



INTRODUCTION

- Mother Dairy was commissioned in 1974 and is a wholly-owned subsidiary of the National Dairy Development Board (NDDB).
- It was an initiative under Operation Flood, the world's biggest dairy development program launched to make India a milk sufficient nation.
- The major portion of Mother dairy's daily milk production is from the dairy cooperatives and village level organizations.
- The corporate tagline is : HAPPY FOOD HAPPY PEOPLE, captures the essence of what the company stands for-bringing happiness to people by providing adulteration free, high quality products.



Brand Strategy & Digital Persona

Brand Strategy:

- Market Positioning: Focus on freshness, quality, and trust in dairy products.
- Diversified Product Range: Milk, dairy products, edible oils (Dhara), and fruits & vegetables.
- Regional Dominance: 66% market share in Delhi-NCR for branded milk.
- Customer Engagement: Consumer trust through cooperative dairy sourcing.
- Sustainability Efforts: Eco-friendly packaging and ethical sourcing.

Digital Persona:

- Social Media Presence: Engages young audiences with memes, videos, and trends.
- Brand Communication: Uses humor and relatable content for millennials and Gen Z.
- Influencer Collaborations: Expands reach with social media influencers.
- Online Campaigns: Promotes seasonal products and nutritional benefits digitally.
- E-commerce Integration: Available on BigBasket, Amazon Fresh, and Swiggy Instamart.

Marketing strategy

Branding

This marketing was done through:

- Common branding
- Centralized marketing
- Dedicated quality control
- Pooling of milk efficiently

Mother Dairy was free from adulteration and assured quality products. This created a trust among its consumers with regards to purity of milk

QUALITY MARK EK. CHECKS ANEK.



POOLING MILK



Mother Dairy Bread,
A Slice of Goodness.



happy food
happy people

Marketing Strategy

Strategy that should be adopted by mother dairy

1) Event Based Sampling

FREE



If the Product, Context, Role attributes are matched effectively then the the sampling can offer rich dividends for the company and it can simultaneously increase usage and find new users for the brand.



• 2) Guerilla marketing

Very high reach as every possible set of customers can be addressed.

Effective if targeted at the potential Consumer

WHOA



3)creative packaging

People judge books by their covers every day.

A product's package can be the selling point for many consumers, by delivering a sense of quality while also reflecting the product's brand image. It is critical in retail sales, where the right packaging design can attract the consumer's eye and make the product stand out next to a rack of the competitor's product.



Coconut Water



Tea Hanger

Competitor Analysis

Competitor Analysis:

- Major Competitors: Amul, Nestlé, Nandini, Milma, and other regional dairy brands.
- Market Position: Strong presence in Delhi-NCR but faces national competition.
- Strengths: Trusted brand, strong distribution network, and quality assurance.
- Weaknesses: Limited product range compared to Amul and reliance on external suppliers.
- Opportunities: Rising demand for organic dairy and expansion into newer markets.
- Threats: Price fluctuations, intense competition, and increasing consumer preference for p

SEO & Keyword Research

SEO & Keyword Research:

- SEO Strategy: Optimizing website content to rank higher on search engines.
- On-Page SEO: Using relevant keywords in titles, meta descriptions, and content.
- Off-Page SEO: Link-building, social media signals, and brand mentions.
- Technical SEO: Improving website speed, mobile-friendliness, and structured data.
- Keyword Research: Identifying high-volume, low-competition keywords for better ranking.
- Tools Used: Google Keyword Planner, SEMrush, Ahrefs, and Ubersuggest.
- Content Strategy: Creating blogs, product descriptions, and FAQs optimized for search engines.

SEO & Keyword Research

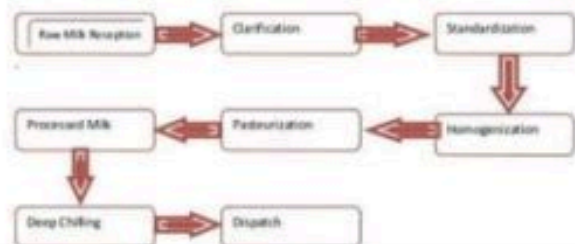
SEO & Keyword Research:

- SEO Strategy: Focus on organic traffic growth through high-quality content and backlinks.
- Keyword Research: Targeting dairy-related terms such as 'fresh milk', 'best dairy products',
- On-Page SEO: Optimizing product descriptions, blog content, and metadata for better ranking.
- Off-Page SEO: Building strong backlinks from food bloggers and industry websites.
- Local SEO: Strengthening presence on Google My Business and local directories.
- Performance Tracking: Regular monitoring of keyword rankings, search trends, and website

- The process of delivering product to the consumer should be designed for maximum efficiency and reliability.
- State of art manufacturing, uses innovative process & technologies.
- connected with 24000 farmers, 2500 villages in 10 district of vidarbha and Marathwada.
eg:- milk
- For milk various process like filtration, clarification, chilling, filling, packing, storing etc.
- Process control parameter.



The Process Flow of the Mother Dairy



STP Mother Dairy



Segmentation:

- The company has four product segments – milk, value-added products, edible oil (Dhara brand) and fruits and vegetables.
- value-added segment of ice cream, dahi, butter milk, followed by edible oil, fruits and vegetables, and milk
- Mother Dairy also supplies fruit-pulps and concentrates to multinationals like Coca Cola, Pepsi and Nestle, and has an export turnover of around ₹200 crore



Target

1.

KIDS



Ice-Cream, Milk shake, Misti Dahi, flavored Yogurt, Milk.

2.

WOMEN



Milk Shake with CALCI+, Skimmed Milk powder

3.

YOUTH



Cheese & Cheese spreads, flavored Yogurt, cream- UHT, Butter, Bread

4.

CALORIE
CONSCIOUS



Sugarfree Ice-cream, Lactos free Milk

5.

HEALTH
CONSCIOUS



ButterMilk, Sugar free Ice-Cream, Lassi

Positioning

As food and dairy brand that has products of high quality at an affordable price, with fair returns to the producers.

Mother Dairy is estimated as a \$1.3b company and has targeted to sell its products to the upper-middle segment of society. It has positioned itself as a trusted brand that offers premium products at affordable rates.



