Mother Dairy operates as a subsidiary of the National Dairy Development Board. Mother Dairy markets and sells milk and other dairy products under the Mother Dairy brand. It also sells canned/preserved food, edible oils, frozen vegetables, pulses, fruit juices and jams.

**Corporate Profile**

- **Headquarters**: Noida, India
- **Employees**: 2,916
- **Total revenues**: 108,038.7 mn INR

**Areas of strength**

- Mother Dairy is one of two Indian companies that committed to engaging with the Access to Nutrition Foundation (ATNF).
- The company states that nutrition is part of its strategic focus and reports having a Board-level Corporate Social Responsibility (CSR) committee charged with designing and implementing nutrition-related commercial and non-commercial strategies. During the engagement process, Mother Dairy indicated that its nutrition strategy is under development, signifying increased attention to nutrition at the highest level of the company.
- Mother Dairy ranked first in the Product Profile, with a score of 5.6 out of 10, as it has the highest sales-weighted score among the nine companies assessed. This is primarily because 76% of its 2015 sales are derived from drinking milks, most of which are relatively healthy.
- To reach more people with its products, Mother Dairy pledges "to provide affordable, safe, healthy and tasty products." The company offers discounts on its healthy products and adopts initiatives to reach low-income populations in India. Its performance is above average in Category C, which is generally an area of weakness for many companies assessed on the 2016 India and Global Indexes alike.
- The company states that it complies with the Food Safety and Standards Authority of India (FSSAI) regulations regarding claims it makes on labels, and where applicable the company "takes into account the Codex guidance." This is good practice regarding health and nutrition claims.
- Mother Dairy stands out among its peers assessed for this Index for its good practice regarding health and nutrition claims.
- The company does not report on policies or monitoring activities with regard to responsible marketing practices and it is the lowest ranking company in Category D (Marketing). The company is encouraged to join industry initiatives, such as the Food and Beverage Alliance of India (FBAI) Pledge and to adopt the International chamber of Commerce (ICC) Framework to demonstrate its commitment to responsible marketing to all consumers.
- Educating consumers and employees about healthy diets and active lifestyles is also an area where the company could significantly improve.

**Areas for improvement**

- The company could improve its performance by establishing relevant policies and programs, monitoring its activities and publicly reporting, particularly on healthy product formulation strategies, adoption of responsible marketing policies for all consumers, children and stakeholder engagement.
- Although Mother Dairy ranks first in the Product Profile and was estimated to derive 46% of its 2015 sales from healthy products according to the Health Star Rating system, it still has significant scope to reformulate its products to improve their nutritional profile, and/or to develop new, healthier products.
- Mother Dairy should disclose its framework for healthy product innovation. It is also an area where the company could significantly improve.
- The company does not have a policy relating to front-of-pack and back-of-pack labeling, although Mother Dairy states that it complies with the Food Safety and Standards Authority of India (FSSAI) regulations.
- Besides its commitment to assist the Government of India on matters related to Codex, the company does not provide any further commentary about how it approaches nutrition policy development in India. Further, it does not disclose any information about how it engages with stakeholders to advance its nutrition strategy and practices.

Although the company participated in the engagement process, it did not sign an NDA agreement, and as a result, it could only submit limited data that it does not consider to be commercially sensitive. This may have influenced the company’s scoring and ranking.

**Mean HSR rating**

- Drinking milk products: 77%
- Yogurt and sour milk products: 13%
- Ice cream: 7%
- Processed frozen fruit and vegetables: 2%
- Butter and margarine: 2%

The mean HSR is calculated per category and multiplied by the percentage of 2015 sales per category. These figures are totalled and doubled to give a maximum Product Profile score of 10.
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Note

Sustainalytics has produced the scoring and ranking of company performance for the Corporate Profile of the India Access to Nutrition Index. Sustainalytics contributed to the report and company scorecards for the Index, and engaged with food and beverage companies as part of the data collection and analysis process.

The George Institute (TGI) is responsible for the data collection for the Product Profile assessment in India. TGI is also responsible for the analysis of the data related to the Product Profile and the TGI Product Profile final report, the results of which have been incorporated by ATNF into the 2016 India Access to Nutrition report and the scoring of company performance for the same Index.

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