



The West Assam Milk Producers' Co-operative Union Ltd.

PURABI DAIRY

Ref No. MU/CIR-1/2021/04

2nd January 2021

NOTICE TO CONSUMERS

Purabi Dairy is pleased to apprise you all that the price of milk procured from villages across Assam was increased by Re. 1.0 per Kg of milk in August 2020 and once again by Re. 1.0 per Kg of milk w.e.f. 01st January 2021. This increase is in line with the increased cost of milk production at the dairy farmer's end due to the increase in price of cattle feed by over 20% and other input costs in general. The hike will help sustain remunerative milk price to the milk producers and also encourage them for higher milk production.

To ensure the much cherished quality of Purabi milk, while taking into account the increase in input costs like transportation, processing, packaging etc., The West Assam Milk Producers' Cooperative Union Ltd. (WAMUL) is constrained to revise the Maximum Retail Price (MRP) of all its milk variants by Rs. 2/- per ltr (Re. 1 per pouch) all across Assam based markets w.e.f. 03rd January 2021 as mentioned below:

S.No.	Product Description	Revised MRP (Rs./500 ml Pouch)
1	Smart Milk (3.0% Fat & 8.5 % SNF)	26.00
2	Smart Plus Milk (3.5% Fat & 8.5% SNF)	27.00
3	Standard Milk (4.5% Fat & 8.5% SNF)	28.00

Note: All the prices mentioned above are applicable for Guwahati as well as Outstation markets (M.R.P. mentioned on the pouch shall be applicable)

As a responsible cooperative organisation, Purabi Dairy has always attempted to strike the right balance between the consumers and the milk producers of Assam. Hence, Purabi Dairy seeks cooperation and continued patronage from all our valued and esteemed customer to support the dairy farmers of Assam.


Managing Director
WAMUL

Cc: All Concerned

R.K. Jyoti Prasad Agarwala Road, Panjabari, Guwahati- 781 037

E-mail: purabimilk@gmail.com • Website: www.purabi.org, GST No. 18AAAJW0070G1Z6