Content Ideas & Marketing Strategies

Content Ideas & Marketing Strategies:

- Blog Posts: Articles on dairy nutrition, recipes, and health benefits of dairy products.
- Video Content: Engaging reels and tutorials on using Mother Dairy products in daily life.
- Social Media Campaigns: Interactive posts, contests, and influencer collaborations.
- Email Marketing: Personalized newsletters with product updates, offers, and healthy living tips.
- Seasonal Promotions: Special discounts and campaigns during festivals and summer months.
- Customer Engagement: User-generated content, testimonials, and brand storytelling to build loyalty.

Proud to serve India
safe & healthy milk since 1974



4 P's Of Marketing Mix



Promotion

Product

4P's

Price

Place

Product

Range: Primary focus is the whole dairy product range., also includes safal and dhara.



Full Cream Milk	8 lakh litres per day
Standardised Milk	10.75 lakh litres per day
Toned Milk	4.36 lakh litres per day
Double Toned Milk	2 lakh litres per day
Skimmed Milk	4.89 lakh litres per day
Flavoured milk pouch	33149 pouches per day
Flavoured milk bottles	31114 bottles per day
Goras chhas	14,39,04 pouch of 500ml per day
Jira Chhas	14,16,552 pouch of 200ml per day
Dahi	2,80,711 pouches of 200ml per day
Cheese	N/A

PRICE



- Adopted penetration, competitive, and differential pricing policy.
- Reasonable price range-

eg- **mother dairy** **amul**
 -milk 52/lt milk - 58/lt
 -cheese 99 (200gm) 106(200gm)



New prices for Delhi NCR with effect from 11 July 2021 are:

Variants	Pack Size	Delhi NCR	
		Old Rates (Rs/pack)	New Rates (Rs/pack)
Bulk/Vended Milk (Token Milk)	1000 ml	42	44
Full Cream Milk	1000 ml	35	37
	500 ml	28	29
Full Cream Premium Milk	500 ml	30	31
Toned Milk	1000 ml	45	47
	500 ml	23	24
Double Toned Milk (Live Life)	1000 ml	39	41
	500 ml	20	21
Cow Milk	1000 ml	47	49
	500 ml	24	25
Super-T Milk	500 ml	25	26
Standardized Milk	1000 ml	49	51
	500 ml	25	26

Recently as on July 2021 mother dairy has increased its prices as per attached table



Place

- PAN-India presence.
- Robust network of more than 1400 retail outlets and more than 1000 booths, 390 safal stores, & 4500 ice-cream carts.
- Daily-3.2 million lts of milk in Delhi, Mumbai, Saurashtra, & hyderabad .
- Overseas presence in 40 countries including Africa, Asia, Middle-East, Russia, Europe, and the USA.



Promotion

- Recently, rolled out a new Ice Creams campaign #KhushiyaonKiParampara that targets consumers across varied age groups.
- Tweet to Farmer' campaign where we thank them for giving us milk.
- Mascot Makhan Singh which is targeted on the kids for various products like cheese, butter and milk.
- Safal also takes help of green and environment friendly themes for selling many of its products.
- Product Differentiation- Mass Indian flavors.



SWOT Analysis



Strengths

- **PRESENCE IN MULTIPLE SECTORS**
- **FARMER SUPPORT**
- **HIGH TRUST AND GOODWILL**
- **SATISFIED CUSTOMERS**
- **COMPOSITION**



Weaknesses



- **LOW PER CAPITA CONSUMPTION OF MILK**
- **LOCALISATION**
- **DISTRIBUTION COSTS**
- **PACKAGING**

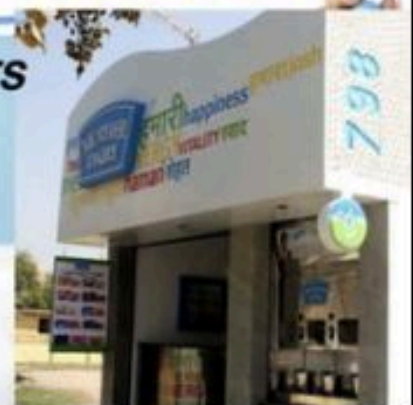


Opportunities



FRANCHISE OPPORTUNITY

- **HIGH MARKET POTENTIAL**
- **FAVOURABLE ENVIRONMENT IN INDIA**
- **CONTINUOUS DEMAND OF DAIRY PRODUCTS AND OTHER PRODUCTS BY MOTHER DAIRY**
- **OPEN MORE NUMBER OF MOTHER DAIRY OUTLETS**
- **MARKET AND ADVERTISE THE PRODUCTS**



Threats



- **COMPETITION**
- **LOW BARRIERS TO ENTRY**
- **STRONG MARKETING MUSCLE BY COMPETITORS**
- **UNSTABLE ECONOMIC CONDITION IN INDIA**
- **OTHER COMPETITOR BRANDS**



Content Creation & Curation

Content Creation & Curation:

- Original Content: Creating high-quality blogs, videos, infographics, and podcasts.
- User-Generated Content: Encouraging customers to share reviews, recipes, and experiences.
- Social Media Curation: Sharing trending dairy-related news, tips, and industry updates.
- Repurposing Content: Converting blogs into videos, infographics, or short-form posts for various platforms.
- Collaborative Content: Partnering with influencers, chefs, and nutritionists to generate authentic content.
- Content Scheduling: Using tools like Buffer and Hootsuite to maintain a consistent posting schedule.





WHO SAID SRI KANTH DO IT?

* **INDIA!**


as stated by **WHO AND UNICEF**



Maintain atleast 1 metre distance



How Many Students Are There?
 Grade Level: Grades 1-2
Do You Have a Question?
 Grade Level: Grades 1-2



Gee layega Hushiyann...
Ompati Bappa Margu

Wouter Duijckx for **creativity**
 students & their **hand**

NUM
CAN FACE THE HORROR
OF NO ICE CREAM

ORGANISATIONAL BACKGROUND

Mother Dairy was set up in 1974. Mother dairy Delhi is a government of West Bengal project, was started under Operation Flood II of National Dairy Development Board . It was set up initially to cater to the demand of the Delhi urban agglomeration spread over the Delhi Metropolitan area, later it reached out to the consumers of other districts also. The commissioning of the Dairy started in July 1978. Initially, the management of Mother Dairy was looked after by the National Dairy Development Board . On 24th March 1982 , the then Honourable Chief Minister Shri Jyoti Basu dedicated Mother Dairy Calcutta to the rural milk producers and urban milk consumers of West Bengal.

