



Mother Dairy En Route To Strengthen Presence and Visibility In the State of West Bengal; Begins With The City Of Joy

- *The Company leads the way with its famed Mishti Doi by introducing the first-ever regional mega TVC-led campaign for its product, featuring renowned Cinestar of Bengali Cinema – Abir Chatterjee – for its consumers across Kolkata and West Bengal.*
- *Mother Dairy, Delhi has sketched a plan for its value-added portfolio to achieve a cumulative turnover contribution of around Rs. 500 crores, maintaining a CAGR of over 30%, in the next 5 years (FY2026-27) from the Eastern market.*
- *Intends to strengthen its focus towards portfolio development and prowess, distribution, manufacturing capacity and visibility across the region.*

Kolkata, 11 April 2022: Mother Dairy Fruit & Vegetable Pvt. Ltd., Delhi's beloved dairy major and a wholly owned subsidiary of National Dairy Development Board (NDDDB), today, announced that is has embarked upon a journey to strengthen its presence and visibility in the state of West Bengal, aimed at growing its value-added dairy products portfolio with a CAGR of over 30% in the next 5 years.

On the occasion of Pôila Boishakh 2022, the Company is introducing its first-ever regional mega TVC-led campaign for Mother Dairy Mishti Doi, featuring celebrated actor – Abir Chatterjee – for its consumers across Kolkata. The consumers and viewers will be able to see Abir Chatterjee getting in a playful and sweet namesake familial banter.

Furthermore, the Company has laid out plans to work upon its brand presence and footprint along-with its portfolio and manufacturing capacities across the region. At present, Mother Dairy, Delhi's value-added dairy products are available across around 10 districts in the state of West Bengal, whereas the company intends to double the count by covering around 20 districts and tap over 30,000 outlets from the current count of around 17,000 in the next 5 years. Mother Dairy's delightful portfolio of dairy products also caters to the Bengali palate with state-specific traditional products – the famed Mishti Doi, Aam Doi and Nolen Gur flavoured Ice Creams – that are cherished by consumers across the region.

Elaborating on the approach, Mr. Sanjay Sharma, Business Head – Dairy Products, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, “Over the years, we have tried to build upon the requisite infrastructure including manufacturing and distribution capacities to cater to our consumers in the east. Today, Eastern market is one of the fastest growing markets for our value-added dairy products portfolio after North, clocking a CAGR of around 35% in the last 5 years. We are thankful to consumers of Kolkata and West Bengal for bestowing affection towards our range of products, especially the localised specialities. Testament to the fact is our Mishti Doi, which has received immense traction from the audience here. Taking a step ahead, we are now coming up with a holistic approach for the state and the region in order to achieve our target of maintaining over 30% growth in the next 5 years. The country's 5 states contribute almost 50% of food consumption with West Bengal being one of them. Hence, the region will always be at the core of our expansion strategies going ahead.”

Broadening its brand proposition – *Rishton Ka Swaad Badhaye* – across the state, the Company is also introducing its first-ever 360-degree vernacular campaign for Mishti Doi on the eve of Bengali New Year. Led by a TVC featuring renowned actor – Abir Chatterjee – the campaign is intended towards stimulating togetherness and family bonding while indulging in the delightful flavor of Mishti Doi, while strengthening the brand’s leadership position & supremacy in the packaged Mishti Doi market.

Talking about the new campaign, Mr. Randhir Kumar, General Manager – Marketing (Dairy Products), Mother Dairy Fruit & Vegetable Pvt. Ltd. said, “Our dairy products offer the quintessential delightful refreshing taste that prolongs the time spent with friends and loved ones. Taking this cue ahead, we are further narrating down our overall proposition down within our product categories across our areas of operations. Mishti Doi has been one of the leading product categories for Mother Dairy in this market and this state-specific delicacy continues to be a strong carrier product for all our dairy products. Hence, the category made a natural choice for us to begin with in the eastern market, and it couldn’t have been better than kickstarting the flavour of *Rishton of Swaad Badhaye* in a city known as the City of Joy coupling it with the most auspicious occasions around. Abir’s persona is best-suited as mature and gentleman-like and comes across as a natural fit for the brand, displaying our caregiver brand persona in a contemporary way.”

The vernacular TVC will showcase Abir Chatterjee as the father and Aradhya Anjana, child artist as daughter. The TVC can be viewed at: <https://www.youtube.com/watch?v=D8czT9B1Y5M>.

Elaborating on the association, celebrated Actor Abir Chatterjee added, “It gives me immense joy to be associated with an iconic brand like Mother Dairy and a product that really symbolizes Bengal’s traditional taste. The new Mother Dairy Mishti Doi ad truly represents a very sweet message in a manner that is most relatable to any Bengali household, signifying the sweetness in relationships.”

Mother Dairy, a leading milk and milk products player of the National Capital Region, having an expertise of over 45 years, has been consistently introducing world class products for its consumers across the country. In addition to its popular value-added dairy offerings, the Company is also known for its other brands – Dhara edible oils, Safal Frozen Vegetables (Peas, Corn, etc.) and Dailycious.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974. It is a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of ‘Operation Flood’, world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer and ghee under the ‘Mother Dairy’ brand. The Company also has a diversified portfolio with products in edible oils under the ‘Dhara’ brand 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.