



Mother Dairy expands footprint in Madhya Pradesh, launches Poly Pack Milk in Bhopal

*~Foray into the City of Lakes is the Company's 4th venture in the state post Indore,
Gwalior and Jabalpur~*

- *Introduces variants of Full Cream Milk, Double Toned, Super T milk and India's largest selling Cow Milk for consumers in Bhopal.*
- *Establishes a robust network of over 1500 retailers; further plans to strengthen it to 2500 retailers.*

Bhopal, 29th October 2020: Mother Dairy, country's leading dairy major and subsidiary of National Dairy Development Board (NDDB), today announced the launch of its milk sales operations in the city of lakes - Bhopal. After Indore, Gwalior and Jabalpur, the Company has forayed in the city of Bhopal as part of its expansion strategy in the state of Madhya Pradesh. Mother Dairy milk is currently available across more than 100 cities across the country.

Mother Dairy, as part of the launch, is introducing four milk variants namely Full Cream Milk, Double Toned Milk, Super T milk and India's largest selling Cow Milk variant. The range will be made available across 1500 outlets spread across the city, which will be further strengthened to 2500 outlets.

Speaking on the new foray, Mr. Vinod Chopra, Sr. Business Head – Milk, Mother Dairy, said, "At Mother Dairy, we are driven by the ethos of serving the farmers as well as our consumers on a common platform by providing right remuneration to milk producers and offering quality and safe products to our consumers. The overall success witnessed in the state of Madhya Pradesh, supported by the most recent success in Indore, further prompted us to extend our liquid milk offerings to Bhopal, thereby bringing quality milk offerings for our discerning consumers and at the same time providing a new market for our milk producers."

For its milk supply in state of Madhya Pradesh, Mother Dairy sources raw milk from farmer-centric institutions situated in & around Madhya Pradesh, which is being processed and hygienically packed in associated plants in Dewas and Morena. With its increasing presence in the state, Mother Dairy also plans to ramp up its milk procurement operations in Madhya Pradesh.

Mr. Chopra added, "In order to ensure quality milk offerings, we adhere to stringent quality parameters wherein each batch of milk is tested for rigorous 29 tests before the final despatch to market. Our newly introduced range has been specially crafted to address varied needs of our diverse consumer groups, such as making your favourite cup of tea, coffee or lip-smacking desserts or curd. The new offering is also being complimented with India's largest selling Cow Milk from the stable of Mother Dairy, specially crafted for children for its right nutrition, taste and attributes like easy digestibility. Going ahead, we will soon be launching the Standard Milk variant for the residents of this city, completing the entire milk portfolio."

Brand Mother Dairy with expertise of over 45 years in the Dairy industry is introducing world class practices to ensure safety and quality at all levels. Right from procurement of milk to processing in plant to final placement in market, the Company follows strict adherence to parameters to ensure only safe and quality produce reaches its consumers. In its effort to ensure milk quality and right temperature at retail level, the Company is also introducing industry first 'Insulated Crates' for Bhopal market.

As part of consumer outreach program, Mother Dairy is also working towards series of initiatives aimed to create awareness about the brand and benefits associated with the newly launched milk range in the region.

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, unpolished pulses, honey, range of organic horticulture products, 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 consumers.



A Snapshot of 'Mother Dairy' Milk Portfolio in Bhopal

Variants	Product Details	Other Details
 <p><u>Cow Milk</u></p>	<p>Good for growing children to address their specific nutritional needs. Homogenised milk, making it easy to digest with a great taste.</p>	<p>Pack Size – 500 ml Price – Rs. 23 Content FAT – 4% SNF – 8.5%</p>
 <p><u>Full Cream Milk</u></p>	<p>High on FAT content, the variant is thicker and rich in taste with malai.</p>	<p>Pack Size – 1000 ml, 500 ml & 180 ml Price – Rs. 53, Rs. 27 & Rs. 10 Content FAT – 6% SNF – 9%</p>
 <p><u>Double Toned Milk (Livelite)</u></p>	<p>Low of FAT but high on nutrition. Especially for calorie conscious consumers. Double Toned Milk complements daily active & healthy life perfectly.</p>	<p>Pack Size – 500 ml & 200 ml Price – Rs. 19 & Rs. 8 Content FAT – 1.5% SNF – 9%</p>
 <p><u>Super T Milk</u></p>	<p>A perfect companion for tea, which has been specially crafted to make it thicker and tastier.</p>	<p>Pack Size – 1000 ml Price – Rs. 45 Content FAT – 4% SNF – 8.5%</p>