



Mother Dairy Celebrates Kolkata's Love for Tea with the Launch of 'Super-T Plus Milk'

- *The newly launched variant, specifically crafted for tea preparation, makes the tea richer in colour, offers a creamier and superior taste, ensuring a delightful experience in every sip.*
- *Mother Dairy Super-T Plus Milk is fortified with Vitamins A & D and is tested for rigorous 29 tests before the final despatch to market.*
- *Introduced in attractive pack sizes of 500 ml and 1 litre, the new variant will be made available across around 5,000 outlets in a phased manner.*

Kolkata, October 23, 2024; Mother Dairy Fruit & Vegetable Pvt. Ltd. (Delhi), India's beloved milk and milk products major, has launched its 'Super-T Plus Milk', specifically tailored for tea preparation, for consumers in Kolkata. This new variant caters to the unique preferences of tea enthusiasts across the region, further enhancing Kolkata's longstanding tradition of tea drinking.

Mother Dairy Super-T Plus offers 4.5% Fat and 9% SNF (Solids Not Fat) and is designed to enhance the flavour and creaminess of tea, making it an ideal choice for good quality tea preparation. It has been developed basis deep consumer insights, catering to the growing demand for tea special milk across specific regions. The newly introduced milk variant will be made available through a robust distribution network of around 5,000 outlets across the city, in a phased manner.

Commenting on the launch, Mr. Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, "Tea, or 'cha', is more than just a drink in Kolkata. The city's love for tea is evident from its lively tea stalls and charming cha houses. With the launch of Mother Dairy Super-T Plus Milk, we aim to provide the perfect companion for this beloved drink, ensuring every cup of tea reflects the city's rich heritage. We are committed to making this product readily accessible, ensuring that every tea enthusiast can enjoy the perfect cup of tea. We are confident that Super-T Plus Milk will be well-received by our diverse consumer base."



Product Name	SKUs	Price	FAT & SNF
Mother Dairy Super-T Plus Milk	500 ml	Rs. 32/pack	4.5% Fat and 9% SNF
	1 litre	Rs. 62/pack	

Mr. Bandlish further added, "In order to ensure our brand promise, we adhere to stringent quality parameters wherein each batch of milk is tested for rigorous 29 tests before the final despatch to market. Besides, the newly introduced variant is also fortified with Vitamins A & D. Additionally, plans are in place for further expansion, bringing Super-T Plus Milk to newer markets and regions in the near future."

In Kolkata, Mother Dairy (Delhi) already has a strong portfolio of four milk variants, including Cow Milk, Toned Milk, Double Toned Milk, and Super-T Milk, apart from a range of delectable dairy products such as the famed Mishti Doi, Aam Doi, Curd, Ice Creams, Dairy Beverages, Paneer, etc.

Mother Dairy (Delhi) has entered into its golden jubilee year and this milestone year is marked by a commitment to innovation and quality, ensuring that Mother Dairy remains a trusted name in every household.

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. Through its brands, the company has a national footprint across all major cities in India. Mother Dairy, for the past 5 decades, has harnessed the power of farmer-based institutions to deliver a range of delicious products to every household.