



## Mother Dairy reduces the prices of Toned and Double Toned Milk by Rs. 2 per litre across Mumbai Metropolitan Region

**29<sup>th</sup> May 2015, Mumbai:** Mother Dairy Fruit & Vegetable Pvt. Ltd., a leading national dairy player, today announced a reduction in its Toned & Double Toned Milk price by Rs. 2 per litre. Even with this announcement of reducing the consumer prices, the Company continues to ensure that the farmers get remunerative prices for their produce which is at par or above the Minimum Support Price (MSP), set by the Government of Maharashtra.

**Speaking on the reduction of milk prices, Mother Dairy's Spokesperson said,** "The outlook for the procurement prices of milk being stable, we took the decision of passing this benefit to the consumer by reducing our MRP by Rs. 2/litre. It is pertinent to note that the milk for Mumbai Metropolitan Region is procured from the state of Maharashtra and we have ensured that the farmer too gets the right price which is at par or more than the MSP set by the authorities, thereby contributing to the overall rural prosperity."

Mother Dairy also offers packed milk alternates through Kamdhenu Mobile Milk Dispensing Units and Automated Milk Vending Machines wherein the milk available is already economical by Rs 2/litre and is currently being retailed at Rs. 34/litre.

The move by Mother Dairy is effective from 30<sup>th</sup> May, 2015.

Variant	Volume	Mumbai Metropolitan Region	
		Old Rates (Rs.)	New Rates (Rs.)
Toned Milk	1000 ml	38	36
	500 ml	19	18
Double Toned Milk	1000 ml	35	33
	500 ml	17.50	16.50