

## Mother Dairy to expand network

NEW DELHI, Jan 13 (PTI)

IN A MASSIVE expansion with an aim to outpace the industry growth in the Ghee segment, dairy industry behemoth Mother Dairy, is aiming at an over 20% growth nationally, with enhanced focus across states like Maharashtra, Uttar Pradesh and Haryana. The company will make the product available at 40,000 new retail units across the country with a heightened focus on the above mentioned states. The expansion spree will go a long way in providing superior quality product to the consumers battling spurious products in the markets across the State.

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 UP, 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.