



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

## PURABI DAIRY

### INFORMATION TO PURABI CONSUMERS

Purabi Dairy is pleased to apprise you all that the price of milk procured from villages across Assam has increased by Rs. 1.0 per Kg of milk w.e.f. 01<sup>st</sup> January 2021 and again on 01<sup>st</sup> August 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 our milk producers and also encourage them for higher milk production.

Now, to ensure the much-cherished quality of Purabi milk, while considering 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 INR 2/- per litre all across Assam w.e.f. **08th August 2021**.

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.

S.No.	Product Description	Unit	Old MRP (Rs./Unit)	New MRP (Rs./Unit)
1	Purabi Smart Milk (3.0% Fat & 8.5 % SNF)	500 ML	27	28
2	Purabi Smart Plus Milk (3.5% Fat & 8.5 % SNF)	500 ML	28	29
3	Purabi Standard Milk (4.5% Fat & 8.5 % SNF)	500 ML	29	30

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Dated: 08/08/2021

  
Managing Director  
WAMUL