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## **Mother Dairy expands packaged sweets portfolio**

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MOTHER Dairy, a leading milk supplier in the Delhi-NCR market, on Thursday said it has expanded its sweets portfolio and is targeting Rs 100 crore sales from this new vertical.

Mother Dairy Fruit & Vegetable Pvt Ltd, a wholly-owned subsidiary of National Dairy Development Board (NDDB), has launched two new varieties of sweets -- Mathuda peda and mewa atta laddoo -- under its sweets portfolio. Mother Dairy has 1,500 milk booths and more than 300 Safal outlets in the Delhi-NCR market. The company also launched three packaged food products -- frozen drumsticks, frozen cut okra and frozen Haldi paste cubes -- under its Safal brand on the occasion of Makar Sankranti.