Mother Dairy is an IS/ISO 9002, IS 15000 HACCP and IS 14001 EMS certified organization. Moreover, its Quality Assurance Laboratory is certified by National Accreditation Board for Testing and Calibration Laboratory (NABL)-Department of Science and Technology, Government of India.

At Mother dairy milk is produced by mixing raw milk, white butter and skim milk powder. Skim milk powder is made by mixing cow and buffalo milk obtained during breeding seasons through various co-operatives in West Bengal and converting them into powder in order to store for a longer period. Raw milk is obtained on a daily basis from the co-operatives. It is then stored in chilling plants and transferred to the Mother dairy factory through insulated tanks. While raw milk is stored in the cold chain at 2°C skim milk powder and white butter is stored under normal temperature. This milk is then pasteurised at 78° C in order to make it free from germs and then it is homogenised.

Mother dairy is presently selling Milk & Milk Products like Khatta Doi , Flavoured Yoghurt, Plain yoghurt, Paneer, Ice cream and Packaged Drinking Water. The entire product mix is shown below :

MILK

Varieties in Milk :

Sl.No	Product	Fat content	Solid not Fat (SNF)	Water
1	Doble Toned Milk	1.5%	9.0%	89.5%
2	Toned Milk	3.0%	8.5%	88.5%
3	Full Cream Milk	6%	9%	75%
4	Cow Milk	3.5%	8.5%	88%
5	Skimmed Milk	0.5%	9.5%	90%

Double toned Milk

It's fresh it's pure it's co-operative milk with assurance of Mother dairy. Mother dairy double toned milk - tasty and nutritious with low fat content. A dream come true , especially for all the calorie conscious people who love the taste of milk but are worried of its cream content. Mother dairy double toned milk complements your daily workout perfectly. So , to maintain complete harmony between your body and soul you've got to "fresh and pure".

Toned Milk

Mother dairy bulk vended token milk – healthy and tasty to the last drop.

Homogenised to evenly distribute the cream content , it's thicker and a lot easier to digest. It's the magic of homogenisation that makes your kheer thicker and shake frothier. Fortified with Vitamin A , which not only is good for your complexion but also helps prevent night blindness. What's more , it gives your children the energy to stay active through work and play

Full Cream Milk

Mother dairy full cream milk - wholesome and healthy. Packed with energy and nutrition that's essential for growing kids. It makes them stronger from within and keeps them active and healthy. So before they go to bed, and after they rise give them Mother dairy full cream milk to keep them healthy and wise and to see them „grow faster“.

Cow Milk

Mother dairy's cow milk has a yellowish tinge due to presence of an element called carotene and is a good source of Vitamin –A,B-12 and Vitamin D. Cow milk is considered to be easily digestible. Whether poured on breakfast cereal or enjoyed alone as a cold glass of milk, this can be enjoyed year around.

Skimmed Milk

In skimmed milk, as much of the fat as is possible is removed, yet it continues to supply all the nutrients that full cream milk does. The young at heart would particularly find it a tempting option. So it's the best option to remain energetic and young.

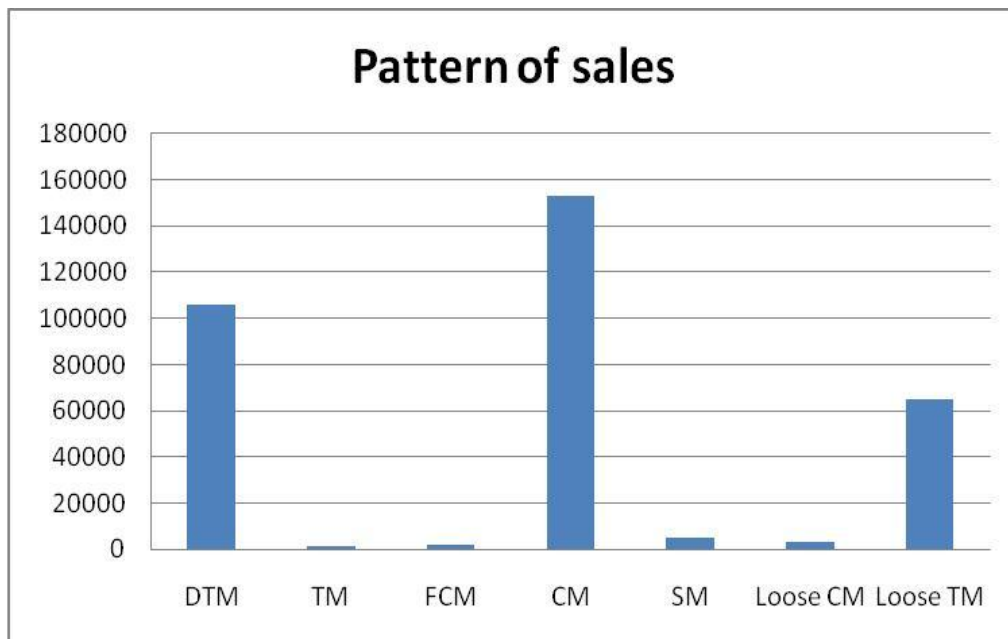
Margin (per ltrs) :

Sl.No	Product	Distributor's Price	Retailer's Price	MRP
1	Doble Toned Milk	19.65	20.00	21.00
2	Toned Milk	20.75	21.10	22.00
3	Full Cream Milk	25.45	25.80	27.00
4	Cow Milk	22.65	23.00	24.00
5	Skimmed Milk	17.65	18.00	19.00

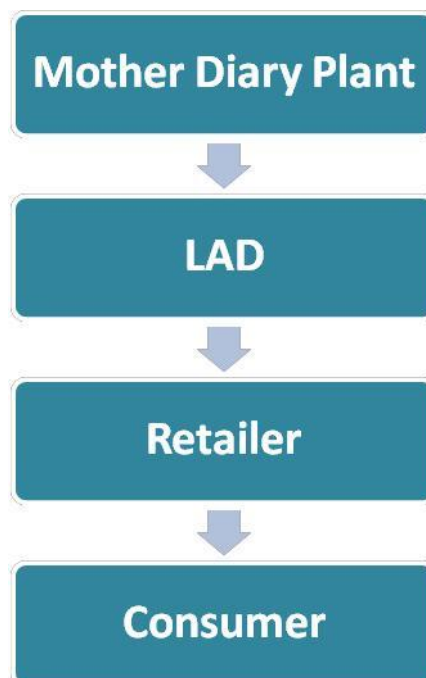
Shelf Life : 2 days under 4°C

Average Daily Sales (in ltrs) : 335000 lakh

Pattern of sale :



