



For Immediate Release

Mother Dairy Introduces Aadhar Enabled Payment System In Its Milk & Safal Booths In Record 3 Days

New Delhi; December 30, 2016: In order to provide added convenience and to promote cashless transactions amongst its consumer, Mother Dairy Fruit & Vegetable Pvt. Ltd., today introduced Aadhar Enabled Payment System in its Milk & Safal Booths. This service will now be available in addition to the existing modes like E-wallets and SmartChange Cards.

The decision to introduce Aadhar Enabled Payment System (AEPS) was taken by the company officials on 27th December, 2016 and was implemented in more than 1000 Booths in record 3 days. The service was commissioned in association with CSC e-Governance Service India Ltd. under the aegis of Department of Electronics and Information Technology (Deity), Government of India.

Speaking about the initiative, Mr. S. Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, "Mother Dairy has always been very sensitive to the consumers' convenience and their changing preferences along with the rich tradition of driving technology in its processes. We are cognizant of all the challenges our consumer faces in making transactions for the daily need items. To ease the same, we had introduced e-wallets and SBI Smart Card earlier. We are now happy to offer yet another convenient mode of making transactions through Aadhar Enabled Payment System. The AEPS mode of payment is one of the easiest mode of transaction as it does not require any physical cash or Card to make the transactions."

Mr. Sandeep Ghosh, Business Head - Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd, added, "We decided to offer AEPS System in all our Booths to provide convenience to our consumers. The decision was taken on 27th December, 2016 and we have implemented the AEPS System in more that 1000 of our Milk & Safal Booths. The challenges included the physical delivery of the Bio-metric reader, linking the booths operators Bank Account to the Aadhar platform and training the operators on accepting the payments. We thank, CSC e-Governance Service India Ltd. and Department of Electronics and Information Technology (Deity) for supporting us in implementing the same in such a record time."

About Mother Dairy Fruit & Vegetable Pvt. Ltd.:

Mother Dairy Fruit & Vegetable Pvt. Ltd., a wholly owned subsidiary of National Dairy Development Board (NDDB) was established under the Operation Flood in 1974. The Company markets its milk & milk products under the Mother Dairy brand, fresh Fruit & Vegetable and the Edible oils are branded as Safal & Dhara respectively. The Company's focus is on being the nutrition leader in the industry and in this regard Mother Dairy has recently started fortifying their Milk.