



For Immediate Release

Mother Dairy Launches Cow Milk Variant

~The newly launched variant will be available in a pack size of 500 ml priced at Rs 20~

Hyderabad, July 21, 2016: Milk and milk products major Mother Dairy, established under the 'Operation Flood' program and a wholly owned subsidiary of National Dairy Development Board (NDDDB), today announced the launch of Cow Milk variant for consumers across Hyderabad region. The newly launched variant will be available in 500 ml pack size priced at Rs 20.

Speaking about the launch, Mr. Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, 'Cow Milk has been an integral part of our heritage which is well engrained in our tradition for its varied health benefits. With evolving consumer needs, the awareness for Cow Milk has been increasing, paving way for its demand by mothers, as a healthy and safe alternative meeting vital needs of their children. In our efforts to cater to essential dietary requirements of young children between 2 – 7 years Mother Dairy has launched Cow Milk, which offers optimum fat content with necessary nutritional intake and easy digestibility. I am confident that our newly launched variant will appeal to our consumers.'



Mother Dairy's Cow Milk is homogenised, which assists in even distribution of the protein and fat globules and at the same time it is easy for digestion. In addition, cow milk also contains beta carotene which is useful for improving eyesight. The newly launched variant will offer 3.5% FAT and 8.5% SNF (Solid Not Fat).

Mother Dairy's Cow milk will be available at select 4000-5000 retail outlets across the Hyderabad region. The brand will soon be launching a 360° campaign with ATL and BTL initiatives to enhance the awareness levels amongst the target audience.

The Company through its extensive retail network across the region markets a complete range of Milk variants including Full Cream Milk, Toned Milk and Double Toned Milk.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDDB). 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.