

# Indian Dairy Industry Current and Future Opportunities

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# Our Journey

Started as Milk Trading company

1985

1994

PANEER Production – HORECA

1998

Products under “Milky Mist” Brand

2009

Diversified the Value added Products Range – Yoghurt, Dahi, Cheese, Ghee

Top line 48 Cr.

2012

2016

Perundurai Mega Plant Start-up

Top Line 480 Cr,  
Whey Powder and Skim Milk started at Mega Plant

2017

2018

Paneer, Dahi, Khoa production started at Mega Plant

2019

Processed Cheese, Mozzarella Cheese (Diced, Shredded), Cheddar Diced Blended, Frozen Paneer, SMP Retail, started at Mega Plant

2020

Top Line 726 Cr,  
Dairy Whitener, UHT Milk, Cream Cheese, Ice Cream Etc...





## Mega Dairy

- Constructed Area: 560,000 SFT
- Total land area: 1.38 million SFT



# Milky Mist Overview

## Manufacturing Capabilities

Milk Collection directly from over 48,000 farmers

18 MCC/BMC having total capacity of 1.0 MLD

10 MLD Expandable to 1.5 MLD State of The Art Mega Dairy with Latest Technologies

135 Company owned Refrigerated containers and milk tankers

Green Initiatives: 4 MW Solar Energy Plant  
2 MW Wind Mill

Water Conservation: Water Recovery Plant (WRP)

Products: Over 7.25 Product Categories and more than 170 SKU's

Trusted Consumer Brand and Brand Leader In Paneer



# Market Infrastructure and Logistics



## FACTORY

- 112 Reefer Container Vehicles
- 22 Tankers
- 62 Small Reefer & Marketing Vehicles
- 8 Depots
- 15 C&Fs



## DISTRIBUTION

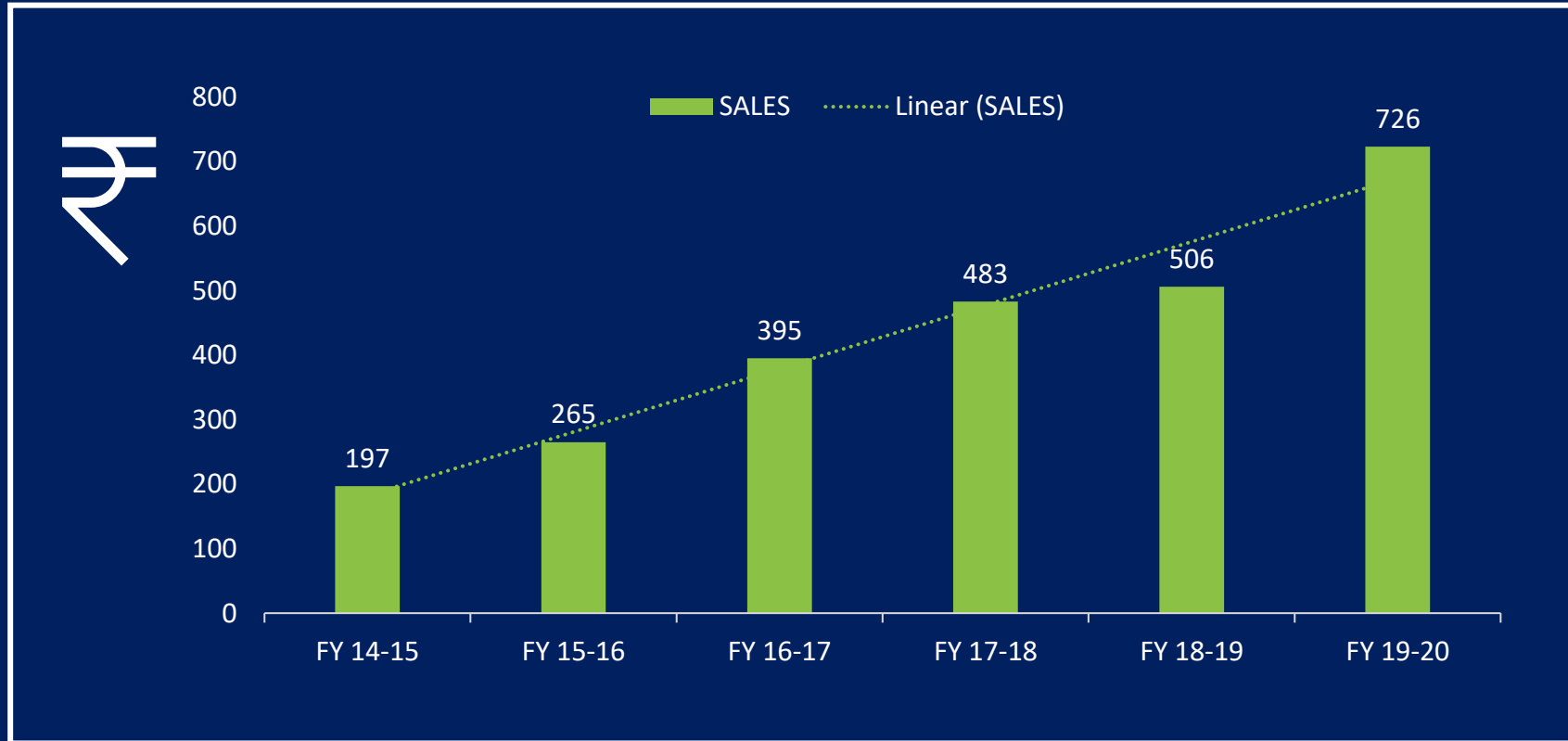
- 1600+ Distributors
- 185 Cold Stores/Rooms
- 525 Reefer Vehicles (distributor)
- 1075 Non Reefer Vehicles (distributor)



## MARKET

- Strong presence in all southern states
- 126,000 Retail Outlets with 12,000 Chillers
- Entered in new markets - West, East and North Indian Cities
- Export Markets: Singapore, Middle East, Sri Lanka, Australia

# Revenue Growth



## Consumer Behaviors – Future Outlook

1. Consumer spend on food is going to be in the range of 45-50% of their earnings as compared to 30% Pre - Covid era.
2. Consumer shift towards healthy and hygienic products
3. Switch over from Animal proteins to vegetable based proteins or dairy foods.
4. Looking for smaller and affordable pack sizes
5. Strong consumption trends
6. Rural pull is more due to reverse migration from cities to rural areas.

# Industry Outlook

1. Consumer's migration from loose products to packaged products due to health safety reasons.
2. High Protein based Products will have higher demand as per current consumption trends
3. Small and single serve (economic) packs, enriched with nutrients will be an opportunity
4. Preference over branded quality products than non branded products
5. Large companies with market outreach shall benefit
6. Value added products like Yoghurts, Cheese and Butter categories growing rapidly



# Opportunities and Innovative Technologies

1. Technology for making Spreadable Butter, Cream Cheese would be of great interest
2. Frozen Products category will be of interest
3. Confectionary (Chocolates)
4. Protein recovery from effluents/dairy wastes

*Thanks*