

Headline: Creamline Dairy whips up Vitamin D fortified milk

Description: The Jersey toned milk, Enrich D, will be a boon to India, where nearly 80 per cent of the population is Vitamin D deficient

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Creamline Dairy Products, which sells the Jersey brand of liquid milk and milk products, has launched Enrich D, a Vitamin D fortified milk.

The Jersey toned milk, Enrich D, will help its consumers as nearly 80 per cent of Indian are known to be Vitamin D deficient.

They can also use it to make thick curd, P Gopalakrishnan, CEO, Creamline Dairy Products, said at the launch in Chennai.

Enrich D is being sold at Rs. 40 a litre.

Creamline Dairy is a subsidiary of Godrej Agrovet, which acquired a majority stake in December 2015.

The Jersey brand includes liquid milk, flavoured milk, curd, lassi and ghee.

It has a strong presence in South India and parts of Maharashtra. The company has a strong processing capacity of 10 lakh litres of milk daily and has over 100 collection centres.

Godrej Agrovet is among the largest animal feed producer and Creamline Dairy hopes to exploit this strength to widen its dairy farmers supply net work, he said.

The company is continuously increasing its network and geographic presence.