



Headline	Dutch Lady on track to achieve RM1b sales target		
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## Dutch Lady on track to achieve RM1b sales target

PETALING JAYA: Dutch Lady Milk Industries Bhd is on track to reach its RM1 billion sales target for 2013, despite the slow-down in the local dairy industry, Managing Director Rahul Colaco says.

He said the growth of the local dairy industry was expected to reach between six per cent and seven per cent this year, compared with last year's eight per cent to nine per cent.

"However, we believe we will reach the RM1 billion target, driven by the strength of our brand and market position," he told a press conference after the group's annual general meeting Wednesday.

Colaco also said the group is always striving to not increase its products' prices substantially and aimed to minimise the effects on consumers.

"In 2011, we took price increases selectively on our range of products and the total impact of this was somewhere close to five per cent, broadly in line

with inflation.

"This year, price increases will be less than two per cent, but at the same time, the volatile economy has made it hard to predict the price of dairy raw materials as well as the currency movement," he said.

Dutch Lady Malaysia, which operates mainly in two segments, powdered milk for children and liquid milk for families, holds a 19 per cent market share in the local dairy market.

However, the group has captured a 22 per cent market share in the powdered milk segment and 50 per cent of the liquid milk segment.

"Our liquid milk business has been growing significantly and over the long term, the segment has the opportunity to grow fourteen times.

"We have also planned to increase the production capacity of our liquid milk next year to cater to our growing consumer base in this segment," he said. - Bernama

