

## Lotus Dairy to offer fortified milk in Rajasthan, promote public health

Friday, 19 July, 2019

Our Bureau, Mumbai

Lotus Dairy has announced that it will fortify its milk with Vitamins A and D without any change in prices. Deficiencies of the two vitamins, which result in poor physical and mental health, are common in all ages and socioeconomic groups. Fortification is the process of adding micronutrients like Vitamins A and D to food products to reduce micronutrient malnutrition.

Vitamins A and D play an important role in physical and mental development. Vitamin A helps in developing immunity, and also helps the heart, lungs, kidneys, and other organs work properly. Vitamin D helps in absorption of calcium keeping teeth, bones, and muscles healthy.

Fortifying milk is the easiest way to ensure optimum intake of such essential micronutrients, as it is a part of everyday diet of all income groups in India.

Keeping this in mind, Lotus Dairy has started fortifying its milk to add necessary micronutrients in it.

Lotus Dairy focusses highly on improving public health in India and this step will allow the company to offer a healthier alternative to many other milk brands available in the market.

Reports suggested that nearly 85 per cent of Indian population is deficient in Vitamin A, whereas approximately 80 per cent of the population is Vitamin D-deficient.

Anuj Modi, director, Lotus Dairy, said, "Micronutrient malnutrition is a global public health problem, as over 200 crore people across the globe suffer from micronutrient deficiencies, with approximately half of them living in India."

"Poor dietary diversity, inequitable access to food, and changing urban diets are primarily responsible for such deficiencies," he added.

"As a socially responsible business, we are excited to share that Lotus will now fortify its milk to help in mitigating this problem," Modi said.

"Lotus Dairy values the trust our consumers place in us by choosing our products to provide

good nutrition to their families, and we promise to continue working hard to retain that trust,” he added.

According to P R Sodani, health economist, public health expert, and pro-president and dean, training, IIHMR University, “IIHMR has been implementing a project on promoting and strengthening milk fortification in three states – Rajasthan, Punjab and Haryana - supported by the Global Alliance for Improved Nutrition (GAIN).”

“Under this project, we are closely working with the milk industry to support for producing fortified milk for better health outcomes. The main goal of the project is to reduce the prevalence of micronutrient deficiencies in the state of Rajasthan by fortifying milk,” he added.

“The project extended support to milk industry of the state with respect to process of fortification and ensuring quality assurance according to notified gazette of FSSAI standards,” Sodani said.

“With our support, Lotus Diary has taken an initiative of fortifying milk. We appreciate Lotus Diary’s initiative of fortifying milk which intends to focus on enhancing health of the population,” he added.