

TO START WITH DELHI-NCR

Mother Dairy Plans Delivery of Vegetables, Fruits Via Safal

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New Delhi: Mother Dairy expects to start direct deliveries of vegetables and fruits through its Safal retail franchise, beginning with Delhi-NCR by the next quarter, thus raising the stakes for online green-grocers in an environment where



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shoppers prefer doorstep service for their daily provisions.

“This is a key growth lever we would like to press and something we have not done previously. We have 350-400 stores in Delhi-NCR in optimum locations, every 2 km or so, which we will leverage,”

Manish Bandlish, Managing Director, Mother Dairy, told ET.

Deliveries under Safal will not be through a centralised model, but directly from stores — a first for the company. Bandlish said the company plans to use the hyperlocal delivery model for last-mile orders, harnessing the services of its booth concessionaires. It will not require additional workforce. “The model is ready and tested; we want to pilot the project in the next three months, by which time hopefully the Covid situation would have eased out,” said Bandlish, who became MD in March.