



Mother Dairy Enhances Play in Product Localization in Eastern India; Introduces Nolen Gur Mishti Doi & Nolen Gur Kulfi

- *Introduces the delectable regional delicacy of Nolen Gur in two new exciting formats, offering the quintessential delightful experience yet matching the localised taste palate.*
- *The newly launched products will be made available across general trade, modern retail outlets along-with new-age distribution channels.*
- *Also continues its association with renowned actor – Abir Chatterjee – for its famed Mishti Doi.*

Kolkata, 08th May 2023: Mother Dairy Fruit & Vegetable Pvt. Ltd. (Delhi), country's beloved milk and milk products major and a wholly owned subsidiary of National Dairy Development Board (NDDB), is all set to add a pinch of Bengal's much-loved flavour – Nolen Gur – in the region this summer season. Having pioneered packaged Mishti Doi and Nolen Gur Flavoured Ice Cream, the Company is amalgamating its expertise and introducing the delectable Nolen Gur taste in two exciting formats – Nolen Gur Flavoured Mishti Doi and Nolen Gur Kulfi – aimed to delight consumers across age groups.

The newly introduced Mother Dairy Nolen Gur Mishti Doi comes with no added preservatives and is aimed to complement the company's existing portfolio of Mishti Doi and Aam Doi, whereas the Nolen Gur Kulfi is yet another feather in the company's cap after receiving tremendous traction for its Nolen Gur Flavoured Ice Cream.

Talking about the new products, Mr. Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, "Today, the eastern market is one of the fastest growing markets for our value-added dairy products portfolio after North, clocking a CAGR of upwards of 30% in the last 5 years, primarily driven by the success of our localised product offerings. We intend to continue the momentum by crafting more localised products that offer the quintessential delightful refreshing experience yet matching the localised taste palate. With the newly introduced products, we now have a total of six products that have been specially developed for the eastern region – making it the largest bouquet of localised offerings within our value-added dairy products portfolio. I am confident that these new offerings will be a treat for the community here and their love for the Nolen Gur flavour."



Product Details

Sr. No.	Product	Pack Size/Price
1	Mother Dairy Nolen Gur Mishti Doi	80 grams @ Rs. 20
2	Mother Dairy Nolen Gur Kulfi	50 grams @ Rs. 25

Mr. Bandlish added, "While we are thrilled to incorporate the distinctive local taste in our products, at the same time, we are also working on a holistic approach for the eastern market. We are continuing our association with renowned actor – Abir Chatterjee – for our famed Mishti Doi, with an aim to drive salience amongst our consumers. We believe that our region-specific delicacies will continue to be a strong carrier for all our dairy products in the eastern market."

Mother Dairy is the first company to popularize the traditional artisanal offering of Mishti Doi not just in West Bengal but across the country. Along-with the newly introduced products, Mother Dairy's expanded east-centric portfolio now has 6 products, including Mishti Doi, Aam Doi, Nolen Gur flavour Ice Cream (single serve cup) and Khaanti Ghee.

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.