

**INTERNATIONAL CONFERENCE
ON
CARABAO BASED ENTERPRISE DEVELOPMENT**

PHILLIPINES, 26th-27th OCTOBER 2017

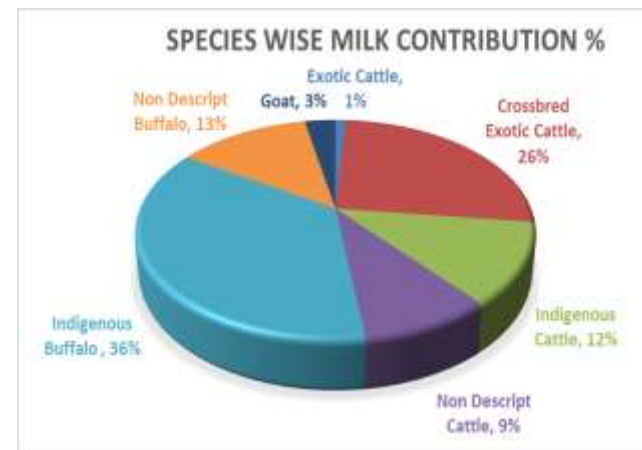
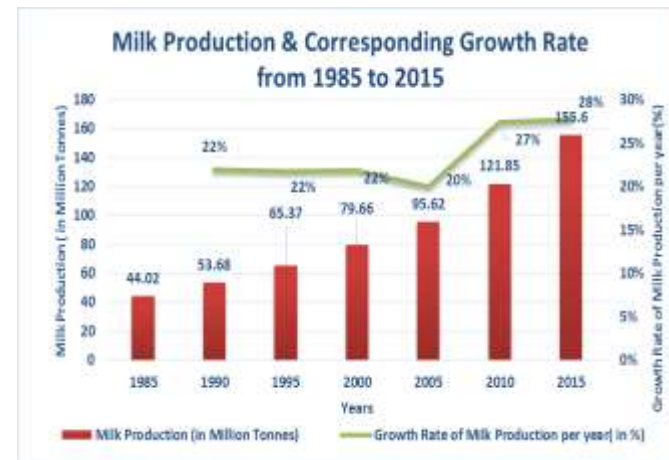
Innovative Practices and Products from Mother Dairy

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New Delhi, India

- 1. Snapshot of Dairy Industry in India**
- 2. About Mother Dairy Fruit & Vegetable Pvt. Ltd.**
- 3. Manufacturing Foot Print - Mother Dairy**
- 4. Unique Products in India**
- 5. Innovative Distribution Models**
- 6. Accreditation, Awards & Accolades**

1. SNAPSHOT OF DAIRY INDUSTRY IN INDIA

- 70 million rural households are engaged in milk production
- India is world's largest milk producer since 1998, growing at an Annual rate of **6.28%** during the last two years.
- India accounts for **19%** of total milk production of the world.
- Per capita Milk availability in India is **337 gms. per day** - **47% higher** than world average of 229 grams per day
- India has **largest bovine population**(299 million, 18.4%) in the world.

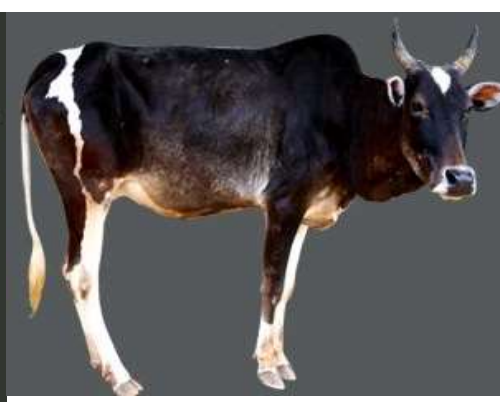


Source of data :

- www.nddb.org
- www.business-standard.com

Livestock Wealth

19th Livestock Census of India - 2012



Total Bovine population

299.9 million (decrease by 1.57%)

Total livestock

512.05 (decrease by 3.33%)

Cattle (37.28%), Buffalo (21.23%), Sheep (12.71%), Goat (26.4%)



2. ABOUT MOTHER DAIRY FRUIT & VEGETABLE PVT. LTD.

VISION : To provide Quality Food & Beverages to consumers at affordable prices while ensuring fair returns to the producers.

MISSION : Mother Dairy's heritage is intrinsically linked to the cooperative movement in India. With determination and pride we will continue to serve our farmers, rural India & our consumers.



- Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the **NDDB**. It was an initiative under **Operation Flood**, the world's largest dairy development program launched to make India a milk sufficient nation. In year 2000, it was converted into Private Limited entity.



