



About Mother Dairy

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was an initiative under **Operation Flood**, the world's biggest dairy development program launched to make India a milk sufficient nation. Over the years, Mother Dairy has contributed significantly in achieving this objective through a series of innovations and programs. Today, Mother Dairy 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, fruits & vegetables, frozen vegetables, pulses, processed food like fruit juices, jams, etc. to meet the daily requirements of every household.

The Company over the last many years has created a market leadership position for itself in branded milk segment in Delhi & NCR through a robust network of its booth and retail channels. It has also expanded its reach to other regions in North, South, East and West with its offering of Milk and Milk products pegging it among the few companies to own such a vast channel of distribution in India.

Brand Mother Dairy sources a significant part of its requirement of liquid milk from dairy cooperatives and village level farmer centric organizations. The Company is committed to uphold institutional structures that empower milk producers and farmers through processes that are equitable. A significant portion of its income is ploughed back into the value chain to support and maintain the system.

Mother Dairy is an ISO 9001:2008 (QMS), ISO 22000:2005 (FSMS) and ISO 14001:2004 (EMS) certified organization. Quality of milk is of paramount importance for the company and hence it has invested extensively in installing hi tech automated machines to ensure high product quality/reliability and safety.

Safal, F&V arm of Mother Dairy was the first Company to organize the fruits and vegetables business in India. Today Safal is the market leader in organized fruit & vegetable retail business in Delhi NCR and operates the largest number of F&V Stores in Delhi NCR and has significant presence in Bangalore. Safal was also the first brand in India to launch frozen vegetable in mid 90s. Over the years, the brand has gained significant customer support and has become a household brand with market leadership and presence across the country.

Safal also has a state of the art plant in Bangalore which produces and sells around 23000 MT of aseptic fruit pulp & concentrate annually and supplies to noteworthy companies in food processing space like Coca Cola, Pepsi, Unilever, Nestle etc. Safal also has a prominent presence across 40 countries viz., USA, Europe, Russia, Middle East, Asia and Africa and exports Fresh Fruits & Vegetables (Grapes, Banana, Gherkin, Onion, etc.), Fruit Pulp & Concentrate, Frozen Fruits & Vegetables, etc. Brand Safal has recently ventured into offering unpolished pulses to customers across various cities and is gradually expanding its network.

Mother Dairy is also present into edible oils segment under the brand name Dhara which was launched under the 'Operation Golden Flow' program of NDDB as a market intervention program to address a

larger cause of the Indian farmers & consumers. Trust, Purity and Taste are the hallmarks of Dhara cooking oil.

It has been a constant endeavor at Mother Dairy to stay connected with its stakeholders. The corporate tag line of the latest brand campaign – *Happy Food Happy People* – captures the essence of what the Company stands for. Mother Dairy is committed to bring happiness to every individual with its range offering pure, hygienic and adulteration-free high-quality products which has been the strength, differentiator and heritage of the brand over years.

In our effort to instil and create happiness in all the lives we touch, we live our notion of creating happiness for our employees through creating a workplace reality that is fulfilling and enriching for them. We constantly listen to our employees and evolve our people practices. As a result of this, Mother Dairy has been recognized as the 2nd Best in the FMCG Industry and has also been ranked at 39th amongst India's Top 100 Best Companies to Work, in a study by Great Place To Work® Institute in association with the Economic Times for their annual 2015 survey. The corresponding ranking in 2014 was 62nd amongst the list of Top 100. In the survey, the brand also witnessed a significant move its Trust Index from 70% to 83% in 2015.