



This Summer Season, Mother Dairy Brings in over 15 New Products tapping into Indulgence & Convenience Spaces

~Introduces vanilla-flavored ready-to-consume Custard, 2 Cold Coffees and a range of new delectable Ice Creams in many flavors and formats.~

New Delhi, 11 April 2023: Mother Dairy Fruit and Vegetable Pvt. Ltd., India's leading milk and milk products major, today announced its new portfolio with over 15 new products for the summer season of 2023. These new products have been developed basis deep consumer insights, aimed at tapping into indulgence and convenience spaces along-with the evolving consumption occasions.

The new product line-up for this year includes a **ready-to-consume Custard, 2 Cold Coffees** and **over 10 Ice Cream variants**. In addition, the company has **enriched its Nutrifit Curd offering with Vitamins A & D**. The newly introduced range will be available across major markets of the company through both traditional and new-age distribution channels.

Talking about the new product line-up, **Mr. Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd.** said, "Given the diversity and evolution being witnessed in the needs and preferences of our consumers, we have embarked upon a journey to tap into new product spaces and categories. The introduction of these new products couldn't have been timed any better as we move towards sprucing up our dairy products portfolio. In the next 3 years, we aim to introduce over 100 new products in order to reaffirm our position as one of the leading and consumer-centric dairy players in the industry; this year marks the beginning of this journey."

Product	Details
Ready-to-consume Custard	• Vanilla-flavoured (200 ml pack size, priced at Rs. 40), available in Delhi NCR and metro cities through both traditional and new-age distribution channels. • Offers convenience of relishing the delectable dessert, with preferred consistency in both texture and taste, keeping aside the preparatory hassles. • Dairy-based dessert with no-added preservatives and a shelf life of 6 months.
Cold Coffee	• 2 exciting flavours – Cappuccino and Latte (200 ml pack size, priced at Rs. 30). • Dairy-based beverages intended to satiate the new consumption occasions of today's time. • A delight to the coffee-lovers across the country.
Ice Creams	• This year's focus towards impulse portfolio with 5 new Kulfis - Shahi Malai Kulfi, Shahi Phirni Kulfi, Shahi Paan Kulfi, Shahi Pista Kulfi, etc. • 4 Cones - Koko Karamel Kore, Choco Coffee Crunch, Black Forest Cone and Chocolate Fudge Cone. • Berry Blast & Coco Sparkle bars and Lemon Ice Candy.
Nutrifit Curd enriched with Vitamins A&D	• Mother Dairy has enriched its Nutrifit Curd with Vitamins A & D across all SKUs. • Mother Dairy Nutrifit Curd is already a functional probiotic product, offering the goodness of friendly bacteria which supports good gut health. • Will be available across existing distribution channels.

Mr. Bandlish further added, "The new offerings are a natural fit for us in every way. Going ahead, we will be on a constant lookout for dairy-based products and categories amalgamated with value addition and innovation, to cater to the evolving consumer needs."

All the new products of 2023 will be supported by varied marketing campaigns, both ATL and BTL, aimed to further build the salience of the brand and acceptance of the new products amongst the consumers.

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 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, ghee, etc. 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.