



**For Immediate Release**

**Mother Dairy Fruit & Vegetable Pvt. Ltd. Enters the Dairy Whitener market with ‘Dailycious’  
~Launches in Kolkata to make a mark in the all important market~**

**Kolkata, 9<sup>th</sup> April, 2015:** Milk & Dairy products major Mother Dairy Fruit & Vegetable Pvt. Ltd., established under the ‘Operation Flood’ program and a wholly owned subsidiary of National Dairy Development Board (NDDB), today announced its entry into the Dairy Whitener segment. Coined as ‘Dailycious’, Mother Dairy Fruit & Vegetable Pvt. Ltd. enters Kolkata today and with plans to soon be available in the entire West Bengal state.

Besides the entry in the all important Dairy Whitener segment, Mother Dairy Fruit & Vegetable Pvt. Ltd. also announced the launch of Dairy Cream along with ambient dairy beverages like Milk Shakes, Lassi and Butter milk.

**Speaking on the launch, Mr. Subhashis Basu, Business Head – Dairy Products, Mother Dairy Fruit & Vegetable Pvt. Ltd. said,** “At Mother Dairy it has been our constant endeavour to offer exceptional value to our esteemed consumers and this has been the core for all our products. Carrying on the same ethos, we are launching our Dairy Whitener under the brand name of ‘Dailycious’. I am confident that the product will meet and exceed the consumer expectations on key product attributes such as colour, taste, miscibility and cuppage.”

**He further added,** “Dailycious will be made available through a wide network of important distribution channels of close to 10000 outlets including retail and modern retail formats across the region. Going ahead, the launch will be closely followed with our entry in other cities in the region and other important markets across the country.”



**Dairy Whitener Product Details**

‘Dailycious’ Dairy whitener comes in range of Consumer packs for household segment and also institutional packs, for the HORECA segment. The consumer packs are available in following options

Pack Sizes	Price	Shelf Life
25 gms	Rs. 10	9 months
200 gms	Rs. 79	
500 gms	Rs. 190	
1 Kg	Rs. 370	

## Consumer Engagement Initiatives

'Dailycious' has been carefully crafted to connect with the category and consumers. Through our tagline of 'Spoonful of Magic', we aim to establish superiority over other dairy whiteners by highlighting the functional benefit of convenience, creaminess & miscibility. Also, it aims to build an emotional connect by giving consumers their spoonful of magic, for making their perfect cup of tea or range of other milk delights.

The launch will be supported by extensive marketing activities to create awareness for the brand. The slew of initiatives will include brand visibility through ATL & BTL activities across the region.

## Other Dairy Launches (Ambient Range)

Mother Dairy is also launching a range of delectable ambient dairy products.

Product	Pack Size	Price	Shelf Life
Dairy Cream	200 ml & 1 litre	Rs. 45 & Rs 185	4 months
Milk Shakes (Chocolate, Strawberry & Mango)	200 ml	Rs. 25	6 months
Lassi	200 ml	Rs. 20	4 months
Butter Milk (Chaach)	200 ml	Rs. 15	4 months

## About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned under the flagship 'Operation Flood' project of the National Dairy Development Board (NDDB) in December 1974 and today the Company is a wholly owned subsidiary of NDDB. A trusted brand, known for its purity, safety and adulterant free quality milk has been serving the Delhi city for over 40 years and has become an integral part of the lives of the millions of people living in the city. Mother Dairy has been a market leader in the branded milk segment in Delhi and also markets milk to regions like Mumbai, Lucknow, Kanpur, Tirupati, Pune and Hyderabad.

The brand over the years has also evolved into a significant dairy products player with presence in the categories of Ice creams, Dahi, Mishti Doi, Fruit yoghurt, Masala Chaach, Lassi, Flavoured milk, butter, cheese, UHT milk, etc. Mother Dairy also markets fresh fruit & vegetables, frozen vegetables, fruit pulps and juices under the brand name 'Safal'. The 'Dhara' range of edible oil is also marketed by Mother Dairy and is available in all major locations across the country.

The Company in its consistent effort to stay connected with its stakeholders has launched a campaign with new corporate tag line – Happy Food Happy People. The tagline captures the essence that the Company is committed to bring happiness to every individual with its range offering pure, hygienic and adulteration-free high-quality products backed by 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 a Great Place to Work by Great Place to Work Institute in their annual survey, where we have appeared at 62nd position among the top 100 best places to work and 5th in Manufacturing sector. Over a period of two years, our Trust Index has risen from 70% to 81%. Our HR practices around the Concessionaire Management have been cited as Examples of Excellent practices across all the Organizations.