

## **Nandini Ice Cream Launched by DK Cooperative Milk Producers Union Limited**

Tuesday, March 19th, 2024 at 11:16 AM | Team NK

The Dakshina Kannada Cooperative Milk Producers Union Limited introduced Nandini ice cream into the market on Monday, featuring an array of 50 varieties.

Addressing the launch, the union emphasized that dairy farmers receive 85% of the share in Nandini products, urging consumers and dealers to capitalize on this opportunity. Highlighting the union's long-standing aspiration to enter the ice cream sector, officials emphasized Nandini's commitment to offering high-quality products, which has already garnered significant demand in the competitive Mangaluru market. Additionally, the union boasts an ultra-modern cold storage unit to ensure product freshness.

Speaking on the occasion, Kaup Divakar Shetty, director of Karnataka Milk Federation (KMF), underscored KMF's robust presence in the ice cream market, manufacturing various natural flavors such as Seethaphal, Anjura, and Butterscotch. Shetty expressed KMF's dedication to attracting consumers through exceptional service.

D Vivek, Managing Director of Dakshina Kannada Cooperative Milk Producers Union Limited, attributed the successful release of Nandini ice cream to the excellent cooperation received from KMF. With 40 deep freezers capable of storing 300 liters each, the union is well-equipped to meet demand. Vivek revealed that they had already received requests for 55,000 liters of ice cream on the first day.

The launch event was attended by Marketing Manager Dr. Raviraja Udupa and directors Savita Shetty and Subhadra Rao from Dakshina Kannada Cooperative Milk Producers Union Limited.