- Mother Dairy Fruit & Vegetable Pvt. Ltd. manufactures & sells milk and milk products under the brand name **MOTHER DAIRY**, Fruits & Vegetables under the brand **SAFAL** and Edible Oil under the brand name **DHARA**.
- Mother Dairy has a PAN India presence selling a total of **3.5 million litres** of milk with a major presence in Delhi(North India) wherein **3.0 million litres of milk is sold daily** through around **1400 retail outlets** and over **1000 exclusive outlets**.
- Mother Dairy's Annual turnover was **1200 Million USD** in FY16-17.

1. Milk :

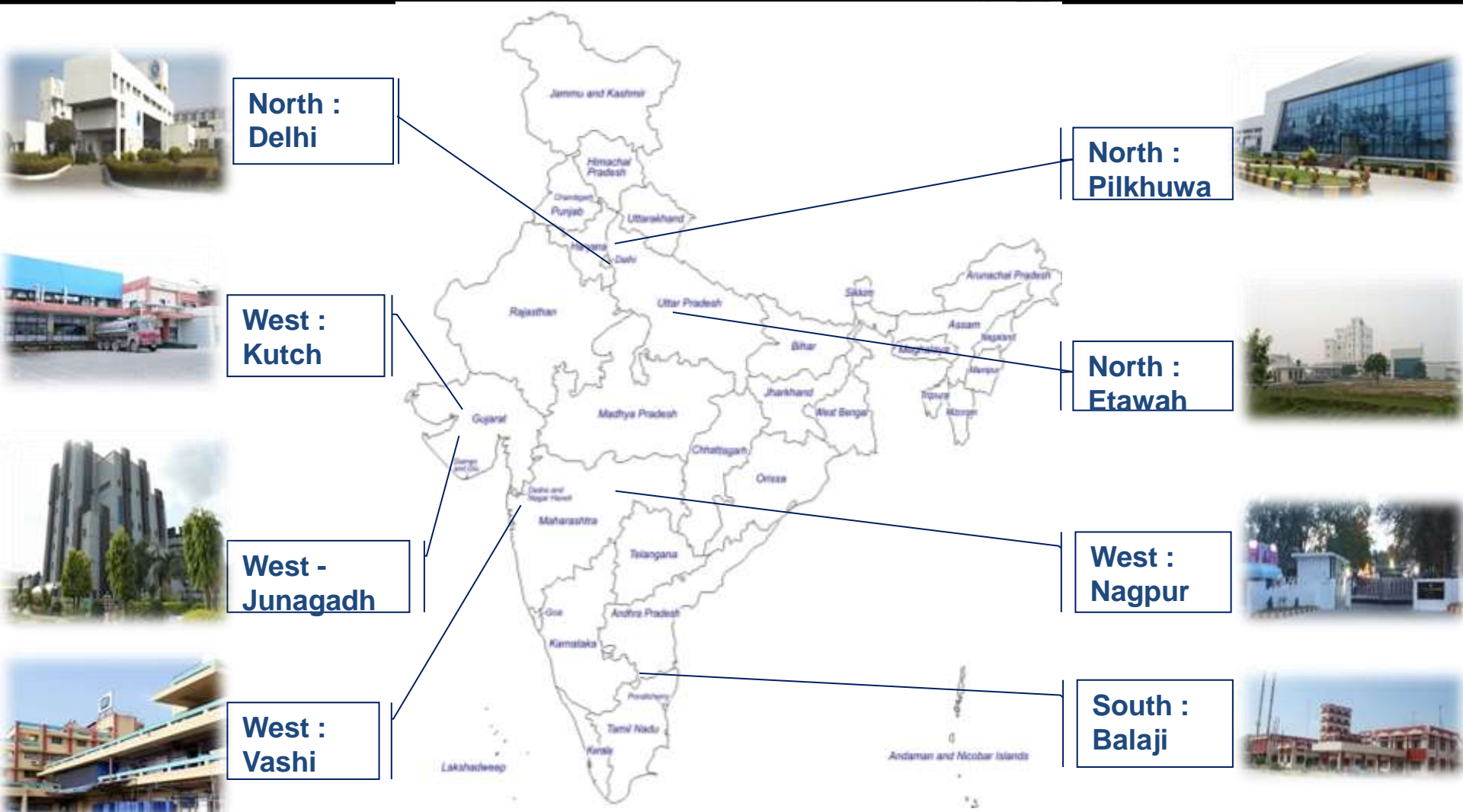
- A. Bulk Vended Milk
- B. Poly Pack Milk
- C. UHT Milk



