



Mother Dairy revises milk prices in Delhi NCR from July 11, 2021

New Delhi, 10th July 2021: Mother Dairy is compelled to raise its liquid milk prices by Rs. 2/litre in Delhi NCR with effect from July 11, 2021. The new prices will be applicable for all milk variants. The milk prices were last revised about 1.5 years ago in December 2019.

The Company has been experiencing inflationary pressure on the overall input costs which has increased manifold in last 1 year, accompanied by the distress in milk production due to the ongoing pandemic. In last 1 year, the farm prices have increased to the tune of 8-10%, coupled with mounting operational costs of processing, packaging, logistics, etc. It is pertinent to note that the farm prices of milk alone have firmed up by about 4% in the last 3-4 weeks. Despite paying higher prices towards milk procurement in the last 1 year, the consumer prices were kept intact. With this revision, the milk prices are undergoing a revision of 4%.

As a responsible organization, Mother Dairy has always attempted to strike the right balance between the consumers and the milk producers. The surge in farm prices is only being partially passed on to the consumers, thereby securing the interests of both the stakeholders. It is important to note that Mother Dairy passes close to 75-80% of the sales realization from milk towards the procurement of milk. The Company believes in giving competitive and remunerative prices to the farmers to ensure sustainability of dairying and availability of safe milk for consumers.

New prices for Delhi NCR with effect from 11 July 2021 are:

Variants	Pack Size	Delhi NCR	
		Old Rates (Rs/pack)	New Rates (Rs/pack)
Bulk Vended Milk (Token Milk)	1000 ml	42	44
Full Cream Milk	1000 ml	55	57
	500 ml	28	29
Full Cream Premium Milk	500 ml	30	31
Toned Milk	1000 ml	45	47
	500 ml	23	24
Double Toned Milk (Live Lite)	1000 ml	39	41
	500 ml	20	21
Cow Milk	1000 ml	47	49
	500 ml	24	25
Super-T Milk	500 ml	25	26
Standardized Milk	1000 ml	49	51
	500 ml	25	26

In addition, the Company's consumer milk prices are also being revised across key markets including East & Central Uttar Pradesh, Mumbai, Nagpur, Kolkata, etc. from July 11, 2021 onwards to the tune of Rs. 2/litre on the current prevailing MRP in respective markets. Mother Dairy Milk is available in over 100 cities across the country.