerings at their nearest general trade outlet, modern retail store or their preferred e-commerce portal.

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.