2. Dairy Products :

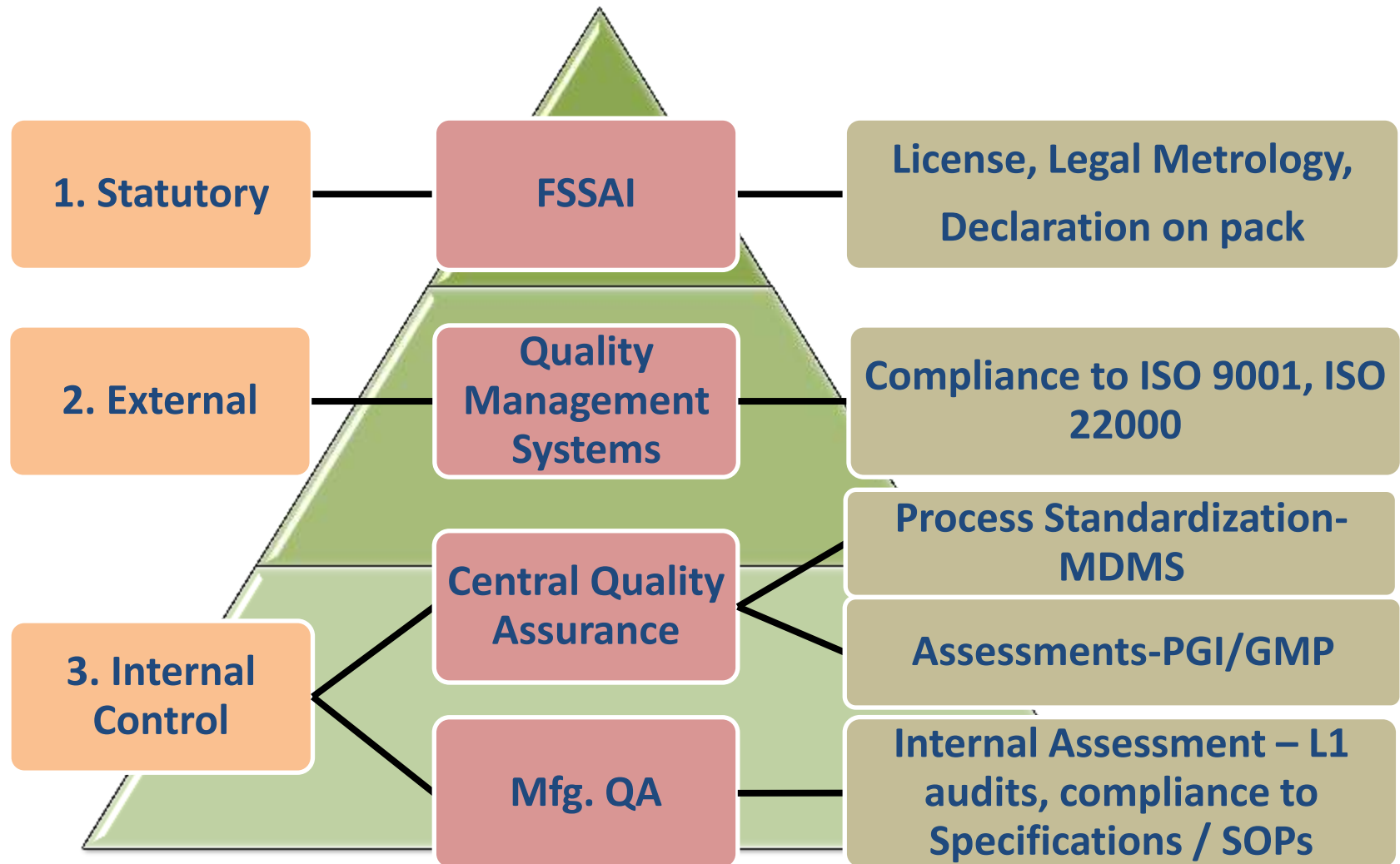
- A. Curd / Probiotic Curd
- B. Lassi - Chach / Buttermilk
- C. Probiotic Drink
- D. Flavored Milk
- E. Paneer / Cheese
- F. Ghee
- G. Fruit Yoghurt
- H. Milk Powder
- I. Cream
- J. Milkshake
- K. Ice Creams
 - More than 70 variants

3. MANUFACTURING FOOTPRINT – MOTHER DAIRY



- Apart from **EIGHT OWN** plants, there are **22 CO-PACKER** units across India.
- Total Processing Capacity : Milk – **4.5 Million Litres per day**, Products - **700 Metric tons per day**.

