

FORTUNE DAIRY

~ EST 2012 ~

Dear valued customer,

November 17,2021

COVID-19 continues to impact all of us even after causing mayhem in recent times. As a quality conscious company, Fortune Dairy continues to manage the unprecedented post covid situation and trying best to minimise the impact affecting our customers, our team and our dairy animals.

We are immensely proud of the our resilience to have stayed focused on delivering milk everyday during the trying times.

More than a year since the start of viciously virulent pandemic , we continued to provide you our milk facing war like situation on every front but stood firm in our company values: putting customers first. Our primary focus remains the health and safety of our customers. This commitment to safety covers everything, from making sure we are doing our part to stop the risk of spreading the virus, to maintaining business continuity.

However, we are not immune to the challenges caused by persistent steep increase in the cost of transportation, fodder and the costly workforce replacement drive that we undertook after the mass exodus of existing farmhands during Covid19 crisis. On the other hand our operational cost has now doubled due to the unprecedented cost incurring in pandemic infused sentinel & quality control management.

Hence, the price increase was inevitable, that otherwise all of us are witnessing globally. Due to these compelling circumstances, there will be increase in the prices of our milk with effect from December 1st 2021 as follows:

Signature Cow & Buffalo Milk	500 ml Pack	Rs.80/-
Supreme Buffalo Milk 6% Fat	500 ml Pack	Rs.60/-
Premium Buffalo Milk 3% Fat	500 ml Pack	Rs.55/-
Slim Buffalo Milk 0.5% Fat	500 ml Pack	Rs.50/-
Choice Cow Milk 4% Fat	500 ml Pack	Rs.50/-

We remain confident in the power of our collective ability to come out stronger. Please know that we at the Fortune Dairy are continuing to do our part and are here to serve you premium 100% natural and clean milk. However to achieve these objectives we need equal support from your end.

We sincerely hope that you appreciate our efforts.

Sincerely

Management



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