

Mother Dairy Launches Rich and Creamy ‘Buffalo Milk’ for Consumers in Mumbai

- *The newly introduced variant will address the latent demand for specific consumer needs and further expand the Company’s liquid milk portfolio in the market.*
- *Mother Dairy Buffalo Milk promises to be creamy and rich in taste with higher FAT and SNF content along-with A2 protein.*
- *The variant will be available in convenient pack sizes of 500 ml & 1 litre and will be made available across all offline and online channels in a phased manner.*

Mumbai, June 24, 2024: Mother Dairy, India’s leading milk and milk products major, has today announced the launch of its **Pure Buffalo Milk** variant for consumers across Mumbai region. The newly introduced variant has been developed basis deep consumer insights, aiming to fulfil the emerging demand for milk variants tailored to specific needs. Offering a richer and creamier experience to consumers across, the new variant will be available in the Mumbai market from June 25, 2024, onwards.

Mother Dairy Buffalo Milk offers 6.5% fat content and 9% SNF (Solid Not Fat), giving it a creamier texture and rich taste profile, thereby providing a superior mouthfeel in every sip. In addition to being a great choice for regular consumption, Mother Dairy Buffalo Milk will also make for an ideal companion for culinary enthusiasts. Its creaminess makes it perfect for creating delectable desserts, enhancing the overall culinary experience for those who love to experiment in the kitchen. Furthermore, the new variant will comprise of A2 protein.

Speaking about the launch, Mr. Manish Bandlish, Managing Director of Mother Dairy, said, “At Mother Dairy, we are driven by the ethos of consumer centricity, keeping their needs to the core of every product that we offer. Our extensive knowledge of consumer insights along-with our expertise in handling agricultural produce for over 5 decades has paved the way for us to innovate and offer solutions to address specific needs. The newly launched product is in line with the same strategy; it addresses multiple facets – specific usage requirements including plain drinking or versatility, meeting the requirements for species-specific milk, or even for those who are looking to transition from loose to packaged milk. We are confident that the newly introduced variant will quickly become a household-favourite.”



Product Name	SKUs	Price	FAT & SNF
Mother Dairy Pure Buffalo Milk	500 ml and 1 litre	Rs. 72 per litre	6.5% FAT & 9% SNF

The newly introduced Mother Dairy Buffalo Milk will be made available across the company's entire distribution network including both offline and online channels in a phased manner. The brand will also be launching a widespread marketing campaign to enhance the awareness levels amongst its target audience.

In Mumbai, Mother Dairy already has a strong portfolio of 05 milk variants, including Cow Milk, Full Cream Milk, Toned Milk, Double Toned Milk, etc., apart from a range of delectable dairy products such as ice creams, curd, dairy beverages, paneer, etc.

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.