



FOR IMMEDIATE RELEASE

Hon'ble Chief Minister of Jharkhand, Shri Raghubar Das Inaugurates Mother Dairy's State-of-the-Art Integrated F&V Processing Plant in Ranchi

- The plant envisaged with two phases has completed its Phase I of IQF freezing line in a record time of 10 months and has been running trials with a capacity of 5650 MT/annum, while the Phase II of Aseptic Pulping Line with capacity of 17700 MT/annum is expected to be ready by December 2017.
- Post completion of Phase II, this facility will be a first of its kind hi-tech integrated automated factory in Eastern India with both IQF freezing and aseptic pulping line under one roof.
- The annual raw material requirement of the factory in the steady state of operations will be to the tune of 75000 MT/annum.

Ranchi, 7th March, 2017: Shri Raghubar Das, Hon'ble Chief Minister of Jharkhand inaugurated Mother Dairy's first-of-its kind fruit & vegetable processing facility in the Nagdi Block of Ranchi on 7th March 2017. The hi-tech integrated plant is being set up by Safal, the flagship F&V brand of Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL). The inauguration of the facility was done in the presence of Shri Dilip Rath, Chairman, NDDB and officials of MDFVPL.

The green field plant is being set-up with a subsidy support from the Jharkhand Government as per the Jharkhand industrial policy, with an estimated cost of Rs. 82.77 crore. The land for the aforesaid project has been allotted to Mother Dairy through a state order of Government of Jharkhand. The newly built IQF processing line has been built in a record time of 10 months and is currently under trials for green peas and jackfruit processing.

In his address, Shri Dilip Rath, Chairman, NDDB, said, "NDDB is supporting Jharkhand in managing the State Cooperative Federation - which has resulted in milk procurement increasing from about 6 TKGPD in 2012-13 to about 84 TKGPD in 2016-17 (Apr-Jan), directly benefiting about 12,800 milk producers till date with about Rs 6.25 crores being transferred to the producers every month."

Chairman NDDB informed that recognizing the untapped potential of Jharkhand, NDDB's wholly owned subsidiary MDFVPL decided to set up an integrated plant for producing 10 MT/hour of pulp/paste and 2 MT/hour of frozen fruit and vegetables at a total investment outlay of about Rs 82.77 crores. The pulp plant plans to increase its volume to about 17,700 MTPA by the fifth year and would handle fruits/vegetables like mango, guava, litchi, pineapple, amla, papaya and tomato. Similarly, the frozen plant plans to increase its volume to about 5650 MTPA and would handle vegetables/fruits like green peas, corn, beans, cauliflower, carrot, ginger, jackfruit, pineapple.

Shri Rath said, "This initiative is expected to not only provide market access to producers of fruits and vegetables but also help add value in the form of processing and extension of shelf life. Producers would also be supported in increasing yield through improved varieties and efficient cultivation practices. Even producers not directly linked to the project are likely to benefit from higher prices through greater competition for their produce. Improved technology in cultivation introduced in the project area is also likely to spread to other areas in the state." The Dairy Board Chairman said, "As the project scales up, there would be increased livelihood and employment opportunities arising

directly and indirectly from the project, which along with the initiative taken in the dairy sector supported by NDDDB would help in bringing about rural prosperity in Jharkhand.” On behalf of NDDDB and MDFVPL, he thanked the Hon’ble CM of Jharkhand and the State Administration for providing all out support and cooperation to enable NDDDB to complete this project in record time.

Speaking on the development, Shri S. Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, “With rich agronomic conditions and variety of horticulture crops, Jharkhand as a state has the potential to evolve as a hub for F&V processing. The state has been a rich source of quality produce for crops like peas, tomato, cabbage, jackfruit, etc. where we foresee a huge potential to add value, benefiting both farmers and consumers. Through this initiative, we aim to create meaningful impact to the lives of large number of small and marginal farmers from the state, offering them right remuneration for their produce and providing them direct linkage to the urban markets.”

The state currently ranks significantly well in the production of several key fruits & vegetables such as – 2nd in Peas, 6th in tomato, cabbage & okra and 4th in litchi production. Additionally, farmers in the state are known to be using less pesticide as compared to others as the soil is fertile and has high capacity of fixation of humus, thereby giving the crop a superior taste and quality profile.

Shri Pradipta Kumar Sahoo, Business Head-Safal, said, “For our newly built facility, bulk of the raw material will be directly sourced from farmers of the state. This economic activity will enhance the farm income of large number of small and marginal farmers with complete transparency and efficiency of payment system. It will also help in mitigating farmer predicament of coming to mandis and reducing middle-men interference in the value chain.”

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, honey 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.