



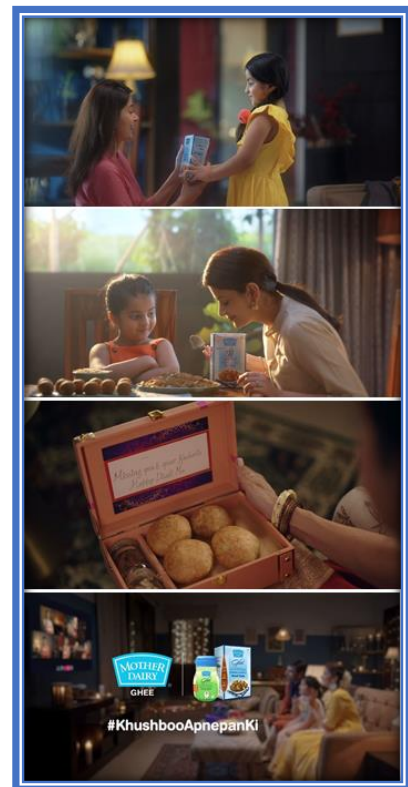
Mother Dairy Evokes Fond Food Memories In Its Latest Campaign

- **#KhushbooApnepanKi** campaign introduced for Mother Dairy Ghee, extending the brand's umbrella proposition for its dairy products – 'Rishton Ka Swad Badhaye'.
- Three-month long campaign aimed to trigger nostalgia and stimulate togetherness in this winter season.
- The new campaign, targeted at consumers across Delhi NCR, will be showcased on multiple platforms including print, radio, outdoor and digital media.

New Delhi, 9th November 2020; Mother Dairy, country's leading milk and milk products major, has rolled out a new campaign – **#KhushbooApnepanKi** – focusing on Mother Dairy Ghee. The newly introduced campaign is aimed at evoking nostalgia and stimulate togetherness this winter season. The campaign strives to take consumers down the memory lane, reminiscing fondly of their favourite dishes cooked by their near & dear ones with loads of love, especially using Ghee as an ingredient. The three-month long campaign will be showcased across print, digital, radio and outdoor mediums, and is targeted to create awareness and enhance brand affinity for Mother Dairy Ghee amongst its consumers in Delhi NCR, while creating a distinct value proposition.

Mother Dairy has chosen its Ghee as the protagonist in the campaign, highlighting a very important and defining characteristic trait of high-quality Ghee, i.e., its 'aroma'. The central idea of the new campaign revolves around the distinct aroma of food that is prepared with pure and quality ghee, which provides a sensorial stimulus and triggers warm and endearing memories of home and of the loved ones. The articulation of this three-month long campaign – **#KhushbooApnepanKi** is a testament to those fond food memories from one's life.

Talking about the new campaign, Mr. Sanjay Sharma, Business Head – Dairy Products, Mother Dairy, said, "Mother Dairy, a caregiver brand is known for stimulating togetherness, the brand bonds people over good food. It is often said that the taste and aroma of food prepared with Ghee triggers fond associations & memories. For instance, things like the nostalgia of *maa ke haath ke bane khane ki khushboo* often overwhelms us emotionally. In today's scenario we yearn for these memories of the sweet & simpler times with our loved ones. Our campaign idea, 'Mother Dairy Ghee, Khushboo Apnepan Ki', was thus derived from the amalgamation of this consumer insight and our overall brand idea – Mother Dairy, Rishton ka Swad Badhaye."



The articulation of the overall positioning proposition of Mother Dairy's value-added dairy products portfolio – 'Rishton Ka Swad Badhaye' – is a testament to the fact that Mother Dairy's dairy products offers you the quintessential delightful refreshing taste that prolongs the time spent with friends and loved ones. It revolves around the central thought of good food has a profound effect on people and highlights that there is a caring and comforting thing about food that makes spending time with family and friends much more special and endearing. Mother Dairy strives to bring these values to its consumers through its range of healthy & delightful dairy products.

Mr. Sharma added, “The Ghee category itself has always been our strategic focus as it is traditionally linked to our food habits and is accepted across generations. Also, with the festivities around and winters gradually setting-in, ghee consumption increases across markets. To take this cue of our overall positioning ahead, we wanted to further strengthen the intrinsic bond of relationships coupled with food, across our product categories, hence, we opted to execute the campaign for such a category at this point. Through our new campaign, we intend to build a distinct proposition for Mother Dairy Ghee, dial up the brand trust and core proposition at a deeper level to engage our consumers in Delhi NCR.”

The digital video of the new campaign can be viewed at – <https://www.youtube.com/watch?v=cYxSuOB3eH4>

Mother Dairy Ghee is pure, rich in vitamin A and is completely harmful trans-fat free, that means it has no industrial trans-fat which causes harmful effects to the body. It is made up of short chain fatty acids. These short chain length of fats in foods affects their intestinal absorption and thus absorption of ghee in body becomes easy. Mother Dairy Ghee in moderation along physical exercise & healthy lifestyle can be beneficial. Mother Dairy Ghee is available across 12,000 outlets in Delhi NCR.

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, ghee, etc. 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.