



Dhāra

Dhara Unveils New Packaging of its Refined Sunflower Oil

Bangalore, 20th May 2015: Dhara, the leading cooking oil brand of India, today unveiled the new packaging of Dhara Health Refined Sunflower Oil for all SKU (Stock Keeping Units) formats across the state of Karnataka. Dhara's complete range in the region includes Dhara Health Refined Sunflower Oil along with Dhara Kachi Ghani Mustard Oil, Dhara Groundnut Oil and Dhara Life Refined Rice Bran Oil.

Speaking on the launch of the new packaging, Mr. Sanjeev Giri, Business Head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, “At Dhara, we always believe in offering cooking oils which are high on nutrition & health benefits and at the same time don't compromise with the taste of the food. Dhara Health Refined Sunflower Oil's new packaging gives a fresh new identity to the variant with a very strong association with sunflower. The variant comes with unique 'Low Absorb Technology' and is fortified with Vitamin A & D”



He further added, “Brand Dhara has a strong connect with the region for the past many years and to further strengthen the bond; Dhara is now stepping up its distribution network and enhancing brand engagement with its valued customers.”

More About Dhara Health Refined Sunflower Oil

Dhara Health Refined Sunflower Oil comes with unique 'Low Absorb Technology' which ensures that the food cooked in it absorbs less oil. It contains the goodness of Vitamin A & D2. It is a good source of polysaturated fatty acid with goodness of Vitamin E, associated with lower incidence of heart diseases. Dhara Health Refined Sunflower Oil contains high amount of Linoleic Acid (Omega 6) Essential Fatty Acid (EFA) which cannot be synthesized in the body and has to be consumed from external sources.

Dhara Health Refined Sunflower Oil is available in attractive and convenient packaging options of 1 litre Poly Pouch and 5 litre Jerry Can.

Brand Dhara's Presence in the region

Brand Dhara enjoys a large presence and is supported by 2 CFA's and a reach of over 6000 retailers across Karnataka. Over the years the brand has been growing at a healthy rate of over 13%.

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 NDDDB 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.