



PRESS RELEASE

On the Auspicious Occasion of Durga Puja, Safal Adds 2 more Fresh Fruit & Vegetable Outlets in Kesari Nagar and Puri Road

Bhubaneswar, September 27, 2017: Strengthening its presence and reach to consumers, Brand Safal, today added 2 new Fresh F&V outlets in the city of Bhubaneswar. The newly built stores were inaugurated by Shri Dilip Rath, Chairman, National Dairy Development Board (NDDB), in the presence of Mother Dairy officials. These outlets are located at IOCL Petrol Pump, Kesari Nagar, Unit-V and IOCL Petrol Pump, Lingaraj Filling Station, Puri Road. With these stores Safal now has a total of 5 outlets at key spots of city in just 3 months of operations.

Inaugurating the outlets, Shri Dilip Rath, Chairman, NDDB said, “Brand Safal has been the pioneer in bridging the gap between the farmers and consumers by bringing them on a common platform benefiting both. With entry into the State of Odisha, Safal aims to offer an unmatched F&V shopping experience to the residents of Bhubaneswar similar to Delhities. In addition, Safal is also making way to enhance its reach to farmers by way of agronomic interventions for key horticulture crops aimed to provide guidance and training to increase their production and also with right remuneration.”

He further added, “After receiving an overwhelming response for Safal’s first three F&V outlets in the city, we have now added two more outlets for our consumers. As we proceed, we are planning to further increase Safal’s F&V outlet count to a total of nine outlets in the city by Diwali this year.”

Benefits to Farmers

Safal has also embarked upon on-ground agronomic intervention with farmers for key horticulture crops with an objectives of encouraging farmers for more vegetable cultivation and enhancing the production/yield by way of providing training and advising on good agriculture practices. Benefiting the farmers with right remuneration and direct access to markets, Safal, within a time frame of 3 months, has also started sourcing up to 15% of its F&V produce from farmers/FPOs of nearby districts of Bhubaneswar. There are 200-250 farmers are associated with FPOs and aim to scale up sourcing from farmer/FPOs up to 50% with the increase of our stores.

Benefits to Consumers

With Safal entering the Bhubaneswar market in July 2017; it has helped in easing the F&V related concerns both at the farm level as well as at the consumer level. With 3 stores in operation here, Safal has been successful in offering safe, natural and quality produce at competitive prices to consumers across the city and with the no. of stores going up, the consumer price of Safal outlets will be more competitive as compared to any other retail market price.

Further, all Safal stores are equipped with digital/electronic weighing scale to ensure accuracy in weighing unlike in unorganised sector, where consumers bear losses due to variations in weighing which may be as high as 20%. These outlets will also offer a host of Mother Dairy branded dairy products, Dhara’s range of edible oils and other Safal branded value added range.

This initiative of Mother Dairy Fruit & Vegetable Pvt. Ltd. (NDDB’s wholly owned subsidiary) in collaboration with the Oil Marketing Companies (OMCs) aims to serve the consumers with quality F&V produce at affordable prices and also provide market linkage to the F&V growers of Odisha.

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 milk producers and consumers, the Company is committed to uphold the best in food safety and quality measures to ensure availability of safe, wholesome and nutritious food 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 supplement 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.