

Mother Dairy launches buffalo milk in Delhi-NCR at Rs 70/litre

Mother Dairy has introduced a buffalo milk variant in the Delhi-NCR market. The company aims to establish this new segment as a Rs 500 crore brand by March next year.

Mother Dairy currently provides 35-36 lakh litres of milk daily in Delhi-NCR and 45-47 lakh litres per day nationwide. In the Delhi-NCR region, the company sells milk through pouches and milk booths.

"We are launching buffalo milk at Rs 70 per litre. We are introducing this variant in Delhi-NCR," said Mother Dairy Managing Director Manish Bandlish in an interview with PTI.

The company will be supplying 50,000-75,000 litres of buffalo milk per day in Delhi-NCR. The milk will be available in the market from this week.

"By March 2025, we aim to reach 2 lakh litres per day. We intend to make the buffalo variant a Rs 500 crore brand in one year. This segment is growing. There is a demand for high-fat milk," Bandlish said.

In a couple of months Mother Dairy would launch the buffalo milk variant in Uttar Pradesh, Haryana and Maharashtra also, the MD said.

Mother Dairy buffalo milk offers 6.5 per cent fat content and 9 per cent SNF (Solid Not Fat), giving it a creamier texture and rich taste profile. Furthermore, the new variant will consist of A2 protein.

During the last financial year, the company posted a turnover of around Rs 14,500 crore out of which Rs 11,500 crore came from the dairy business.

Commissioned in 1974, Mother Dairy is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). The company also has a diversified portfolio with products in edible oils under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc under the 'Safal' brand.

Reference: <https://economictimes.indiatimes.com/industry/cons-products/food/mother-dairy-launches-buffalo-milk-in-delhi-ncr-at-rs-70/litre/articleshow/106897284.cms>