



## Mother Dairy Rings in the New Year with New Product Line in Indulgence and Convenience Space

*~Aims to introduce 2 new Packaged Sweets, 2 new Frozen Vegetables and 1 Immunity Booster~*

- **Strengthening its traditional sweets portfolio, the Company is introducing packaged Mathura Peda and Mewa Atta Laddoo for its consumers across Delhi NCR.**
- **Announces 2 new Frozen Vegetables under Safal Brand to provide convenience to consumers – Drumsticks and Cut Okra.**
- **Introduces innovative Haldi Paste Cubes in frozen format, retaining its nutritive and immunity boosting benefits intact.**

**New Delhi; January 14, 2021:** Giving a joyous start to 2021, Mother Dairy Fruit & Vegetable Pvt. Ltd., a wholly owned subsidiary of National Dairy Development Board (NDDB), today announced that it will launch 5 new packaged products under its Mother Dairy and Safal brands, in the month of January 2021. The new packaged products are being introduced with the objective of offering superior quality, hygienically packed and convenient options to consumers. The announcement marks the auspicious occasion of Makar Sankranti and was made in the presence of Ms. Varsha Joshi, Chairman, National Dairy Development Board, Dr. Omveer Singh, Deputy Managing Director, Mother Dairy and other key officials from the Company.

Product Name	SKU Size	Product Attributes
<b>Brand Mother Dairy</b>		
<b>Mathura Peda</b>	400 gms	Popular regional specialty made from the goodness of Mother Dairy Milk.
<b>Mewa Atta Laddoo</b>	400 gms	Made with Mother Dairy Ghee, cereals, pulses, crunchy almonds, cashews, raisins and foxnuts.
<b>Brand Safal</b>		
<b>Frozen Drumsticks</b>	500 gms	Convenience of pre-cut, crisp, rich in dietary fiber and proteins, fat free, naturally rich in Vitamin C. With no preservatives, the product will be available round-the-year.
<b>Frozen Cut Okra</b>	400 gms	Convenience of pre-cut, naturally rich in Vitamin C, low in calories, fat free, natural source of dietary fiber, and will be available round-the-year.
<b>Frozen Haldi Paste Cubes</b>	250 gms	Fresh turmeric rhizomes, rich in antioxidants, nutrition and taste, will be available as scoopable cube in frozen format. The new offering will prove to be a very effective immunity booster.

**Speaking on the launch of the new products, Ms. Varsha Joshi, Chairman, National Dairy Development Board, said,** “The Indian dairy and horticulture ecosystem have been a significant contributor in driving rural prosperity. The amalgamation of country’s diverse produce and an innovative approach to provide a market for this produce has the potential to benefit both the farmer and the consumer. The introduction of these new products in horticulture with sourcing from tribals of Jharkhand will enable them with newer markets and is going to positively impact their livelihood. At NDDB, we have always encouraged initiatives

...serving the purpose of enhancing production and creating alternate avenues for the farmers' produce, resulting in uplifting the livelihood of producers and offering the right value proposition to consumers."

Consumers can buy the new Mother Dairy sweets from the company's robust network of around 1500 booths. Safal's new frozen products will soon be made available across its over 300 F&V outlets in the National Capital Region, which will gradually be expanded in general retail outlets going ahead.

**Commenting on the Company's approach, Dr. Omveer Singh, Deputy Managing Director, Mother Dairy, said** "Given the unprecedented pandemic and growing concern of hygiene, we are introducing new products with an aim to offer superior quality, safe and hygienically packed products for our consumers. With the addition of new products, our packaged sweets portfolio will now comprise of 7 traditional sweets – one of the largest sweets portfolio by a dairy player, whereas the frozen vegetables portfolio will now offer 6 convenient options. We will continue innovating such products which add value to lives of both farmers and consumers."

Mother Dairy's packaged sweets portfolio constitutes of hygienically packed Milk Cake, Orange Mawa Barfi, Frozen Rasmalai, Gulab Jamun and Rasgulla. The Company's immunity range already consists of Haldi Milk and Probiotic Drinks under Nutrifit brand. Safal's Frozen Vegetable range comprise of famed Frozen Peas, Frozen Corn, Frozen Jackfruit and Frozen Mixed Vegetables. Safal was the pioneer in introducing Frozen Peas to the country in 1990s and was the first one to bring in the concept of Individual Quick Freezing (IQF). In the IQF process, the produce is frozen through a freezing tunnel of fluidized bed, leading to freezing of each and every grain individually. In addition, Safal offers a delectable range of frozen snacks such as Frozen Aloo Tikki, Frozen Hara Bhara Kebab, Frozen French Fires and Frozen Chilly Garlic Nuggets. All Safal products are procured from the best of the farms, processed using state-of-the art technology and hygienically packed.

#### **About Mother Dairy Fruit & Vegetable Pvt. Ltd.**

Mother Dairy was commissioned in 1974. It is now a fully owned subsidiary company 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, frozen snacks, range of organic horticulture products and kitchen essentials, 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.