



HISTORY OF MOTHER DAIRY

Foundation and Early Years (1974 - 1980s)

Mother Dairy was established in 1974 as a part of the National Dairy Development Board (NDDB) under the Operation Flood initiative. This initiative, spearheaded by Dr. Verghese Kurien, aimed to make India self-sufficient in milk production and improve rural livelihoods.

- ▶ The brand started as a major supplier of milk in Delhi NCR, sourcing it directly from farmers and cooperatives to eliminate middlemen and ensure fair prices. Initially, it focused on providing safe, high-quality, and affordable milk to consumers.

Expansion and Diversification (1980s - 2000s)

- Over the years, Mother Dairy expanded its product range from liquid milk to curd, butter, paneer, flavored milk, and dairy-based beverages.
- The company introduced the Milk Booth Model, setting up vending machines and outlets across Delhi and neighboring states, making fresh milk accessible to million



1. BRAND STUDY

▶ A. Brand Overview

- ▶ Mother Dairy, established in 1974 under NDDB's Operation Flood, is a trusted dairy brand in India. It is known for its quality, affordability, and farmer-centric approach. The brand initially focused on supplying milk in Delhi NCR but has expanded to pan-India operations, offering a diverse range of products.

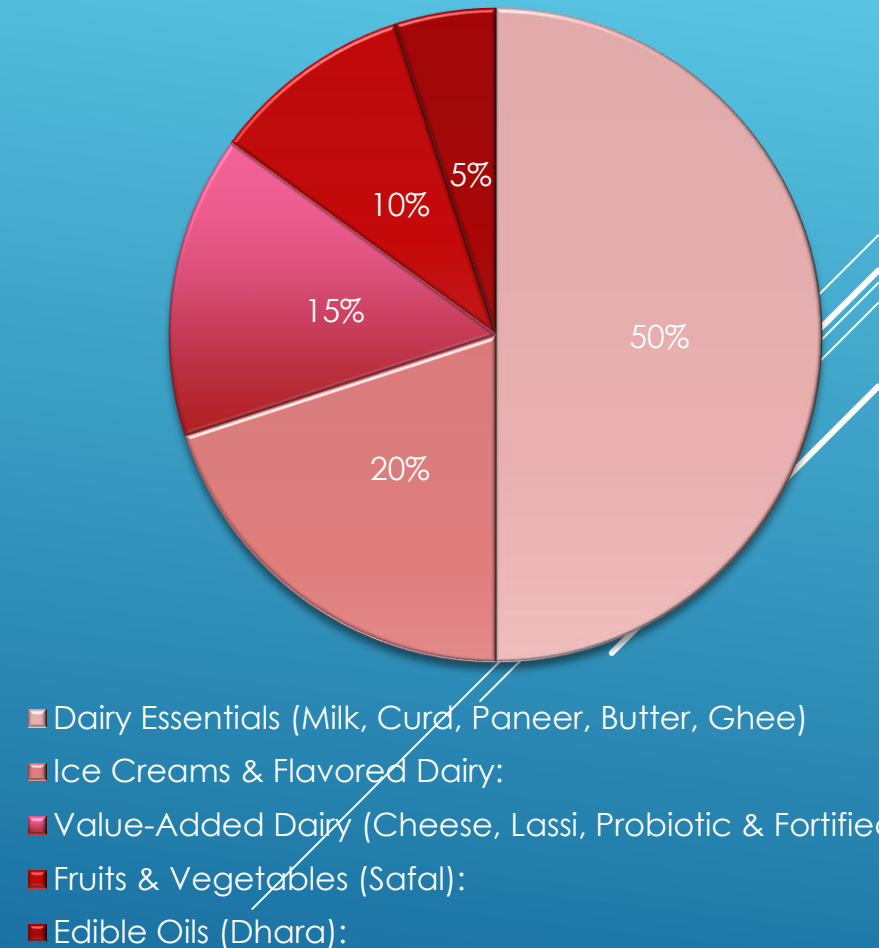
▶ B. Brand Values & Positioning

- Trust & Purity – Ensuring 100% safe, unadulterated dairy products.
- Affordability & Accessibility – Making dairy products available at competitive prices.
- Farmer-Centric Approach – Direct milk sourcing from farmers to ensure fair pricing.
- Health & Nutrition – Offering fortified and probiotic dairy options.

