



For Immediate Release

## Mother Dairy Bestowed with “Quality Mark” Certificate

*~Becomes the first brand in the National Capital Territory to get Quality Certification for its Poly Pack Milk variants~*

**New Delhi; April 05, 2018:** Leading dairy brand ‘Mother Dairy’ today announced that it has been conferred with “Quality Mark” for all its poly pack milk variants being sold in Delhi NCR. The certification is awarded based on an assessment of dairy processing units conducted by a consortium of an expert panel from DAHDF, FSSAI, NDDB, Managing Directors of four Federations representing the regions and two dairy experts, under the aegis of National Dairy Development Board (NDDB).

*The ‘Quality Mark’ stands for adherence to stringent compliance of quality norms adopted in hygienic and safe handling of milk right from its point of collection till it reaches the hands of consumers. The initiative was launched in July 2017 by Shri Radha Mohan Singh, Hon’ble Union Minister for Agriculture & Farmers Welfare, Government of India and NDDB was assigned the responsibility to standardize, examine and award certifications for manufacturing units complying with the stringent processes thus defined.*

**Shri Dilip Rath, Chairman, National Dairy Development Board, in a statement said,** “The ‘Quality Mark’ initiative is aimed to enhance consumer confidence on milk and milk products by way of a simple logo. We are happy that Mother Dairy has adopted the same and I am confident that the consumers will stand assured of the distinction that the mark represents.”



**Commenting on the accreditation, Shri Sanjeev Khanna, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said,** “It is indeed a proud moment for us to be the first company in the National Capital Region to offer its consumers milk certified with the ‘Quality Mark’. We have always been an integral part of people’s lives in Delhi/NCR and this certification for our 07 processing units further validates our commitment for providing the highest quality of milk and milk products to our consumers.”

### **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.