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Mother Dairy launches milk sales operations in Bhopal

Mother Dairy, a subsidiary of the National Dairy Development Board (NDDB), has announced the launch of its milk sales operations in the city of lakes - Bhopal. After Indore, Gwalior and Jabalpur, the Company has forayed in the city of Bhopal as part of it

By **Pooja Yadav** | November 4, 2020



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Establishes a robust network of over 1500 retailers

Mother Dairy, a subsidiary of the National Dairy Development Board (NDDB), has announced the launch of its milk sales operations in the city of lakes - Bhopal. After Indore, Gwalior and Jabalpur, the Company has forayed in the city of Bhopal as part of its expansion strategy in the state of Madhya Pradesh.

Mother Dairy milk is currently available across more than 100 cities across the country. Mother Dairy, as part of the launch, is introducing four milk variants namely Full Cream Milk, Double Toned Milk, Super T milk and India’s largest selling Cow Milk variant. The range will be made available across 1500 outlets spread across the city, which will be further strengthened to 2500 outlets.

For its milk supply in state of Madhya Pradesh, Mother Dairy sources raw milk from farmer-centric institutions situated in & around Madhya Pradesh, which is being processed and hygienically packed in associated plants in Dewas and Morena.

Brand Mother Dairy with the expertise of over 45 years in the Dairy industry is introducing world class practices to ensure safety and quality at all levels. Right from procurement of milk to processing in plant to final placement in market, the Company follows strict adherence to parameters to ensure only safe and quality produce reaches its consumers. In its effort to ensure milk quality and right temperature at retail level, the Company is also introducing industry first ‘Insulated Crates’ for Bhopal market.

Mother Dairy is also working towards series of initiatives aimed to create awareness about the brand and benefits associated with the newly launched milk range in the region.

Speaking on the new foray, Vinod Chopra, Sr. Business Head – Milk, Mother Dairy, said, “At Mother Dairy, we are driven by the ethos of serving the farmers as well as our consumers on a common platform by providing right remuneration to milk producers and offering quality and safe products to our consumers. The overall success witnessed in the state of Madhya Pradesh, supported by the most recent success in Indore, further prompted us to extend our liquid milk

offerings to Bhopal, thereby bringing quality milk offerings for our discerning consumers and at the same time providing a new market for our milk producers.”

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