



Mother Dairy Embarks On Expansion Spree; To Establish Over 700 New Exclusive Consumer Touchpoints In Delhi By FY22-23

- ***The Company plans to increase its network of around 1800 consumer touchpoints in Delhi to over 2500 by March 2023, mainly in the form of kiosks and franchise shops.***
- ***Opens 15 kiosks in a single day – 9 in campuses of Delhi Skill and Entrepreneurship University and 6 in Delhi Cantonment area.***
- ***Mother Dairy outlets are present in key neighborhoods such as RWAs & societies, university campuses, military zones, railway colonies, police lines, colleges, hospitals and DTC's depots, terminals, colonies, etc.***

14th October 2021; New Delhi: Mother Dairy, Delhi's own milk and milk products major and a wholly owned subsidiary of National Dairy Development Board (NDDB), today announced that it has embarked upon a journey to strengthen its consumer touch-point network in the NCT of Delhi, mainly led by kiosks and franchise shops.

Mother Dairy's consumer channel comprises of different forms of stores such as its own milk booths, franchise shops, kiosks, etc. With a collective count of around 1800 such shops, Mother Dairy is the single largest retailer of milk and milk products in the NCT of Delhi, having its own shops and outlets on such a wide scale. The Company is working towards increasing this count to over 2500 by FY22-23, further strengthening its presence across the length and breadth of the capital region and at the same time, bringing quality products a step closer to the city dwellers.

Elaborating the plan, Mr. Manish Bandlish, Managing Director, Mother Dairy, said, "Being one of the largest retailers of the capital region, we take pride in serving our consumers with quality products 365 days a year. Our consumer touchpoints have become an integral part of the capital region over the years. Mother Dairy's outlets are present in prominent areas of RWAs, societies, military areas, hospitals, colleges, etc. which help meet the daily needs of our consumers. While serving the consumers, the strengthening of our sales network is also in line with our commitment of providing a robust and direct market access to the farmers of hinterland."

As part of the same strategy, Mother Dairy today opened 15 kiosks in the NCT of Delhi in a single day. Of the 15 kiosks, 9 have been established in 9 campuses of Delhi Skill and Entrepreneurship University (DSEU) and 6 in Delhi Cantonment area. Mr. Manish Bandlish, Managing Director, Mother Dairy inaugurated a kiosk at DSEU Dwarka Campus in Sector-9, Dwarka in the august presence of Prof. (Dr.) Neharika Vohra, Vice Chancellor, Delhi Skill and Entrepreneurship University.

Mr. Bandlish further added, "These structures of kiosks and franchise shops along-with our own booths have been instrumental in serving our consumers during testing times as well, providing quality products in close vicinity. We invite RWAs and other such institutions to reach out to us through our helpline number in order to enable us to set-up such kiosks and shops in their localities as well."

Mother Dairy's booths, kiosks, franchise shops, etc. offer the entire range of Mother Dairy products including products from Safal and Dhara under one roof and are equipped with digital payment options. Further information on Mother Dairy stores can be availed from the company's toll-free number – 1800 180 1018.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974. It is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of 'Operation Flood', world's largest dairy development program launched to make India a milk sufficient nation. Today, MDFVPL is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. under the 'Mother Dairy' brand. The Company also has a diversified portfolio under the 'Dhara' brand for edible oils and fresh fruits & vegetables, frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its consumers.