

## **How milk & VADP (Value Added Products) can improve Nutrition & Sensory of Food by Mr. Prashant Bhat, Chief R&D Officer- Mother Dairy Fruits and Vegetables Pvt. Ltd**

Mr Bhat in his presentation spoke on the Value creation in Dairy among the Organized + Unorganized Milk & Milk Products. He mentioned that there are immense opportunities in Value added Products segment with 54.4 % business of Dairy in Value added. During the Consumers Meet by Dairy & Dairy Products, he discussed topics including Everyday Nourishment, Energy, Hydration, Indulgence & Fun. Everyday Nourishment encompasses aspects such as Digestive Health, Immunity, Growth, Strong Bones, and Muscles. He mentioned that Dairy Nutrition Platforms help address deficiencies through fortification. Additionally, he explained how dairy is a source of high-quality protein and provides digestive benefits. He emphasized that dairy is an affordable nutrition option for the masses. During his presentation on the digestive benefits of dairy, he discussed various health advantages like: They promote efficient digestion, They can affect mental well-being, They strengthen immunity, They can improve oral health. Mr. Bhat discussed the Fortification Journey at Mother Dairy, which includes adding Vitamins A and D to products such as the Poly Pouch Milk and Dhara Oil. He also mentioned a few other fortified products.