



The West Assam Milk Producers' Co-operative Union Limited
PURABI DAIRY

25th March 2020

**Purabi Dairy to Ensure Undisrupted supply of Milk to Consumers across
Guwahati and Outstation Markets**

~Measures in place to ensure continuous supply of our products~

Purabi Dairy of The West Assam Milk Producers' Cooperative Union Ltd., Guwahati, today said it has taken adequate measures to ensure that there would be no disruption in supply of milk and milk products in Guwahati and out station markets where Purabi has been present.

We welcome PM's appeal to exercise restraint from panic buying of essential food items such as milk and that there will be no disruption in supply of the same. At Purabi Dairy, we will work relentlessly and leave no stone unturned to ensure that people of Guwahati do not face any shortage of milk. We are fully geared up to ensure that every citizen of Guwahati and out station markets is provided with milk in the most hygienic condition. We would like to inform our consumers that we have already taken all adequate measures to ensure the required stock to meet consumer demands.

In order to serve consumers and the producer members, we have aligned our procurement network across locations in Assam to continue milk collection even during the lockdown period. Arrangements are made at all levels to ensure timely delivery with strict adherence to quality norms.

Purabi Dairy is aware of the grave threat posed by Covid-19 and in order to maintain the requisite hygiene at all levels is actively advising its stakeholders on precautions detailed by varied authorities. We have put in place necessary protocols to avoid person-to-person contact and ensure maintenance of safe distance between people to ensure safety at collection, processing and distribution levels. Right from procurement to processing, logistics and retail network, we are constantly monitoring our operations to ensure supply chain is seamless and precautions are adhered to.

We also appeal to our esteemed consumers to follow the guidelines of social distancing in letter and spirit and maintain safe distance while queuing up at the stores/ outlets.

In case of any query we may be contacted at marketing@purabi.org / info@purabi.org / purabimilk@gmail.com

Wishing all our consumers safety and good health.