QUALITY PYRAMID





4.SOME UNIQUE PRODUCTS

1. Probiotic Drink (Nutrifit) – *Winner of “International Dairy Federation Marketing award” at Mexico*

- Nutrifit - probiotic milk drink with **billions of LA5** (*Lactobacillus acidophilus*) friendly bacteria which strengthen the body's immune system when consumed over a period of time.
- Shelf life of 28 days
- *Health & Nutritional Benefits:*
 - Reduces LDL cholesterol
 - Decreases lactose intolerance
 - Improves digestion
 - Prevents ulcers
 - Fights viral infection
 - Reduces anemia
 - Produces B vitamins
 - Enhances calcium absorption
 - Improves appetite



2. Stirred Fruit Yoghurts

- A delicious product with generous helpings of fresh fruits blended in thick, milky yoghurt.
- Rich source of antioxidants.
- The active lactic cultures present impart better nutrition and aid digestion.

- ***Health & Nutritional Benefits :***

- Reduces risk of osteoporosis
- Fights bacterial infections
- Decreases lactose intolerance
- Improves digestive system
- Excellent source of calcium, phosphorous, riboflavin, thiamin, folate, niacin, magnesium and zinc.



3. Probiotic (Curd)

- Low fat (1.5%) curd with probiotic *Bifidobacterium* (BB-12) strain.
- Reduces risk of upset stomach and enhances immune response, supports bowel function.



4. Mishti Doi (Curd)



- Is Sweet Curd relished specifically in Eastern part of India.
- The unique taste is imparted by a combination of caramelization of sugar & richness of FAT.

- Probiotic market in India consists of 1. Drinks 2. Fermented yoghurt or Curd 3. Ice Cream.
- Indian Market of probiotic products is growing at an annual rate of 22.6%.

5. Indian Cottage Cheese (Fresh Paneer)

- Paneer is a fresh cheese prepared by adding coagulant to hot milk and separating and pressing the curd so obtained.
- Is an inextricable part of vast range of Indian cuisines.



6. Flavoured Lassi / Buttermilk



- Tadka Chach : Butter Milk spiced with oleoresin combination of Ginger, Green chilly & Cumin.
- One of the largest selling dairy beverage.



7. Bulk Vended Milk (Toned Milk)

- Most unique creation to cater the milk needs of all strata of society and avoiding use of any type of packaging material.
- BVM is a homogenised toned milk fortified with Vitamin A & D which is sold in loose form at Mother Dairy owned Booths across Delhi NCR.
- Milk is stored in a tank at $< 5^{\circ}$ C and dispensed in exchange of token to the customer.
- Storage Tank undergoes a CIP before every filling to ensure it is microbiologically safe.

8. Milk-Shakes

- Developed to fulfill the needs of youth and children as a replacement of the aerated drinks.
- Product loaded with benefits of Calcium from milk coupled with the real fruit pulp.



5. INNOVATIVE DISTRIBUTION MODELS

1. Automated Vending Machine(AVM)

- Value & Volume Based dispensing
- Auto Cleaning & Sanitation



2. Lassi Vending Machines

- Lassi is packed in BIB(Bag in Bag) format of 20 litres which in turn is poured into the Lassi Vending Machine.
- Consumer can get Lassi in 200 ml cups.

3. Kamdhenu Mini Trucks for Milk

- Installed with a tank of 550 litres to 600 litres capacity
- Volume Based dispensing
- Due to small footprint, market penetration becomes easy.





✓ CST (Concentrated Solar Technology)

- Used for Hot Water Generation
- Is Asia's biggest installation in Dairy Sector.
- Delivers 30 lakh Kcal per day
- Hot Water generated is used in process CIP.

6. ACCREDITATIONS, AWARDS & RECOGNITION

Certifications with us :

- ISO-9001:2008 (QMS)
- ISO-14001:2004 (EMS)
- FSSC-22000 : 2010 (FSMS)
- OHSAS 18001:2007 (OH & S)
- ISO 50001:2011 (EnMS)
- Quality Assurance Laboratories at two units are certified by NABL (National Accreditation Board for testing and calibration Laboratory), ISO 17025:2005 Department of Science & Technology, Government of India.
- Export Certification by Export Council of India for SMP & Dairy Whitener.

Few Awards won by us :

- Rajeev Gandhi Quality Award Commendation Award – 2013
- RBNQA Certificate of Merit in Manufacturing Category – 2015
- QIMPRO award – 2015
- Greentech Environment Award - 2017
- Golden Peacock Health & Safety Award – 2016
- National Safety Innovation Award 2016 by Institution of Engineers - 2016
- “CII 5S Excellence Award for Process Industry” - 2016

THANKS