



For Immediate Release

Mother Dairy Launches the Delectable Regional Flavour of Nolen Gur in Ice Creams

Kolkata, April 13, 2016: Instilled with the promise of Happy Food Happy People, Mother Dairy (Delhi), milk and dairy products major, today launched the Nolen Gur flavoured ice cream, one of the most loved eastern region speciality. This regional delicacy from the Eastern Region has been made available in the packaged branded format for the first time, offering consistent taste and flavour as loved by the consumers. The newly launched variant will be available in both take home (tubs) and single serve (cups) pack sizes.

Celebrating the auspicious occasion of 'Poila Boishakh' the newly launched Nolen Gur flavoured ice cream was first introduced to a group of 25 underprivileged children from Muktakash, an NGO, in an especially organised event at the Tollygunge Tram Depot. The event also witnessed participation from the famed Director of Open Tee Bioscope - Anindya Chatterjee, also a member of renowned music band 'Chandrabindoo' along with Upal Sengupta, Music Director of the film and the leading characters from the movie - Riddhi Sen, Surangana Banerjee, Rwitibroto Mukherjee, Rajarshi Nag & Sudipta Chakraborty. Also present at the event was Pdt Mallar Ghosh, an eminent percussionist and a noted voice artist & his wife Mallika.

Speaking on the launch, Mr. Subhashis Basu, Business Head – Dairy Products, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, "As a consumer driven Company, Mother Dairy has always endeavoured to offer innovative and exciting product range in various formats and flavours to entice consumption, meeting all their expectations. In line with the same strategy, we have been focussing on crafting a portfolio of products that offers the preferred traditional taste from the Eastern region. Our regional delicacy launch of Nolen Gur ice cream is a treat to our Bengali community and their love for the flavour. I am confident that the newly launched ice cream will appeal to consumers just like our Mishti Doi and Aam Doi."

Nolen Gur flavoured ice cream will be available in pack sizes of 750ml & 90ml and will be priced at Rs 150/- & Rs 20/- respectively. The launch will be led by a series of consumer communications through Outdoor, Radio, Print, Tram branding, digital mediums and BTL activations across key spots in Kolkata city. The newly launched range will be available across 3500+ point of sales including retailers, vending carts, modern retails etc. across the eastern region.

In addition, the brand is also coming out with a series of new flavours which include:

Flavors	Pack options	MRP
Ek Dum Aam	75 ml	Rs 20/-
Disc Caramellado Cone	100 ml	Rs 40/-
Fruit Classics - Passion Fruit Blossom	1000 ml.	Rs 250/-
Indian Classics - Kesariya Mastani	1000 ml.	Rs 250/-
Western Classics - Almond Caramello	1000 ml & 115 ml.	Rs 250 & Rs 35 respectively.
Matka Kulfi	750 ml	Rs 250/-
Pineapple Ice Cream Cake	1000 ml	Rs 400/-

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of Operation Flood, the world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which 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 under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables, range of unpolished pulses, fruit juices, jams etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its customers.