



For Immediate Release

Dairy major Mother Dairy to spell its Magic in Kolkata with 'Dailycious' Milk

- Introduces its very popular 'Cow Milk' for children.
- Also launches Toned Milk and Double Toned Milk.
- Announces plan to open 100 Exclusive Stores for consumers to experience the entire range of its products such as Mishti Doi, Aam Doi, Curd, Ice Creams along with Dhara and Safal brands.

Kolkata, March 23, 2017: Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL), a wholly owned subsidiary of National Dairy Development Board (NDDB), today launched its milk portfolio in the city with 3 variants under the brand 'Dailycious'. The variants introduced include Cow Milk, Toned Milk and Double Toned Milk.

Introduction of milk in West Bengal is part of the Company's 'East India focus' under which it recently commissioned a first-of-its-kind integrated Fruit & Vegetable processing facility in Ranchi, Jharkhand. Mother Dairy, which already has Ice cream, milk products, Dhara edible oils and Safal Fruit & Vegetable products in the city, now completes its portfolio with the launch of milk under the brand 'Dailycious'.

Speaking on the occasion, Mr. S Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "Mother Dairy is known for its understanding of the Indian consumer and offering products that are best suited for their requirements. We have been instrumental in crafting traditional delicacies such as Mishti Doi, Aam Doi and Nolen Gur flavored ice cream for our fellow Kolkatians. The launch of milk in a new brand identity- '**Dailycious**' is part of the strategic initiative to further strengthen our presence in the packed liquid milk space. The introduction is also in line with our endeavor of being present in all key metros. We are confident that the consumers will patronize our Vitamin A&D fortified milk, which will support their daily nutritional requirements."

As part of consumer outreach program, the Company is also working towards series of ATL & BTL initiatives aimed to create awareness about the brand and benefits associated with the newly launched range. The initiative will include a 360° approach including TV, newspapers, radio, digital, consumer activations etc.

According to Mr. Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd., "The launch of our 'Dailycious' milk will further strengthen our consumer proposition in Kolkata. The entire product range has been specially crafted to address varied needs for daily consumption. Be it for the need of a growing child, or for making your favourite cup of tea, coffee or lip smacking desserts like nolen gurrer payesh, our milk will help you in complimenting the desired taste. Dailycious will be initially available across 3000 retail outlets in the city. In addition, we also plan to open 100 exclusive franchise stores offering Company's entire range in Kolkata under one roof."





About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Commissioned in 1974 and established under the initiative of 'Operation Flood', Mother Dairy is wholly owned subsidiary of the National Dairy Development Board (NDDB). With more than 4 decades of expertise in serving the farmer and consumers, the Company is committed to uphold the best in class safety and quality measures to ensure safeness of its products. Every drop of milk being processed passes through a rigorous testing protocol of 23 quality checks at 4 levels to ensure quality of milk at all stages. In order to support the daily nutritional needs of consumers, the Company has recently started fortifying its range of milk variants with Vitamin A&D.

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.