



“After two quiet seasons, this summer so far has been phenomenal for Mother Dairy. Our varied summer-centric products such as ice creams, thirst-quenching beverages, Mishti Doi, etc. have been witnessing huge surge in consumer demand. The upswing has been predominantly due to the early onset of summers and subsequent rise in temperatures, enhanced distribution built up coupled with the opening up of restaurants, offices, educational institutions, etc. Summer season plays a crucial role in driving the consumption of dairy products that are aimed to delight and refresh consumers amid the rising temperatures,” said Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd.

