



For Immediate Release

Mother Dairy Pays Tribute To Indian War Heroes; Contributes Rs 10 Lakh Towards the Armed Forces Flag Day Fund

~Handovers the Contribution Cheque to Shri Prabhu Dayal Meena, Secretary, Department of Ex-Serviceman Welfare, Govt. of India~

New Delhi, November 02, 2016: Mother Dairy, a wholly owned subsidiary of National Dairy Development Board (NDDB), today paid tributes to Indian War Heroes by contributing towards the Armed Forces Flag Day Fund and handing over a cheque of Rs 10 lakh to Shri Prabhu Dayal Meena, Secretary, Department of Ex-Serviceman Welfare, Ministry of Defence, Government of India. Also present on the occasion was Director General of Resettlement, Major General Jagat Bir Singh.

Speaking on the occasion, Shri Prabhu Dayal Meena, Secretary, Department of Ex-Serviceman Welfare, Ministry of Defence, Government of India, said, "It is indeed a great gesture by Mother Dairy to engage the public in recognising the contribution made by the Ex-servicemen in serving the nation and at the same time taking the initiative to provide support to the families of fallen soldiers through Armed Forces Flag Day Fund. We are grateful to NDDB for their commitment to assist our ex-servicemen and providing them various opportunities post their retirement."

Paying tribute to the Indian Armed Forces, Mother Dairy initiated the [#HeroNextDoor](#) drive aimed to apprise the residents that all its booths are managed by Ex-servicemen and also to draw more consumers to booths in support of these Ex-servicemen. Taking the thought ahead, Mother Dairy ran a promotional offer from 10th – 31st, August 2016 on the occasion of Independence Day, wherein products bought by consumers were awarded with cash back, while Mother Dairy committed 5% of the sale amount towards the Armed Forces Flag Day Fund.

Speaking on the initiative, Mr. Siva Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd, stated, "As a nation, we are grateful to our armed forces for their never-ending contribution towards safeguarding the nation's pride. In the Delhi NCR region more than 800 Ex-servicemen run Mother Dairy booths, all of them sponsored by Director General of Resettlement, under the Ministry of Defence. We wanted the general public to recognise them as their neighbourhood heroes, who continue to serve the nation in their own ways. Taking the same ethos forward, we engaged our consumers through a promotional campaign, offering them to buy products from Mother Dairy booths during 10th – 31st of August 2016, for which we will contribute 5% of the sales proceeds towards the Armed Forces Flag Day Fund. We feel proud in contributing Rs 10 lac for families of our martyrs on behalf of our consumers."

Brand Mother Dairy also ran a mass campaign across various consumer touch points including print, radio, outdoor and POS to engage residents across the region.

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.