

From tomorrow, 2 versions of Mother Dairy milk in mkt

One Marketed By State, Other By Centre's NDDB

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Kolkata: A brand war has erupted over milk in Bengal and this time it is not two corporate biggies who are engaged in the battle.

The Bengal government has accused the Centre of encroaching on its territory as the National Dairy Development Board (NDDB) under the Union ministry of agriculture begins marketing fresh milk and other milk-based products under the Mother Dairy brand name in Bengal from Saturday. Bengal already has a state-controlled entity, Mother Dairy Calcutta, which markets fresh milk and other milk-based products under the Mother Dairy brand name.

The state government has accused the Centre of rene-

BUYING MILK? KNOW YOUR BRAND

Mother Dairy Calcutta

➤ Markets fresh milk in Bengal under brand name Mother Dairy; has 25-30% market share



➤ Also markets dahi, lassi, buttermilk, ice-cream etc, but does not have exclusive right to use the brand name for these

➤ 450 retail outlets in Bengal

Mother Dairy (NDDB)

➤ Markets milk and other milk products



in all states except Bengal under Mother Dairy brand

➤ Will set up 100 outlets in Bengal. Use sub-brand Dailycious to sell fresh milk

MOTHER DAIRY | Was created in 1970 under **Operation Flood**. In an agreement in 1996, NDDB gave the Bengal government-owned **Mother Dairy Calcutta exclusive rights to sell fresh milk** under Mother Dairy brand name in Bengal

ing on previous agreements and is seeking legal opinion from leading solicitor firm Sanderson and Morgan.

The iconic Mother Dairy brand was created in 1970 under Operation Flood. While the brand is owned by NDDB nationally, in 1996, the board entered into an agreement with Bengal government whereby the state-owned Mother Dairy Calcutta got exclusive

rights to use the brand name to sell fresh milk in the state.

Now, NDDB's subsidiary, Mother Dairy Fruit and Vegetable (P) Ltd, will market fresh milk, dahi, lassi and ice-cream in Bengal under the Mother Dairy brand and also set up 100 exclusive retail outlets across the state. Mother Dairy Calcutta has 450 outlets in the state.

► **'Don't see politics', P 16**

'Don't see politics behind milk launch or outlets here'

► Continued from P 1

When contacted, animal husbandry department secretary B P Gopalika told TOI that the state government will take up the issue with NDDB. "They cannot open showrooms under the Mother Dairy brand in Bengal. As per our agreement with NDDB, neither Mother Dairy nor any of its subsidiaries can market fresh milk in Bengal. If it does so, there will obviously be conflict of interest," Gopalika said.

The managing director of Mother Dairy Fruits and Vegetables, S Nagarajan, who was here on Thursday for the launch of fresh milk, said one shouldn't see politics behind the launch of fresh milk or exclusive outlets. "This is a business decision taken by the Mother Dairy board. We feel Bengal is a milk-deficit state but there is enough water resources here which shows it has a huge scope. So we can contribute in our own way. This will be good for Bengal," he said.

Nagarajan said the NDDB firm would use a new brand, Dailycious, to sell the fresh milk in Bengal. Mother Dairy (Delhi) uses this brand for dairy whiteners in other markets. "It's true in 1996 there was an agreement between NDDB and the West Bengal government according to which we cannot sell milk under the Mother Dairy brand in Bengal and that is why we are doing this under the Dailycious brand," he said.

However, sources in Mother Dairy Calcutta indicated that creating a sub-brand for

MOTHER DAIRY VS MOTHER DAIRY

► The Mother Dairy brand was created in 1970 under the NDDB-run 'Operation Flood' programme by Union agriculture ministry

► In other parts of the country, except Bengal, Delhi-based Mother Dairy Fruit & Vegetable Pvt Ltd, an arm of the Centre-run NDDB, was having the rights on the milk brand and its product sales

► The direct turf war began on Thursday as Mother Dairy Fruit & Vegetable unveiled its fresh milk portfolio in 3 variants — cow milk, toned milk and double toned milk — in Kolkata and Bengal under 'Dailycious' sub-brand

► It has also announced to set up 100 exclusive retail outlets under Mother Dairy brand name in Kolkata

while Mother Dairy Calcutta already has over 300 exclusive brand depots here

► Besides milk, the former will market doi, lassi and ice cream directly under 'Mother Dairy' brand in Bengal although the latter has been selling the same items under various sub-brands here

► But, according to Mother Dairy Fruit & Vegetable officials, Mother Dairy Calcutta does not have the exclusive rights on using the brand name for selling other products like ice cream, lassi and doi

► Both the warring 'Mother Dairy' entities seem to have taken the 'sub-brand route' to counter each other's allegation on trademark violation



fresh milk does not imply that it is not a violation. "The name Mother Dairy is printed on the pack of the fresh milk. Besides, they are also setting up exclusive outlets under Mother Dairy brand. So there will be confusion," the sources said.

Sandeep Ghosh, the business head (milk) of Mother Dairy Fruit & Vegetables, pointed out that Mother Dairy Calcutta does not have a Mother Dairy brand for ice creams but market it under a separate brand from its Mother Dairy outlets, which is confusing.

Meanwhile, Mother Dairy

Fruit and Vegetables is aiming at a turnover of Rs 10,000 crore in the next two years.

The NDDB outfit is hoping to conclude the current fiscal with a revenue of Rs 8,000 crore. Nagarajan said almost 70% of its turnover is coming from north India while east accounts for 15%-20% of the business.

According to him, the turnover from milk would be Rs 5,000-6,000 crore while oil would be Rs 1,500 crore and value added product Rs 1,600 crore. It also procures fresh fruit and vegetables and market it in NCR.