



MOTHER DAIRY

DELIGHTFUL INDULGENCE

Mother Dairy Fruit & Vegetable Private Limited is a USD 1.3 billion (1300 million) company with the ownership of Mother Dairy, Safal and Dhara brands. Mother Dairy is an ISO 9001:2008 (QMS), ISO 22000:2005 (FSMS) and ISO 14001:2004 (EMS) certified organization which is involved in the manufacture of milk and milk products. It was commissioned in 1974 under the world's biggest dairy development program, 'Operation Flood' which was initiated by the National Dairy Development Board (NDDB).

Through their innovative

programs, Mother Dairy has made India a milk sufficient nation and contributes significantly to the growth of dairy co-operatives and farmers through processes that are equitable. The company has predominantly established itself in Delhi and NCR region with a strong network of their booths and retail channels. Being the first company to have an organized fruits and vegetable business in India, Mother Dairy has gained market leadership in this segment through their subsidiary companies - Safal and F & V. Over the years, it has gained significant customer support and has become a

household brand all across the country.

BRINGING OUT THE VERY BEST

Milk received from individual producers undergoes stringent quality checks at the designated collection and chilling centers. Once it meets the predetermined standards, the milk is then supplied to the dairy units through insulated milk tankers under refrigerated conditions. Strict quality checks are again performed for all incoming milk received at the units. Each batch of incoming and outgoing milk undergoes 21 quality tests to establish quality standard compliance.

The Quality Assurance Laboratory at Mother Dairy, Delhi, is certified by National Accreditation Board for Testing and Calibration Laboratory (NABL)-Department of Science and Technology, Government of India. Appropriate control measures are applied to ensure compliance of Quality and Food Safety requirements. Apart from milk, Mother Dairy also sells cultured dairy products, ice creams, paneer, and ghee at its outlets.

The corporate tagline of its latest brand campaign – 'Happy Food Happy People' is what Mother Dairy truly stands for.

