



## Mother Dairy Layers Love & Goodness in its New Digital Campaign

- **Rolls out a new 7 week-long digital campaign #LayerItWithLove focusing on its Butter & Cheese categories.**
- **Aims to create awareness and enhance brand affinity by stimulating sweet moments over familial conversations.**

**New Delhi, 09<sup>th</sup> March 2022:** Mother Dairy, country's beloved milk and milk products major, has rolled out a new digital campaign – #LayerItWithLove – focussing on its butter and cheese categories. The newly introduced campaign is aimed at creating awareness and enhance brand affinity by stimulating sweet moments over conversations in a family.

The 7 week-long campaign comprises of a digital film which showcases how one can layer his/her answer with love and goodness when in a spot, thereby creating a distinct value proposition for its consumers. The digital film is live across all social media pages of Mother Dairy including Facebook, Instagram and YouTube.

**Talking about the campaign, Mr. Sanjay Sharma, Business Head – Dairy Products, Mother Dairy, said,** “Mother Dairy is known for stimulating togetherness and the newly introduced campaign aptly captures this essence which stands true for all our value-added dairy products. Over the last few years, we have tried to come up with category-specific campaigns in line with our overall positioning of value-added dairy products, i.e., *Rishton ka Swaad Badhaye*. We have been instrumental in driving this core thought across categories of ice creams, ghee, breads, etc. With this campaign, we expect to strike a chord with both existing and new consumers by driving heightened awareness for our butter and cheese portfolios. By releasing a digital film, we intend to reach out to the new-age consumers, encouraging them to use the layer of love and goodness which relates to the goodness offered by a layer of butter and/or cheese in one's diet.”



The digital film can be viewed at: <https://www.youtube.com/watch?v=CKA1nIYrDx4>

With an aim to satiate the diverse taste of young cheese lovers, Mother Dairy had expanded its cheese portfolio with the two new exclusive flavours – Piri Piri & Garlic & Herbs in 2021. The addition of these new products also strengthened the Company's breakfast portfolio which comprises of varied offerings apart from milk including breads, butter, cheese, curd, etc. Amongst the entire product range, butter and cheese are the major categories where Mother Dairy is expanding its portfolio. The distribution reach of these products is being built and the packaging of the products has also been revamped for a distinct appeal.

### **About Mother Dairy Fruit & Vegetable Pvt. Ltd.**

Mother Dairy was commissioned in 1974. It is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of 'Operation Flood', world's largest dairy development program launched to make India a milk sufficient nation. Today, MDFVPL is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. under the 'Mother Dairy' brand. The Company also has a diversified portfolio under the 'Dhara' brand for edible oils and fresh fruits & vegetables, frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its consumers.