

MARKET UPDATE Industry Highlights

NEWS

Mother Dairy plans to expand the Ghee category, eyeing a growth of 20% in the next three years

Dairy industry behemoth Mother Dairy has charted a massive expansion plan with the aim to outpace the industry growth in the Ghee segment. The brand is aiming at a over 20% growth in the category in the next three years by making the product available at 50,000 additional retail units in 200 towns across the country. The expansion spree will go a long way in providing superior quality product to the consumers battling spurious products in the market.

Talking about the massive market expansion the company is undertaking specifically for the ghee category, **Sanjay Sharma, Business Head – Dairy Products, Mother Dairy Fruit & Vegetable Pvt. Ltd.** said, "Mother Dairy has stepped up focus on the ghee category and has plans to outpace the industry growth rate in the next 3 years. Our efforts are aligned towards clocking a growth rate of more than 20%, compared to the industry's growth rate of 13%. The Company has plans to strengthen its presence across the ghee consumption markets, including U.P., Maharashtra, and Haryana, along with its home turf of Delhi NCR."

At present, Mother Dairy Ghee is available across over 150 towns in the country, whereas the company intends to enhance the reach to around 200 towns in the next 3 years and tap around 50,000 outlets from the current 10,000.

As a first step, the company plans to expand its distribution in the country, aiming to cover a greater number of towns and consumer touchpoints. As for the focus markets, Delhi NCR has been and always been one of the most important markets for Mother Dairy and now it has plans to further penetrate deeper into the states of Uttar Pradesh, Maharashtra, Haryana, etc.

Sharma further added, "Ghee represents the largest consumed dairy product in India after liquid milk. It is one such

category that has been associated with Indian households since ages and is used for different purposes. Therefore, as a company, we have embarked upon a dual objective within the ghee category – making superior quality offering available to a larger audience as the company has a rich legacy and expertise in the dairy sector, unlike some players who are not so experienced in handling dairy or dairy-related products; and as a responsible brand, we are upping our sleeves to serve the discerning consumers of this country who are often subjected to spurious products. The availability of ghee will also be enhanced across many leading e-commerce channels."

For instance, the company's over 1800 booths in the Delhi-NCR region clubbed with the e-commerce portals, are sources of providing genuine and authentic products to its discerning consumers, who are often duped by a spurious product.

With expertise of more than 46 years in the Dairy Sector, Mother Dairy has built a strong portfolio of dairy produce derived with deep insights of its consumer understanding committed to provide safe offerings for masses. Hence, ghee is a natural fit for Mother Dairy's portfolio to complement its range of products with utmost safety and purity while creating additional avenues for farmers.

Mother Dairy is also coming up with significant mass media campaigns to increase the awareness of its products across its markets.