▶ .

C. PRODUCT PORTFOLIO

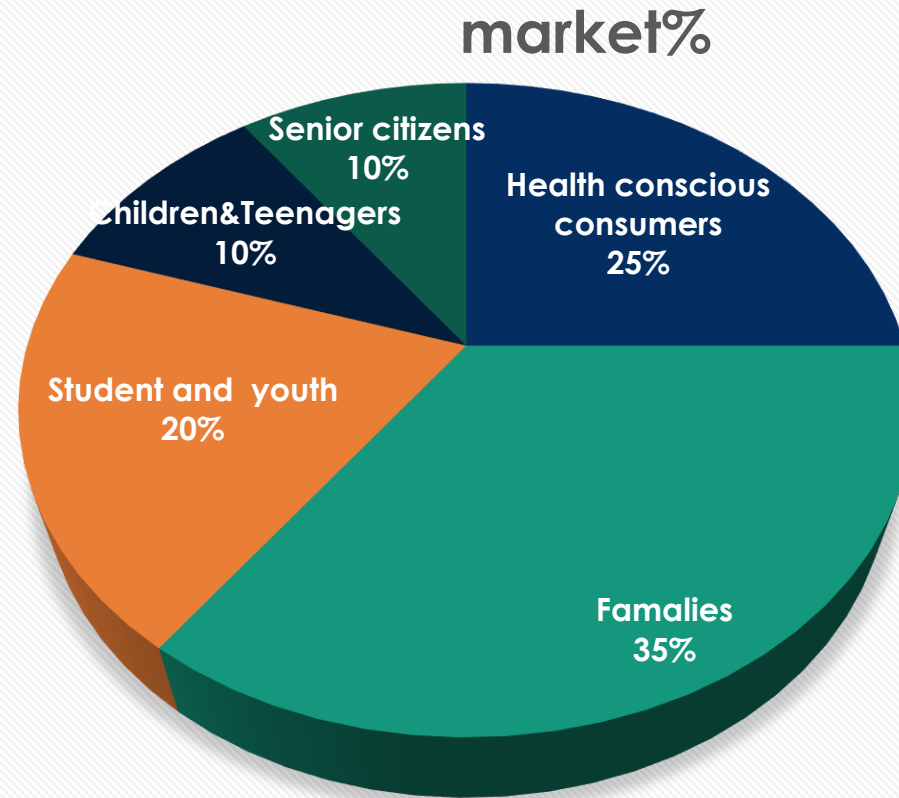
1. **Dairy Products:** Milk, Ghee, Butter, Paneer, Curd, Lassi, Flavored Milk, Cheese.
2. **Ice Creams:** Variety of flavors & innovative launches (Kulfi, Sundaes, Cones).
3. **Fruits & Vegetables:** Under the **Safal** brand.
4. **Edible Oils:** Under the **Dhara** brand.



2. COMPETITOR ANALYSIS

BRAND	STRENGTHS	WEAKNESS	MARKET POSITION
Amul	Strong brand recall, Largest dairy cooperative, Competitive pricing	Supply chain challenges	Market Leader
Nestlé	Premium dairy products, Global R&D expertise	Expensive compared to Indian brands	Premium Dairy Market
Parag Milk Foods	Strong in ghee, cheese, and value-added dairy	Limited rural penetration	Niche & Premium Dairy
Nandini (KMF)	Strong presence in Karnataka, Affordable products	Limited national reach	Regional Leader
Vijaya Dairy	South Indian brand with trusted quality	Lesser national branding efforts	Regional Player
Heritage Foods	Good product range in Southern India	Limited national expansion	Regional Player

BUYER PERSONA DISTRIBUTION FOR MOTHER DAIRY



■ Health conscious consumers ■ Families ■ Student and youth ■ Children & Teenagers ■ Senior citizens