



## **JK Dairy White Magik Dairy Creamer: Making Hornbill Festival more magical**

**JK Dairy White Magik** is all set to rock the seven-day extravaganza of cultural performances, ethnic food courts, handlooms and handicrafts bazaars, film and art festivals, fashion shows and a national rock contest.

Year on year JK Tyres has been sponsoring the Hornbill Festival. JK Tyres Hornbill Rally witnesses country's top rallyists battling for honours as the entire town turns into party mode.

**Mr. Shishpal Madia said** , This year White Magik Dairy Creamer, a brand of JK Group company Umang Dairies Limited (UDL), is proud to participate in Hornbill and we offer free sampling of tea and coffee to give the visitors a taste of melt-in-mouth goodness of JK Dairy White Magik Dairy Creamer.

**Mr. Keso O Kesiazie , Distributor (United Traders - Kohima), said**, *"Hornbill is a festival that celebrates diverse cultures, where the world comes together to connect on a single platform, and what could be a better occasion to showcase the magic of White Magik, a dairy creamer that blends perfectly with any milk-based product to make it thicker and creamier"*.

**White Magik Dairy Creamer** caters to tea and coffee lovers since its easy-to-mix-formula gives the same consistency in taste. It has 19% milk fat that enhances your experience of enjoying creamy tea or coffee. It is the most preferred brand of dairy cream in Kohima.

### **About Umang Dairies Ltd**

Umang Dairies Limited (UDL) produces and markets skimmed milk powder, pure ghee and a range of dairy whiteners and premixes, compatible with tea & coffee vending machines. It manufactures and packages liquid milk in poly pouches for Mother Dairy. UDL's production facility, which is located at Gajraula (Uttar Pradesh), has a capacity to handle 10.5 lakh litres of milk per day. The company's product range includes White Magik dairy creamer, JK Dairy Top instant milk powder, TOP Paneer, Umang Danedar Ghee. Umang supplies pure ghee packed under private labels to reputed retail chains like Spencer's Retail, SPAR Hypermarkets, Walmart, Amazon, Aditya Birla Retail, Grofers, GSK, Annapurna. It also supplies many other dairy products to large institutional customers like Coca Cola (Georgia Tea & Coffee), Indian Railways, Indian Army, Haldiram's, Bikanerwala, Dabur , Reliance Retail among others.

### **About JK Organisation**

JK Organisation, a Rs 26,000-crore conglomerate, emerged on the Indian industrial landscape over a century ago. The group has employees upwards of 40,000 individuals and has business interests across the globe, spanning over 90 countries. While the flagship business companies are JK Tyre & Industries, JK Paper and JK Lakshmi Cement, the group umbrella also includes JK Fenner India, Umang Dairies, JK Agri Genetics and Global Strategic Technologies. The group also has a significant presence in the clinical research and insurance solutions through its companies - CliniRx and JK Risk Managers & Insurance Brokers Ltd.