



TEAM MEMBERS

1.Jeeru Meghana

2.Ale Thanuja

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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



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

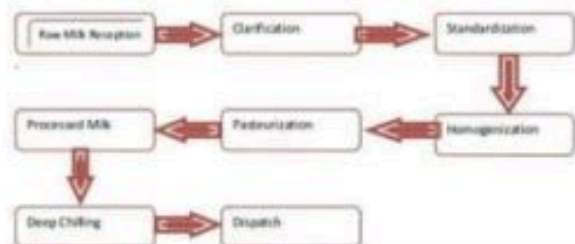
SEO & Keyword Research:

- 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**

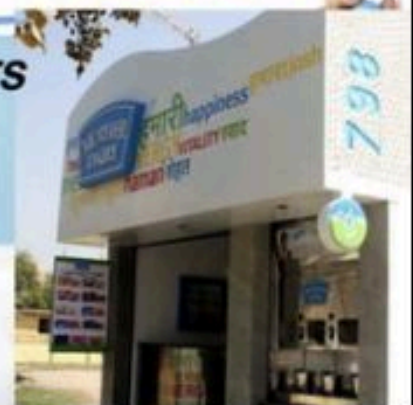


Opportunities



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**

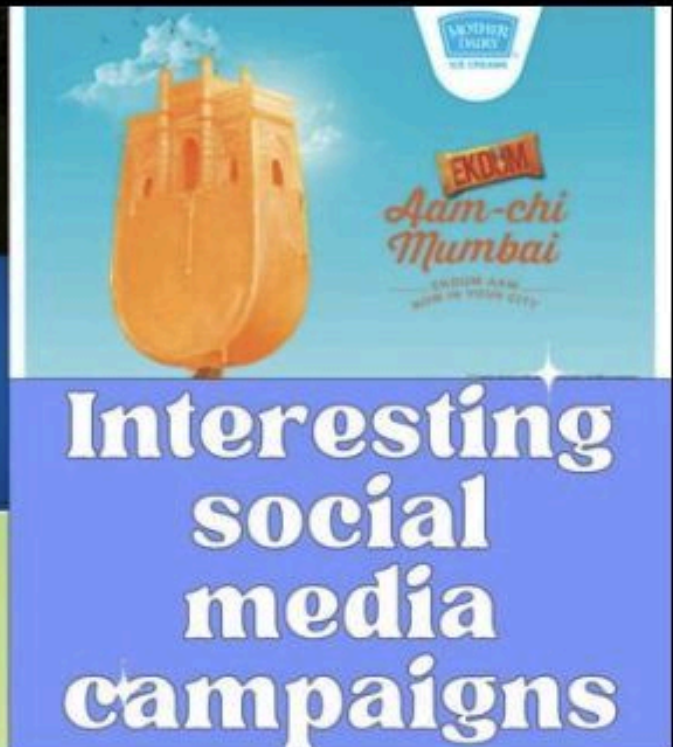


Content Creation & Curation

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.





My Scoop is My Scoop... none of your I Scream, You Scream
scoop... 🐼🐼 We All Scream for

#Race3Trailer



**EATING ICE CREAM
DOES NOT CAUSE COVID19**

as stated by WHO AND UNICEF

For more details, visit the website www.who.int and www.unicef.org

THIS INDEPENDENCE DAY, MEET YOUR
NEXT DOOR HEROES.
START YOUR DAY WITH A MAN WHO SPENT
HIS DAYS DEFENDING YOU.



Why you should start your day with Mother Dairy...
Mother Dairy is a leading brand in the Indian market for its quality and variety of products. It is a 100% Indian brand and is known for its commitment to quality and safety. Mother Dairy is a part of the National Dairy Development Board (NDDB) and is a member of the International Dairy Federation (IDF).
#MyDairyStory

Chief Officer (Operations) High District
District Officer - District Office
The State Government (Madhya Pradesh)
Madhya Pradesh, India

TO PROTECT YOURSELF



Wash your hands with soap and water



Cover your mouth with your bent elbow
and cloth when you cough or sneeze

Maintain atleast 1 metre distance

INDIA!

WHO SAID SRI KANTH DO IT?



Mother Dairy Ice Creams
Available in all the best



NUU
CAN FACE THE HORROR
OF NO ICE CREAM

Come Inyega khushiyan...
Chuski Dappa Murga

CONCLUSION



- India is undisputed biggest dairy industry
- Scope of expansion.
- The diversification in the marketing strategies of mother dairy.

THANK YOU



रिश्तों का स्वाद बढ़ाए

