

Now, Mother Dairy hikes milk prices by ₹2 per litre from today

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After Amul, Mother Dairy has hiked milk prices in Delhi-NCR and other cities by ₹2 per litre from July 11, dealing a further blow to the common man's struggle to meet the ever-increasing kitchen budget.

The price revision, which comes after a gap of 1.5 years, has been done amid rising input costs and will be applicable for all milk variants. The company retails milk in more than 100 cities across the country. After Mother Dairy and Amul, there are several companies in the private sector like Nestle, Namaste India, Patanjali, Ananda in the country, which sell milk and products made from it may also follow the suit and increase the price.

As per the revised prices, bulk vended milk (token milk) will be sold at Rs 44 per litre from Sunday as against the current price of Rs 42 per litre. Full cream milk (poly pack) will be available at Rs 57 per litre up from Rs 55 per litre now. Prices of toned milk has been revised

to Rs 47 from Rs 45 per litre, while double toned milk (Live Lite) rates have gone up to Rs 41 from Rs 39 per litre. Cow milk will cost Rs 49 from Sunday as against Rs 47 per litre now. Rates of half litre milk pouch have been increased by Rs 1, which means an effective hike of Rs 2 per litre. Mother Dairy sells more than 30 lakh litres of milk per day in Delhi-NCR.

Justifying the hike, Mother Dairy said it was "compelled to raise its liquid milk prices by Rs 2 per litre in Delhi-NCR with effect from July 11, 2021." Prices are also being revised across key markets including east and central Uttar Pradesh, Mumbai, Nagpur and Kolkata from July 11 onwards to the tune of Rs 2/litre on the current prevailing MRP in respective markets, it added. "The company has been experiencing inflationary pressure on overall input costs, which has increased multi-fold in the last one year, accompanied by the distress in milk production due to the ongoing pandemic," Mother Dairy said in a statement.