Distribution Network :



OTHER PRODUCTS

Sl.No	Product
1	Mishti Dahi
2	Plain Yoghurt
3	Favoured Yoghurt a) Vanilla b) Green Mango c) Chocolate d) Pineapple
4	Paneer
5	Ice-cream
6	Packaged Drinking Water

Margin (per 100 gms) :

Sl.No	Product	Distributor's Price	Retailer's Price	MRP
1	Mishti Doi	6.50	7.20	8.00
2	Plain Yoghurt	6.50	7.20	8.00
3	Favoured Yoghurt a) Vanilla b) Green Mango c) Chocolate d) Pineapple	6.50	7.20	8.00
4	Paneer	17.50	18.50	20.00

Shelf Life :

Yoghurt : 8 days under 4°C

Ice-cream : 1 year under -18°C

Drinking Water : 9 months under normal conditions

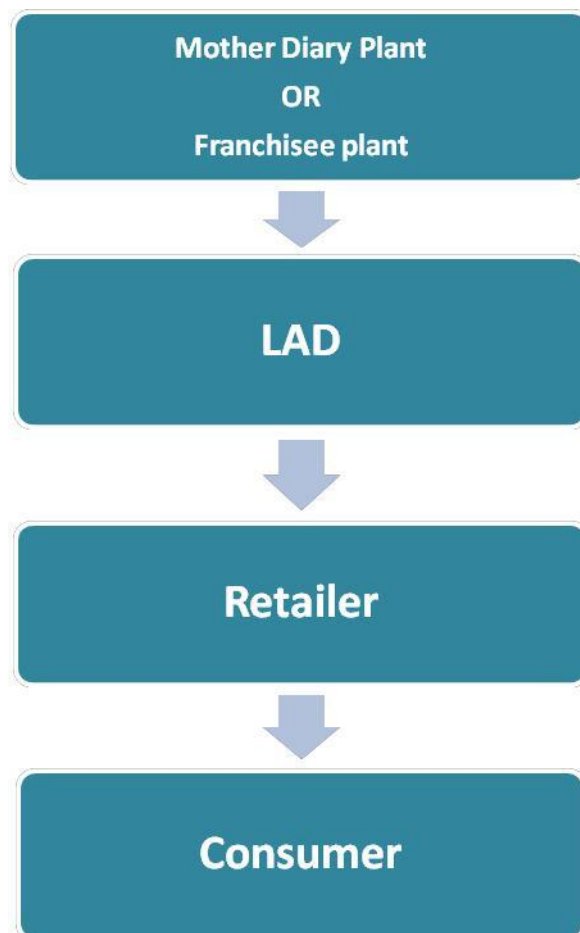
Average Daily Sales :

Yoghurt : 3600 Kgs

Paneer : 800 Kgs

Ice-cream : 1200 kgs

Distribution Network :



LITERATURE REVIEW

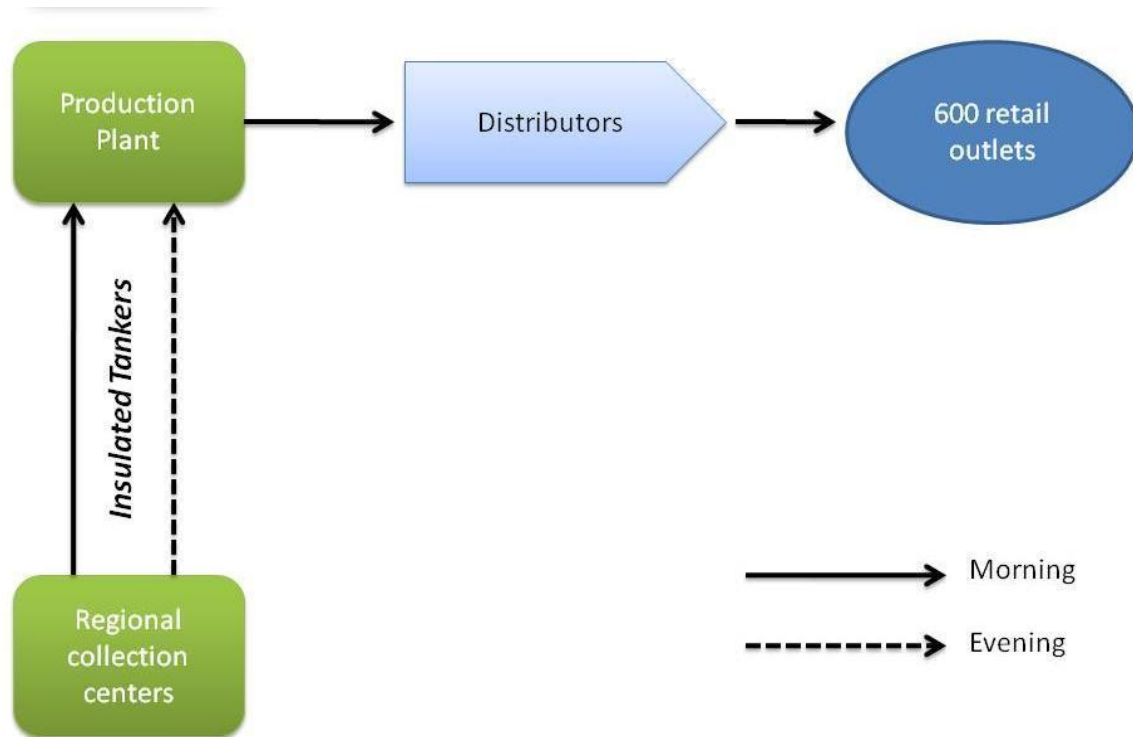
CURRENT SCENARIO

Mother dairy has a market share of around 33 % in the branded sector in West Bengal where it sells 3.4 lakh litres of milk daily on an average and undertakes its marketing operations through around 51 distributors and around 600 retailers in Delhi itself. It has a huge advantage over its competitors as it is the only player when it comes to sale of loose milk through token. Before the entrance of competitors like Amul ,sale of loose milk through Mother Dairy booths was around 35 % of the entire sale in branded segment , when Mother dairy was the only player in the market. However since last five years the sale is continuously declining and presently it is just 8-9 %.



