

Reliance Takes Another Bite at Dairy

After making its entry into carbonated beverages and home and personal care, Reliance Consumer Products (RCPL) is now putting together a plan to get into the dairy and frozen foods market.

However, it will focus on value-added products like curd, frozen desserts, ice creams, and flavoured yogurt.

According to a source in the know, the company may launch ice creams under the Independence brand beginning with Gujarat and is expected to start making them with a contract manufacturer in the same state. The company has hired Sandipan Ghosh as business head of dairy and frozen foods. He was earlier with Milk Mantra and prior to that with Lactalis India.

IMARC Group has estimated the dairy market to reach almost Rs 15 trillion in 2022, topping more than Rs 31 trillion by 2028.

Reliance Industries had earlier entered the space in 2007 and in 2016 it sold its dairy business to Heritage Foods.

The conglomerate had launched its brand Independence in December. Under the brand, it sells staples, processed foods, and other daily essentials.

In March, Reliance Consumer re-launched the 50-year-old beverage brand, Campa, at prices lower than competition.

Reliance Consumer Products is a wholly owned subsidiary of Reliance Retail Ventures (RRV).

Reference – <https://www.rediff.com/business/report/reliance-takes-another-bite-at-dairy/20230418.htm>