



Mother Dairy revises milk prices in Delhi NCR from March 06, 2022

New Delhi, 05th March 2022: In view of the rising farmer prices, fuel costs and costs of packaging material, Mother Dairy is compelled to raise its liquid milk prices by Rs. 2/litre in Delhi NCR with effect from March 06, 2022. The new prices will be applicable for all milk variants.

The Company has been experiencing surge in varied input costs which have increased multifold. The farm prices have alone firmed up by about 8-9% since July 2021, coupled with mounting operational costs of packaging, logistics, etc. Despite paying higher prices towards milk procurement in the last few months, the consumer prices were kept intact.

It is important to note that Mother Dairy passes around 75-80% of the sales realization from milk towards the procurement of milk. As a responsible organization, Mother Dairy has consistently worked towards providing remunerative prices to the milk producers, thereby ensuring the sustainability of dairying and availability of quality milk.

The surge in farm prices is only being partially passed on to the consumers, with an effective revision of only 4%, which is lower than the increase witnessed in the farm prices and overall food inflation, thereby securing the interests of both the stakeholders.

Revised MRP for Delhi NCR market with effect from March 06, 2022:

Variants	Pack Size	Delhi NCR Consumer Prices (Rs/pack)	
		Old MRP	Revised MRP
<i>Bulk Vended Milk (Token Milk)</i>	1000 ml	44	46
<i>Ultra Premium Milk</i>	500 ml	31	32
<i>Full Cream Milk</i>	1000 ml	57	59
	500 ml	29	30
<i>Toned Milk</i>	1000 ml	47	49
	500 ml	24	25
<i>Double Toned Milk (Live Lite)</i>	1000 ml	41	43
	500 ml	21	22
<i>Cow Milk</i>	1000 ml	49	51
	500 ml	25	26
<i>Super-T Milk</i>	500 ml	26	27

In addition, the Company's consumer milk prices are being revised across key markets including Haryana, Western Uttar Pradesh and Uttarakhand with effect from March 06, 2022. Markets beyond these select regions will be revised in a phased manner. Mother Dairy Milk is available in over 100 cities across the country.