Supply Chain Management

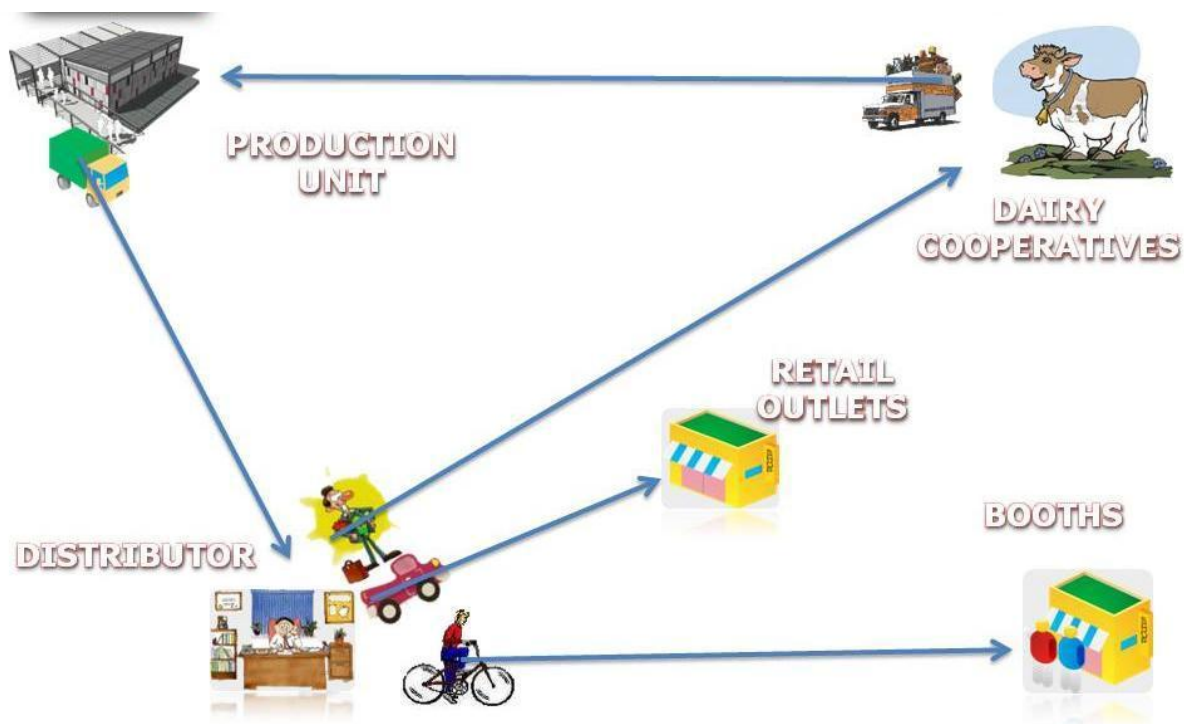
1) Milk Procurement: - Mother Dairy sources its requirement of liquid milk from dairy co-operatives and producer institutions. Milk is received from farmer cooperatives through insulated tankers at 2°C temperature in order to retain its freshness.



2) Milk distribution: -Tankers in the morning and in the evening bring in milk from the regional collection centres. After collection the same tankers are utilized for the delivery of the processed milk to the distributors. Mother Dairy has about 51 Distributors in the city of Delhi. Each of these LAD's (Local area distributor) place their demand by raising an invoice one day in advance. The demand is also calculated using the „Calendar“ Scheme, in this depending on the pre-calculated seasonal demands the outlets place their orders accordingly. In order to satisfy immediate demand, 20 to 25 tankers are provided with a buffer stock of 500 litres each day so that they can be mobilized to cater the demand in an area. To coordinate its operations all the tankers are equipped with HAM radios.

Distribution Channels:

- a) Token Distribution: Also, termed as “*Lohe ki bhains*” (metal buffalo), is an automated milk vending machine.
- b) Distributors: The packaged milk is distributed via the distributor network throughout the city.



Processing

At mother dairy, the processing of milk is done by process automation whereby state of the art microprocessor technology is adopted to integrate and completely automate all functions of the milk processing areas to ensure high product quality/reliability and safety. There are four ways of milk processing –

Firstly, Clarification, in which milk is spun at very high speed, removing all dust particles that are invisible to the naked eye.

Secondly, Standardisation which help to maintain uniformity by raising or lowering its fat and SNF (solid not fat) percentage to a desired levels, so as to deliver milk to consumers as per prescribed PFA norms.

Thirdly, it is Homogenization which improves palatability of milk and

Finally, Pasteurization, which kills all pathogenic bacteria present in the milk and thus making it safe for consumption.

