



Dhāra

Dhara Strengthens its Portfolio of Healthy Offerings in the Valley of Kashmir

- First Brand to offer an entire range of 'Fortified Oils – With Vitamin A & D' & 'Low Absorb Technology' for the consumers across the region.
- Introduces Refined Rice Bran Oil in the valley under the brand name 'Dhara Life'.

Srinagar, 12th May 2015: Dhara, the leading cooking oil brand has reaffirmed its position as a healthy brand by strengthening its portfolio with the introduction of Dhara Life Refined Rice Bran Oil for the consumers across Kashmir. With this launch, Dhara becomes the first Brand to offer a complete range of healthy oils - fortified with Vitamin A & D and "Low Absorb Technology". Dhara's complete range in Kashmir region includes its flagship variant Dhara Refined Vegetable Oil along with Dhara Health Refined Sunflower Oil, Dhara Life Refined Rice Bran Oil and Dhara Mustard Oil.

Commenting on the launch of the product, Mr. Sanjeev Giri, Business Head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "We have always launched products with a vision to ensure good health to our consumers. Taking the same belief and commitment forward, we are now launching our Refined Rice Bran Oil in the region to strengthen our position by offering a complete range of healthy oils. Both Dhara Refined Vegetable Oil and Dhara Life Refined Ricebran Oils are 'Heart Friendly' cooking oils with proven health benefits. Moving ahead we also plan to strengthen our position in Mustard Oil segment by introducing more pack size options for consumers."



He further added, "Brand Dhara has a strong connect with the Kashmir Valley for past many years and to further strengthen the bond we are now stepping up our distribution network and enhancing brand engagement with our valued customers."

More About Dhara 'Heart Healthy' Oils – Dhara Refined Vegetable Oil & Dhara Life Refined Ricebran Oil

Dhara Refined Vegetable Oil with its high MUFA is known to help lower cholesterol. Dhara Life Refined Rice Bran Oil too contains the goodness of Oryzanol, which is proven to lower LDL cholesterol. Presence of Omega 3, Vitamins and other micro nutrients help build immunity and serves numerous other health benefits. The 'Low Absorb Technology' ensures that the food cooked in it absorbs less oil thus ensuring a lesser oil intake without compromising on the taste of food.

Dhara Life Refined Ricebran Oil will be available in attractive and convenient packaging options of; 1 litre Poly Pouch and 5 litre Jerry Can along with an introductory consumer scheme of 1 ltr FREE on purchase of 5 ltr Jerry Can.

Brand Dhara Presence in the region

Brand Dhara enjoys a larger presence supported by a robust network of over 4000 retailers across the state of J&K. Over the years the brand has been ensuring the cause of good health in the region through its flagship variant Refined Vegetable Oil and Mustard Oil and is growing at a healthy rate of over 13% in the last 2 years.

Dhara is the only brand in the country that propagates responsible consumption of oil. Each pack mentions '*Dhara recommends consumption of any cooking oil in moderation*' as a statutory communication on all its packaging.

About Dhara Edible Oils

The origins of the brand go back to over 27 years to August 1988 when it was launched under the 'Operation Golden Flow' program of NDDB as a market intervention program. During that time, the edible oil industry was characterized by loose oil sales, adulteration and the presence of numerous middle men. The 'Operation Golden Flow' program was conceptualized to replicate the success of 'Operation Flood' or White Revolution. It involved combining skilled management, processing and marketing strategies with cooperative practices among farmers.

Dhara was the first to launch the tamper proof Tetra Pack to combat the issue of adulteration and introduce an FMCG distribution format. Dhara's creation added value to the return of the producers and provided a stable supply of quality oil to the consumers at a fair price.

Trust, purity, consistency of quality and taste are the hallmarks of Dhara. Since it was launched, Dhara has continued to evolve its portfolio of products with which it serves its consumers. Currently the brand markets Dhara Refined Vegetable Oil, Dhara Health Refined Sunflower Oil, Dhara Fit n Fine Refined Soya bean Oil and Dhara Life Refined Rice Bran Oil, Dhara Cottonseed Oil and Dhara Refined Groundnut Oil in the refined category. In the filtered oil segment, Dhara markets Dhara Kachi Ghani Mustard Oil, Dhara Groundnut Oil and Dhara Mustard oil.