



## JK's new product to make Kolkata's *Mishiti* better

- *Umang Dairies Launches J.K. Dairy TOP Premium SMP (BeshiChhenna, BeshiLabh) in Kolkata Market*
  - *To establish TOP SMP as one of the Best SMP brands for making traditional sweets*

### **Kolkata, August 2019:**

"Good quality dairy based products are essential for healthy society" Keeping this thought Umang Dairies Limited, a member unit of JK Organisation, today announced the launch of J.K. Dairy TOP Premium SMP (skimmed milk powder) in Kolkata and adjoining markets. The company announced that the J.K. Dairy TOP Premium SMP would be made available through wholesale and retail and will be seen in an attractive pack.

Keeping in line the organizational philosophy and the plan for upcoming festive season, **Mr. Manish Bandlish, Chief Executive Officer, Umang Dairies Limited**, said, 'Good quality dairy based products are essential for a healthy society. We believe that with J.K. Dairy TOP Premium SMP, we will provide a premium quality product to Chhenna and Khoya makers. The company plans to grow aggressively and reach to a larger consumer base, through the introduction of premium packaging, a first of its kind in the SMP category. We plan to reach out to our consumers through major traders and wholesalers of Kolkata Bara Bazar and other surrounding markets."

The newly launched J.K. Dairy TOP Premium SMP has a minimum protein content of 36% that results in higher yield of Chhenna enabling the Chhenna maker to generate more profit thus justifying its positioning of "BeshiChhennaBeshiLabh". Apart from a higher yield, J.K. Dairy TOP Premium SMP creates high quality - white and smooth textured Chhenna. One Kilogram of J.K. Dairy TOP Premium SMP is good enough to produce 10.9 litres of Skimmed Milk.

Sharing his company's plans for the coming festive season **Mr. Sumit Basu, National Sales Manager, Umang Dairies Limited** shared the outlook of the segment, "Skimmed Milk Powder is extremely popular amongst the Chhenna and Khoya Makers, and the need for quality SMP which can increase their Chhenna Yield. We brought J.K. Dairy TOP Premium SMP which helps them to gain more profit hence BeshiChhennaBeshiLabh. J.K. Dairy TOP Premium SMP comes is Min. 36 % Protein SMP that results to Higher Yield, more benefit to business.

Umang Dairies Limited has processing unit of 10.5 lakh litres per day, which is one of the highest at a single location in India. Its liquid milk plant capacity is 6 lakhs per day and drying milk plant with a 4.5 lakhs litres per day.

Our Kolkata West Bengal Super Stockiest are Smt Ankhi Bandopadhyay and Shri Mohan babu.



### **About Umang Dairies Ltd**

Umang Dairies Ltd. is a dairy products company and a member unit of the JK Organisation. It is the 3rd largest seller of branded dairy creamers in consumer packs in India, third only to Amul and Nestle. Single serve sachets (3gm) of WHITE MAGIK brand of Umang can be regularly seen as part of tea and coffee kit provided by Air India and Shatabdi & Rajdhani trains of Indian Railways. The company's major brands include, WHITE MAGIK, DAIRY TOP, MILK STAR DAIRY CREAMERS and UMANG PURE DANEDAR GHEE & Cow Ghee. The company produces creamer premixes for Tea and Coffee vending machines. It also packs/supplies ghee and dairy creamers to leading institutional buyers including, Mother Dairy, Coca-Cola, Walmart, Max Hyper Markets, Grofers, Aditya Birla Retail Limited, GSK, Spencers, Annapurna etc. Umang Dairies also exports products to African and Asian markets.

### **About JK Organisation**

JK Organisation, a Rs 28,000-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 100 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.

The pioneering spirit of JK Organisation led to the development of various schools across its facilities in different parts of the country under the Lakshmipat Singhanian Foundation. While Lakshmipat Singhanian Academy in Kolkata has been a leading institution offering world class primary and secondary level education, the JK Lakshmipat University at Jaipur has taken up the responsibility of shaping up the new-age technocrats and business leaders. The conglomerate is present in healthcare services as well. It runs the Pushpawati Singhanian Research Institute for Liver, Renal and Digestive Diseases, New Delhi, a world class super-specialty hospital which also offers complete solutions in the field of cardiology and other medical streams.