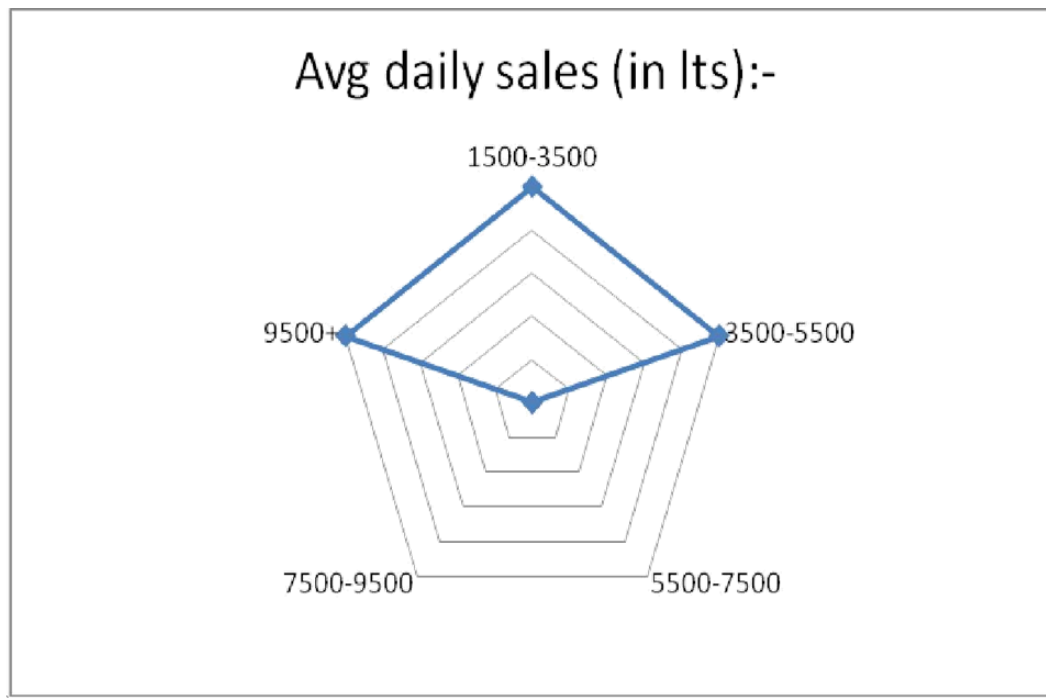
Quality Control

Stringent quality control methodologies are employed in Mother Dairy.

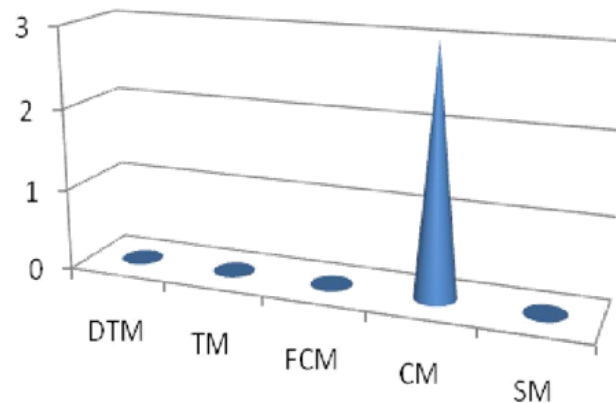
- a) The milk is tested for adulterations and quality at the time of collection from the farmers.
- b) The Milk that comes from the collection points to the Mother Dairy plant is ensured to have a temperature of not more than 4°C and is subjected to 15 product and quality checks.
- c) The Milk quality is checked repeatedly after each processing phase and the temperature is judiciously maintained less than 4°C always.
- d) Before the milk leaves the plant for the delivery/distribution outlets the milk is tested again.
- e) The temperature of milk in the delivery trucks is always maintained less than 4°C.
- f) All the trucks that deliver milk have specified guidelines to bring back 100 litres of milk after distribution. This is done in order to test the delivered milk and to ensure that the tankers are not adulterated during distribution.
- g) Since all the employed processing procedures are automated, no contamination by human hands takes place.
- h) To ensure milk freshness the collection and distribution points are always chosen such that the travel time between them is always less than 36 hours.

Out of the total production about 9% goes directly to the institutions ,23% is the loose token milk and the rest is distributed through LAD"s.

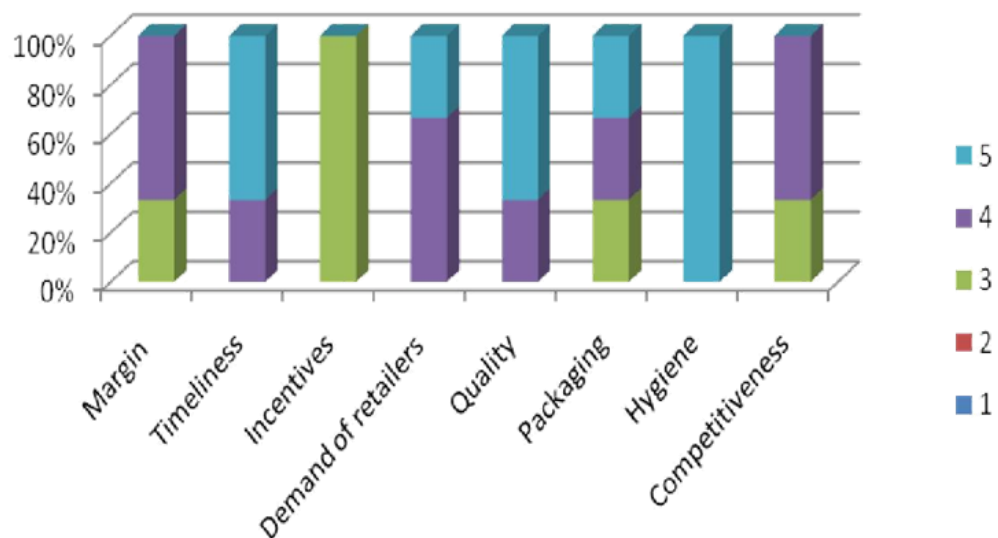
DATA INTERPRETATION



Which type of milk sells the most?



Rate Mother dairy on the scale of 1-5 on the following factors (1 as worst and 5 as best) :-





Interpretations :

Earlier Mother dairy itself used to distribute milk directly to the local retailers, the distribution of milk through LAD's started only last year. Since the distributors are new they hardly have any complain regarding retailers drop out within the year of work. However sales were largely affected due to competition from other local brands which are coming up daily with new schemes.

According to the distributors, the margin was not sufficient to meet their expenses. Their profit remains negligible. Among the competitors also Mother dairy's margin is the lowest. Again there is no incentive to work hard. The targets given by the company were not realistic and hence were not achieved.

Their view about the quality of milk is also not satisfactory. According to them there is no consistency in the quality, which becomes a major reason of low consumer demand. When it comes to competitiveness Mother dairy lacks behind many brands and especially Amul which has captured the market with its mass advertisements and fine quality of product.

