

Mother Dairy: In-home consumption and preference for packaged foods will remain strong

FOLLOWING THE CHANGES IN OUR HABITS INDUCED BY THE ONGOING PANDEMIC, THE INDUSTRY NEEDS TO COME UP WITH THE BEST POSSIBLE SOLUTIONS IN TERMS OF HYGIENIC- AND -QUALITY PRODUCT PORTFOLIO, LAST MILE REACH, ETC.

On the outlook and prospects for India's Food & Grocery industry in 2022

India's food and grocery industry is likely to continue with the momentum going ahead, and will be led particularly by the organized players. Favorable market trends and evolving consumer channels, especially e-commerce, will help in pushing the industry to new heights. The consumption trend of consumers, which began witnessing a perceptible change since 2 years ago, is markedly visible with in-home consumption and preference for packaged foods going strong. Overall, the value-pack segments across product categories have grown multifold and will continue to grow.

At the same time, due to the changes in our habits induced by the pandemic, the industry needs to come up with the best possible solutions in terms of hygienic- and -quality product portfolio, last mile reach, etc. Having said that, essential categories such as milk and basic groceries will be the last ones to witness an impact or bear the brunt of the pandemic.

On the interesting trends and developments to watch out for

Being one the largest retailers in Delhi-NCR, we feel that there should never be a dearth of consumer touchpoints. We try to be in the closest vicinity of the consumer. In this context, the approach followed by D2C brands and express deliveries, and how local kirana stores are brought on the digital platform will be some of the new trends to watch out for in the food and grocery segment.

Though these models will help to deliver food items at the doorstep, however, many food categories are complex to handle. For example, certain products require



“Essential categories such as milk and basic groceries are most resilient to weather the worst of the adverse conditions arising from the ongoing pandemic while the value-pack segments across product categories will continue to grow.”

– Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd.



refrigeration in the entire supply chain, like milk and allied products. Therefore, it is imperative to give attention towards carving out the desired infrastructure in order to maintain a smooth supply chain till the consumers' doorstep.

On the company's to-do list for 2022

As we usher into 2022, we will strive to be in step with the evolving situation and move forward on a journey that is in sync with the new dynamics of the world, be it technological, product-led, etc.

In 2021, we launched around 20 new products in line with the growing consumer preferences. With focus towards convenience

and nutritional offerings, we will continue to launch new products across the indulgence, convenience and health & wellness spaces and extend our portfolio of value-added dairy products such as ice creams, packaged sweets & cheese spreads, strengthen our portfolio of nutritional offerings as well as the introduce new Safal frozen vegetables.

We will also keep expanding our milk sales operations across more towns and cities. In our home-turf, i.e., Delhi-NCR, we have embarked on a journey of strengthening our network of consumer touchpoints, mainly in the form of kiosks and franchise shops, and are set on course to cover the length and breadth of this region with a collective count of over 2,500 exclusive Mother Dairy consumer touchpoints by FY22-23.

Our business partners are very integral to our system and operations. This year, we wish to build on the trust that has nurtured our strong and long association with them.

