

# Mother Dairy Aims to Expand Its Distribution In Delhi

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**Mother Dairy**, a wholly-owned subsidiary of the **National Dairy Development Board (NDDB)**, is expanding its distribution network in Delhi. By March 2023, the company plans to create over 700 additional exclusive customer touch points in the form of **kiosks & franchise stores**.

## Milk Product Company Aims to Increase Customer Touch points

According to a statement, the milk and milk products company now have 1,800 customer touch points and aims to increase this to 2,500 touch points by FY 2022-23. The company also sells fruits & vegetables under the 'Safal' brand and edible oils under 'Dhara' brand.

Mother Dairy is the national capital's largest retailer of milk and milk products. Its consumer channel consists of its own milk booths, franchise stores, and kiosks.

Manish Bandlish, Managing Director of Mother Dairy stated in a statement, "Our consumer touch points have become an important part of the capital region over the years. Mother Dairy shops may be found in major areas of RWAs, societies, military regions, hospitals, colleges etc. helping to satisfy our customers' everyday demands.

While servicing customers, the expansion of our sales network is also in keeping with our commitment to provide farmers in the hinterland with robust and direct market access."

## Providing High-Quality Goods

On Thursday, the company also opened 15 kiosks in Delhi in a single day. Nine of these kiosks are situated on the nine campuses of Delhi Skill and Entrepreneurship University (DSEU), with the remaining six located in the Delhi Cantonment region.

"The kiosks and franchise stores, in addition to our own booths, have been important in supporting our consumers during testing periods as well, delivering excellent products in close proximity.

We urge RWAs and other similar institutions to contact us through our hotline number so that we may put up such kiosks and businesses in their areas as well," he said.