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# Aavin 'delite' catches customers off guard

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Trichy: Tamil Nadu Cooperative Milk Producers' Federation Limited has replaced Aavin's traditional green sachet milk variant with a 'delite' variant (purple sachet) in Trichy city, catching loyal buyers of the former off guard. While many users termed delite inferior in taste despite costing a rupee more than the green variant, Aavin claimed they are awaiting feedback. Milk vendors fear they will lose their customers considering the mediocre response to the new variety.

Aavin Trichy dairy unit supplies 1.5 lakh litres of milk on an average a day. The green sachet milk was one of the oldest products and the most popular for decades. Since March 6, Aavin started supplying 24,000 litres of delite in purple sachet. While a litre of milk in green sachet was priced at Rs 43, purple costs Rs 44. The green sachet milk had 4.5% fat content whereas delite has only 3.5% fat content.

Similarly, the conventional 250ml milk sachets (green) were replaced with 200ml milk sachets (delite). "The new variant lacks both taste and consistency. Consumers should have been consulted while making such changes," K Vignesh, a resident of Karumandapam, said. Consumers said delite was not suitable for converting excess milk into curd through fermentation. Aavin milk agents said a section of their customers have shifted to private milk vendors.

"Customers are unhappy with the new variant. We expect sales to decrease further, Aavin should continue with the green variant," R Rajangam, president, Aavin milk agents welfare union, said. Some residents in KK Nagar complained that they were not properly informed about the change.

When contacted, a senior official of Aavin Trichy said they are yet to get feedback about the new variant. "Quality is the same in both the discontinued and new milk variants. Due to the homogenization process in the delite variant, there is a cost difference. The new variant is good for health, people will get accustomed to it," the senior official added.