

# From today, Mother Dairy milk goes up by ₹2 per litre

TIMES NEWS NETWORK

**New Delhi:** After Amul, Mother Dairy has also decided to increase milk prices by Rs 2 per litre in Delhi-NCR and some other cities in the country. The new rates will come into effect from July 11.

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

to Rs 47 and a litre of double toned milk will now cost Rs 41. The cow milk will cost Rs 49 per litre from Sunday. The standardised milk rates will now be Rs 51 per litre instead of Rs 49 per litre.

The rates of half-litre milk pouch have been increased by Re 1. Super T milk pouches (500ml) will now be available for Rs 26.

In a statement, Mother Dairy said, "The company is compelled to raise its milk prices as it has been experiencing inflationary pressure on the overall input costs, which

have increased multifold in the last one year. Despite paying higher prices towards milk procurement in the last one year, the consumer prices were kept intact. With this revision, the milk prices are undergoing a revision of 4%."

Apart from Delhi, milk prices are also being increased in other places like east and central Uttar Pradesh, Mumbai, Nagpur and Kolkata. Mother Dairy sells around 30 lakh litres of milk per day in Delhi-NCR, while the total sale is 35 lakh litres per day.

"The surge in farm prices is only being partially passed on to the consumers, thereby securing the interests of both the stakeholders," the statement added.

Mother Dairy stated that it passes close to 75-80 per cent of the sales realisation 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."

The milk prices were last revised in December 2019.



Rajesh Mehta

**DAIRY BECOMES DEARER:** The surge in farm prices is only being partially passed on to the consumers, according to Mother Dairy