

KARNATAKA CO-OPERATIVE MILK PRODUCER'S FEDERATION LIMITED,
BANGALORE

KMF/MKT/2020-2021

DATE: 22.12.2020

- : PRESS NOTE: -

Sub: Dhamaka Offers from "Nandini" to Consumers on the account of New Year -2021

The Karnataka Milk Federation has been supplying Milk and Milk Products under the Brand "Nandini" to consumers across PAN India at reasonable prices from the past 40 years. "Nandini" being the favourite brand and choice of the consumers in Karnataka and in other states, by offering Quality assured various products and extending contributions to its consumers from time to time.

KMF is offering Double Dhamaka offers to the all Nandini consumers of Karnataka and other state on the account of New Year -2021 celebration.

Scheme 1: From past 4 years Twice a year KMF celebrating "Nandini Sihi Utsava" for about 15 day. During these days KMF offers 10 % discount on MRP of all Nandini sweets such as Mysorepak, Peda, Dharwad Peda, Chocolate Burfi, Dry fruit burfi, coconut burfi, Jamoon, Rasagolla and many more. Now, on the occation of New year - 2021 KMF once again celebrating Nandini Sihi Utsava from **24.12.2020 to 07.01.2021** across the Karnataka state and outside Karntaka and offering 10% discount directly to consumers on MRP on all Nandini sweets. This year we also added Millet ladu, Badam Halwa, ready to eat Millet payasa, Millet sweet pongal to our basket of Nandini sweets.
The customers can avail 10% offer on all Nandini sweets range in all nandini parlour, outlets and supermarkets too.

Scheme 2: Also in addition to Nandini Sihi utsava KMF also celebrating "Nandini Cheese Fest" from **24.12.2020 for 45 days across the state**. In this consumer scheme KMF offering directly 10 % off on all our Nandini Cheese variants such as Nandini Cheese slices, Processed cheese, Mozzarella Cheese, Cheese spreads , Cheese cubes to customers

Our Hon'ble Chairman Sri. Balachandra L Jarkiholi formally lauched these scheme on 24.12.2020, at Nandini parlor KMF central office. This occation was graced by Sri. BheemaNayak, Chairman- Raichur-Bellary Milk Union & MLA, Sri. K Y NanjeGowda, Chairman- Kolar-Chikaballapur Milk Union & MLA, Board of Directors of KMF, Chairman's of Milk Union's and B C Sateesh, MD, KMF and other senior officers of KMF also present.

We hereby request your kind self to publish the same in your esteemed print media for the benefit and awareness of the general public.

For Karnataka Milk Federation,

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Director (marketing)

For attached Photo: Nandini Sihi utsava and Cheese fest inauguration by Sri. **Balachandra L Jarakiholi**, Hon'ble Chairman, KMF, Sri. BheemaNayak, Chairman, Raichur-Bellary Milk Union & MLA, K Y NanjeGowda, Chairman Kolar-Chikaballapur Milk Union & MLA, Board of Directors of KMF and Milk Union's and B C Sateesh, MD KMF.