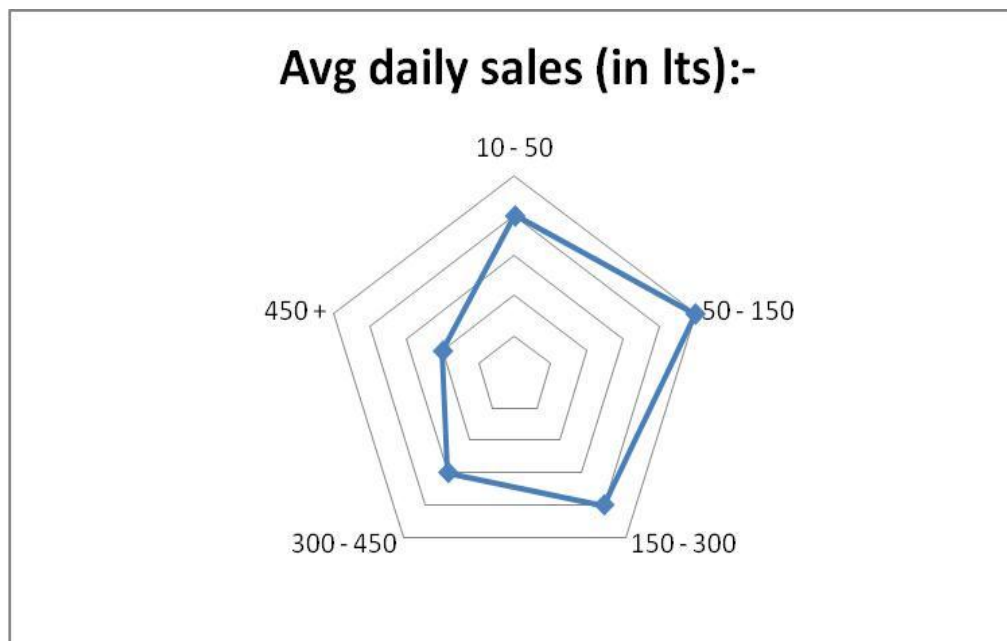


Apart from the survey with the three LADs ,others were also contacted in order to solve their grievances .The report prepared is shown below :

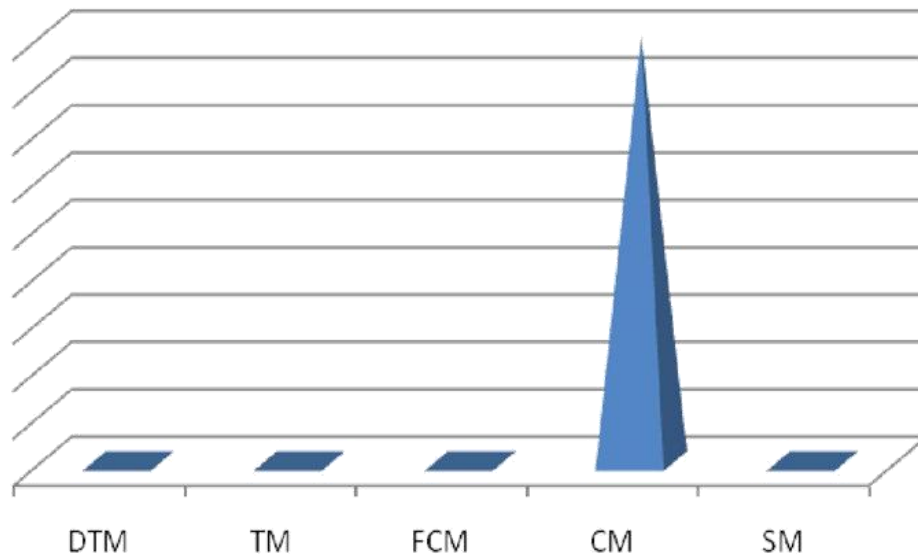
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After the distributors, the retailers were also interviewed in the similar manner. About 50 representative retailers were chosen for the purpose through convenience sampling.

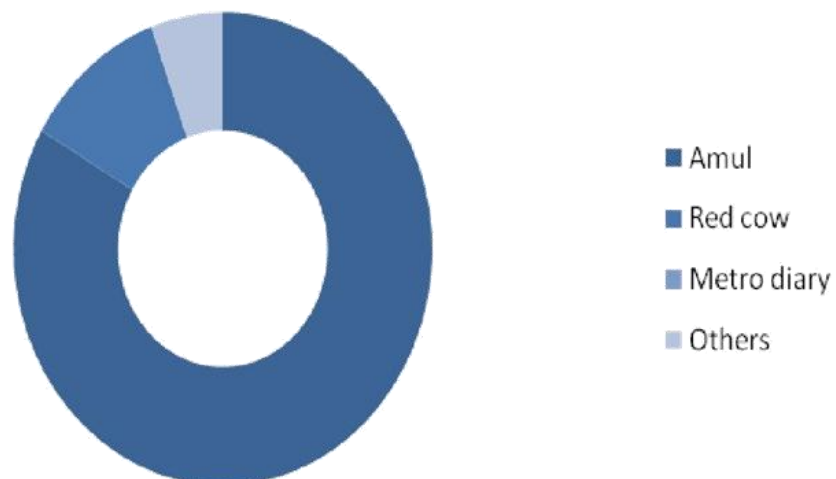
Data interpretation



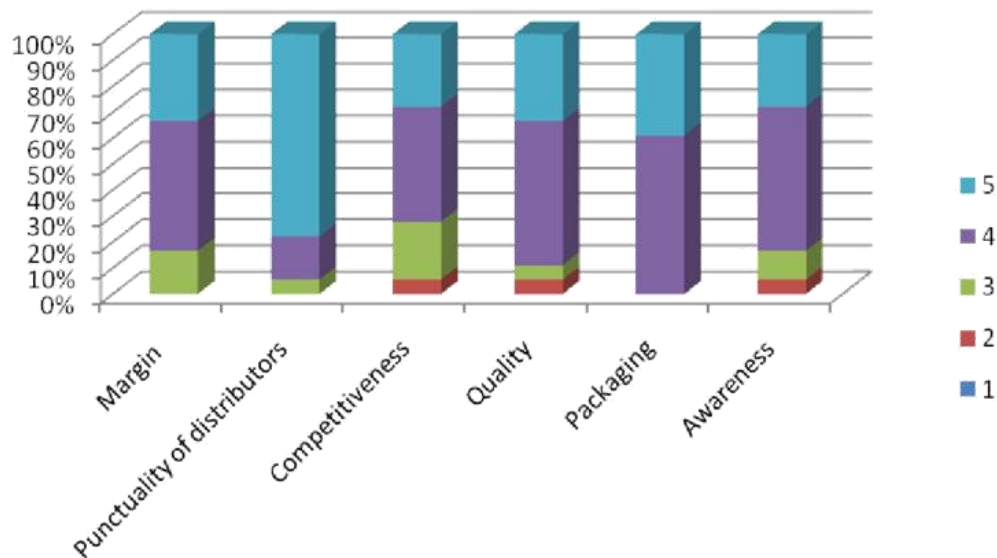
Which type of milk sells the most?



