

Mother Dairy signs up as exclusive distribution partner of Bharat Organics



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- Launches "Bharat Organics Atta" and "Bharat Organics Sweetener" in Delhi Market -

Mother Dairy, India's leading diversified food company and a wholly owned subsidiary of the National Dairy Development Board (NDDB), has signed up with "Bharat Organics" as the exclusive distribution partners for their range of organic staples to the Delhi NCR market.

Under the initiative Mother Dairy will ensure distribution of packed and certified brand 'Bharat Organics' produce for consumers across NCR through its network of booths across the region. The collaboration marks the launch of '**Bharat Organics Atta**' and '**Bharat Organics Sweetener (Jaggery)**' in the NCR market. The 'Bharat Organics Atta' is made from 100% certified organic grains, ensuring exceptional purity, freshness, and a naturally wholesome flavour. Complementing this, the 'Bharat Organics Sweetener (Jaggery)' is a healthier, natural alternative to conventional sugars, catering to the growing demand for sustainable and nutritious food options.

Speaking on the occasion, Mr. Manish Bandlish, Managing Director, Mother Dairy, said, "With this partnership, Mother Dairy aims to build a healthier and more sustainable India. By combining NCOL's expertise in organic farming with our extensive distribution network and deep consumer trust, we are uniquely positioned to bridge the gap between premium organic products and affordability. This launch reinforces our commitment to making high-quality, organic staples accessible to every consumer, empowering families to embrace healthier lifestyles."

Mother Dairy has entered into an MOU with NCOL to distribute the 'Bharat Organics' brand across multiple channels and geographies. Aligning with its commitment to consumer well-being and quality, the Bharat Organics range will be made available at 300 Safal stores and around 10,000 general trade outlets in Delhi NCR, as well as through modern trade and e-commerce platforms. The collaboration marks a pivotal step in democratising organic food access while meeting the

growing demand for nutritious and sustainable food options.

Shri Vipul Mittal, Managing Director of NCOL, added, *“A tta is just the beginning. Our vision is to offer an entire basket of organic staples that cater to daily needs while ensuring fair returns for organic farmers. The Bharat Organics brand will stand as a symbol of trust, affordability, and quality for consumers.”*

The ‘Bharat Organics’ range is built on a commitment to sustainability and quality. Each lot undergoes rigorous testing for over 245 pesticide residues, ensuring the highest levels of safety and authenticity, while supporting organic farming practices that promote environmental health and farmer welfare.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974. It is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of ‘Operation Flood’, world’s biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. 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 & snacks, unpolished pulses, pulps & concentrates, etc. under the ‘Safal’ brand. Through its brands, the company has a national footprint across all major cities in India. Mother Dairy, for the past 5 decades, has harnessed the power of farmer-based institutions to deliver a range of delicious products to every household.

About National Cooperative Organics Limited (NCOL)

NCOL is a multistate cooperative society, driven by the vision of creating a sustainable future for the Indian agriculture supported by NDDB, NAFED, NCDC, GCMMF Ltd., and NCCF. It is dedicated to promoting organic farming through the cooperative model, creating organic clusters, and ensuring fair trade practices. NCOL is committed to building a sustainable future for Indian agriculture and offering consumers safe and affordable organic products.

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