

Mahanand Dairy Celebrates Its Silver Jubilee Year

Approx. Rs. 450 Crores turnover expected; To launch flavoured milk in tetrapacks

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Maharashtra Rajya Sahakari Dudh Mahasangh Maryadit (MRSDMM) was established in the year 1967 and it was restructured in the Operation Flood -II. Mahanand Dairy started its milk business from 18th August, 1983 merely with 1000 litres of milk per day and now Mahanand Dairy has entered into its 25th year i.e. (Silver Jubilee Year) from 18th August, 2007. From December, 2005 it is governed by the elected Board of Directors.

For the last 25 years it has been successfully working and for the year 2006-07 had made a turnover of Rs. 406 crores. During the year 2007-08 the expected turnover is Rs. 450 crores.

MRSDMM has given rate difference to the tune of Rs. 150 crores to its milk producing member societies and Rs. 12 crores as dividend to the milk unions.

Mahanand Dairy has been awarded 8 (EIGHT) National Productivity Council Awards. At present selling, on an average of 6 lakh litres of milk per day in Mumbai and rest of Maharashtra around 1.5 lakh litres per day. It has also extended its wings in Goa, Andhra Pradesh and Gujarat. Mahanand Dairy has good range of milk products i.e Shrikhand (in four flavours), Amrakhand, Cow Ghee, Lassi, Butter milk, Dahi, Paneer and flavoured milk eight flavours which is well accepted by the consumers of Mumbai.

NEW PRODUCT LAUNCH TO CELEBRATE 25 YRS:

The new generation demands milk and milk products in tetrapack and hence Mahanand Dairy has decided to introduce flavoured milk in Tetra Pack and in addition some sweet products like Pedha, Burfi and plain Butter Milk to be introduced.

SUPREME- Buffalo Milk has been also introduced. New attractive packing has been introduced for Cow Milk, Toned Milk and Double Toned Milk.

With the financial assistance received from Central/State Government for the milk unions have been financed upto Rs. 3.71crores out of 10.3 crores approved by the Government. Additional financial assistance has been requested from the State/Central Government. The Vidharbha region has been supported through Prime Minister's Package for suicide prone districts by way of bulk coolers. The farmers have been given subsidy for purchase of 7576 cows in 11 districts of Vidarbha and 2678 cows in 8 districts of Marathawada with the help of Central Govt. Financial Assistance. Further, 530 Mahila Vikas Sanstha have been given training for enhancing milk business.

For better customer oriented services Mahanand Dairy will be starting its own milk booths on 70 railway platforms allotted by IRCTC in Maharashtra. Mahanand Dairy is also planning to start its own milk booths in Navi Mumbai and second ATM (All Time Milk) near MHADA Colony, Dindoshi, Goregaon East, Mumbai.

For improving the milk quality at farmers level to the packing level, various hygienic steps have been

taken up as per HACCP and ISO-9000 specifications which is under process of implementation. For maintaining the keeping quality it started insulating its milk distribution vehicles and will have a fleet of insulated vehicles. For the modernization of the dairy and from the quality point of view, new milk process automization , seven new packing machines, homogenizers, glycol chillers and silos have been installed recently.

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