



**For Immediate Release**

## **Mother Dairy Launches ‘Premium’ – High Cream Milk for Consumers Across Greater Mumbai**

- The variant will offer rich, creamy & thick milk with highest FAT content of 7% and SNF of 9%.
- ‘Premium’ Milk will be available in a pack size of 500 ml & 1 litre, priced at Rs 27 and Rs. 53 respectively.

**Mumbai; 05 October, 2016:** Milk and milk products major Mother Dairy, established under the ‘Operation Flood’ program and a wholly owned subsidiary of National Dairy Development Board (NDDB), today announced the launch of ‘Premium’ – high cream milk for consumers across the Greater Mumbai region. **The newly launched variant will be available in 500 ml and 1 litre pack sizes, priced at Rs. 27 and Rs. 53 respectively.**

Mother Dairy’s ‘Premium’ Milk will offer the **highest FAT content of 7% along with 9% SNF** ideal for consumers looking for rich milk diet and also for home makers indulging in home-made sweets, ghee and curd as the variant offer **15% extra malai** (cream) in comparison to Full Cream Milk.

**Speaking at the launch Mr. S Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd said,** “At Mother Dairy, we are driven by the ethos of consumer centricity, keeping their needs to the core of a new product development. Over decades, our extensive knowledge of consumer insights along with our expertise in crafting of food has paved way for us to innovate and offer solutions to address specific needs. The newly launched product is in line with the same strategy to cater across section of consumers. I am confident that the product will be liked by the consumers, which has been specially designed as per the market needs.”



The newly launched variant is apt choice for homemakers to rejoice with their families with delicacies during the festive season.

**Mr. Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd., added,** “The newly launched Mother Dairy’s ‘Premium’ Milk is distinctly different from options available in the market. The variant has been specially designed for consumers looking for a rich milk usage with high fat content. The product offers highest FAT content of 7% and offers 15% extra *malai* (cream) to consumers. The rich FAT content makes this variant a perfect fit for preparation of home-made sweets, curd and ghee etc. apart from regular usage thereby making every day delicious.”

The brand will soon be launching a widespread 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, Double Toned Milk and Cow 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 (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.