

Mother Dairy to hike prices by ₹2 per litre from Sunday

New Delhi: Mother Dairy will increase milk prices by Rs 2 per litre in Delhi-NCR with effect from Sunday due to rise in procurement costs. The announcement comes within days after Amul and Parag Milk Foods increased prices by Rs 2 per litre each.

“In view of the rising procurement prices (amount paid to farmers), 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 6, 2022,” the company said on Saturday.

Full cream milk will cost Rs 59 per litre from Sunday, up from Rs 57 per litre on Saturday.

Prices of toned milk will increase to Rs 49, while double

toned milk will rise to Rs 43 per litre. Cow milk prices have been hiked to Rs 51 per litre from Rs 49 per litre.

Bulk vended milk (token milk) price has been raised to Rs 46 from Rs 44 per litre. It has also raised milk prices by Rs 2 per litre in Haryana, Western Uttar Pradesh and Uttarakhand.

Markets beyond these select regions will be revised in a phased manner. Mother Dairy Milk is available in over 100 cities across the country.

“The company has been experiencing a surge in varied input costs which have increased multifold,” it said.

The procurement prices (amount paid to farmers) have alone firmed up by about 8-9 per cent since July 2021. The other costs have also gone up. PTI

