

# Milk brand raises price by ₹2 in 2nd hike in a mnth

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**Mumbai:** Gowardhan brand, one of the largest private dairies, has increased the price of milk by Rs 2 per litre with effect from February 2. Gowardhan Gold variant will now cost Rs 56 per litre as compared to Rs 54 earlier.

This is the brand's second rate hike in a month. Gowardhan sells 2.5 lakh litres of cow milk daily in Mumbai. Devendra Shah, chairman of Parag Milk Foods, which owns the brand, attributed the successive price hikes to "the rise in costs of energy, packaging, logistics and cattle feed that has led to an increase in the overall cost of operation and milk production."

He said, "It is only now that we have increased our rates on par with other large brands. We are paying a higher procurement price to farmers. Moreover in the last eight months, we have dealt with heavy rain, shortage of green fodder and high cattle feed costs."

Gowardhan procures cow milk mainly from Maharashtra followed by Andhra, Karnataka and Tamil Nadu.