Who is the major competitor of mother dairy?



**Rate Mother diary on the scale of 1-5
on the following factors (1 as worst
and 5 as best) :-**



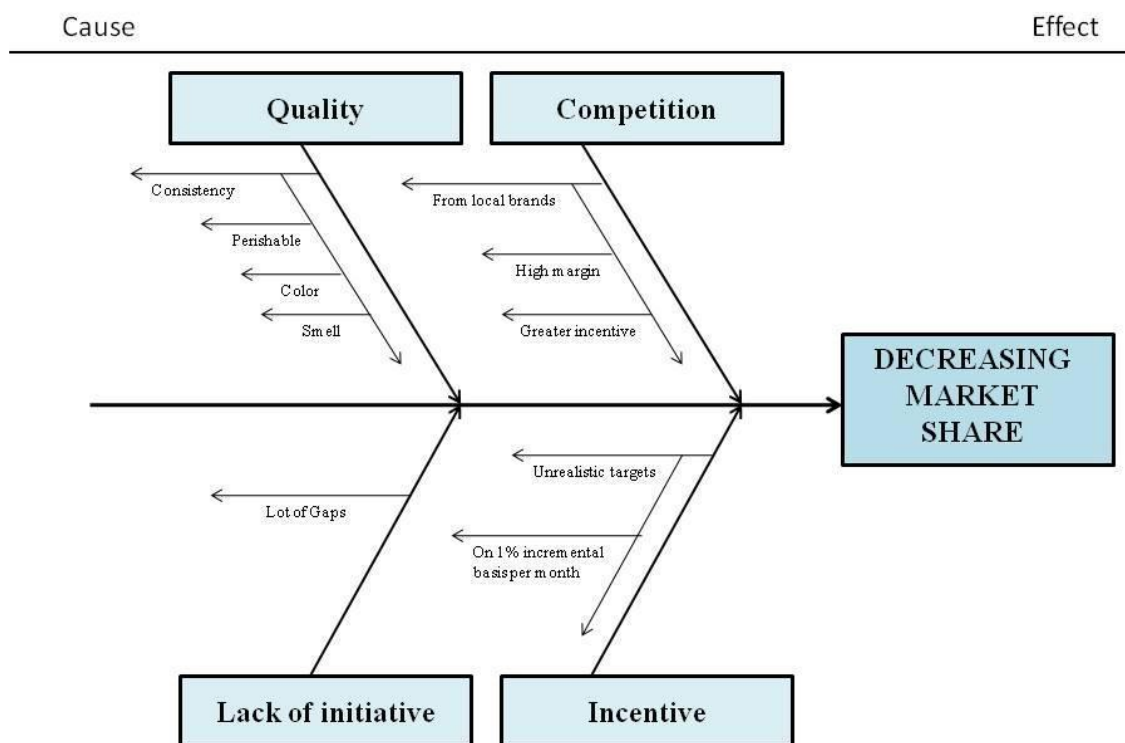
Interpretations :

During the interview most of the retailers were satisfied by their sales considering the location and competition in the market , however few who were not , considered decreasing quality as a reason of loss of sales apart from competition with other brands. Also it was witnessed that their is no competition from local dairy owners because they have a fairly differentiated market.

According to the majorty the major competitor is Amul , with its vast marketing strategies , immense brand image and enormous quality of products, it has successfully captured the market.However few of the retailers also believed that the local brands like Red Cow,Thacker dairy,Amrit Fresh,Delight etc are emerging as great competitors .These brands are new and are giving huge margins and incentives , which is leading to push sales.

The margin of amul and Mother dairy is almost same in the area , however when compared to local brands it is quiet less. When it comes to competitiveness according to the retailers Mother dairy is not performing upto the mark.Their strategies does not meet their competitors. Brands like Red Cow offer huge discounts to their retailers whereas Mother dairy has no such schemes.

Thus through applying root cause analysis we can come out with the main problems of distributors and retailers leading to decreasing market share. The fish bone diagram demonstrating the reasons is shown below:



Competition from local brands was one of the most contributing factor in decreasing market share. The local brands not only give high margin to the retailers but they also have great incentive schemes available for them thus influencing them for higher sales.

Quality is the next major problem. There is no consistency in the colour or smell of the milk .Milk is judged by its thickness, which again has the same issue. Many retailers complained that sometimes the milk has a distinguishable

bad smell which annoys customers. Also there is a concern that the milk gets spoiled very easily compared to Amul.

Mother dairy has an incentive plan according to which the distributors are supposed to increase sales incrementally by 1% every month. This target if achieved give the distributors an incentive of .05p/ ltr on their total sales for the year. In order to fulfil the target and increase the sale, the distributors give the retailers a part of their incentive, say .03p/ ltr. But even then it becomes very hard for the retailers to increase sale as the demand in the market is limited. Thus in these cases the only measure left is to increase sale through opening up of new retail points.

Here we can see the lack of initiative of the distributors and the company. During the survey it was found that there were a lot of gaps in the area of the distributors. There was an unmet demand in the market. The distributors accept that because of lack of initiative they were unable to meet the requirements. During my project I identified few of them and thus new retail sale points were allotted.

CONCLUSION

This project was about the milk segment of Mother Dairy which due to intense competition from its competitors is continuously losing its market share. So in this project different parameters on which the sale of Mother Dairy depends are studied and analysed from the distributor, retailer and consumers perspective. The final outcome of the project is that the parameters which make decision regarding the purchase of milk are **Price , Quality, Smell , Taste , Advertisement and Awareness**. Milk market is a totally unpredictable market and the organisation should be over-cautious of any complaints that come into milk as it includes the sentiments of a mother for her kid and she would not prefer to give anything to her kid for which she is not 100% satisfied. So the company should take every step possible to contain these problems which in some way or the other affects the sale of Mother Dairy and its retailers.