

OMFED fresh milk prices to go up by Rs 2 per litre in Odisha from 21st April 2022

'OMFED' brand of fresh milk will become costlier by Rs 2 per litre across Odisha from 21st April, 2022.

The Odisha State Cooperative Milk Producers' Federation Ltd;(OMFED) which markets milk and milk products under the OMFED brand has decided to increase milk prices by Rs 2 per litre for all variants across Odisha markets where OMFED is marketing its fresh milk, effective from April 21,2022. In view of rising farmers prices,green and dry fodder prices,medicines & fuel costs as well as costs of packaging materials, OMFED is compelled to raise its liquid milk prices . "The increase of Rs 2 per litre translates into around 4 % increase only in MRP which is much lower than average food inflation,"

In the state of Odisha, the price of OMFED Gold Milk will be Rs 24 per 500 ml, OMFED Premium Milk will be Rs 24 per 500 ml, and OMFED Toned Milk will be at Rs 21 per 500ml.

It is worthwhile to note that despite of increased operational and other cost, OMFED has not increased consumer prices since last two years. OMFED had last hiked milk selling prices in March 2020 by Rs 2 per litre.

This price hike is being done due to rise in costs of energy, packaging, logistics and cattle feed that has led to an increase in the overall cost of operation and milk production.

Considering the rise in input costs,we have also increased milk procurement price in the range of Rs 33.94 per Kg to Rs 35.64 per Kg which is more than 5% over last revision."The price revision shall help in sustaining remunerative milk prices to our milk producers and to encourage them for higher milk production."

It is important to note that OMFED passes around 75 paise of every rupee paid by consumers for milk and milk products towards procurement of milk after meeting its operational expenses and other overheads.

We feel happy to launch special variety of milk for tea with effect from 21stApril initially in Bhubaneswar, Cuttack & Puri to fulfil long awaiting desire of **Tea Vendors** under brand OMFED "**Chai Special**" enriched with proteins in 500 ml attractive pouch Packing at an introductory price of **Rs. 23** only. It will provide a great experience and delightful taste to "**Tea loving people** "of Odisha. OMFED has also made all preparations afoot to shortly launch **Curd** at most economic price at Rs.15 in convenient pack of 200 ml pouch. Add to it, OMFED has recently launched **sterilized A2 milk and A2 flavoured milk** in Kesar & Elaichi flavour in PP bottle.

Above all, we feel happy informing that most of OMFED milk and milk products is being manufactured in our newly commissioned **World class Ultra-modern plant at Arilo**, Cuttack inaugurated by Hon'ble Chief Minister apart from other OMFED plants across Odisha.

OMFED Received eMarket Award of NCDFI

Bhubaneswar

Dtd.12.04.2022



The Odisha Milk Federation Ltd.(OMFED) bagged the e-Market award from National Dairy Cooperative Federation of India Ltd.(NCDFI) in recognition of its active participation in the NCDFI e-market .

On behalf of OMFED Shri Ashish Chandra Sinha, MD,OMFED received the coveted award from Hon'ble Union Minister Shri Amit Shah at Sunday's NCDFI Golden Jubilee Function held on 10th April,2022 at Gandhinagar,Gujarat in presence of Shri B.L Sharma,Minister of State Cooperation,GOI,Shri Jagadish Panchal,Minister of Cooperation Dept.,Govt. of Gujarat,Shri Satish Marathe,Director,Reserve Bank of India,Shri Meenesh Shah Shah, Chairman, NDDB, Shri Mangaljit Rai,Chairman,NCDFI and Shri K.C Supekar, MD,NCDFI .

NCDFI-an Apex organisation for cooperative dairy sector is registered & presently governed by Multi-states Cooperative Society Act,includes federal dairy cooperatives of States & Union Territories . OMFED has been actively participating in NCDFI e-Market for procurement of dairy equipments,raw materials for its Dairies/Cattle feed Plants.

OMFED has done its business trading of Rs.13.77 Crores last year through NCDFI e-market platform which offers Efficient Price discovery Mechanism, Assured Quality Produce,Fast & user friendly platform,Reduced transaction cost,Increased transparency and Auditability for efficient buying & selling of bulk commodities .