NEWS | ALLIED INDUSTRY

Prabhat Dairy steps into beverage domain

Prabhat Dairy Ltd. has stepped into the dairy beverages segment in a bid to grow its consumer business from the current Rs 400 crore to Rs 1,000 crore in two years.

By **Guest** | May 24, 2018



prabhat-dairy-steps-into-beverage-domain

> WordPress post #7438

Prabhat Dairy Ltd. has stepped into the dairy beverages segment in a bid to grow its consumer business from the current Rs 400 crore to Rs 1,000 crore in two years.

Beverages such as milkshakes, lassi and Chaas would be made available in retail stores in Tetra Pak. The firm plans to expand its beverage market in two phases. In phase I, it will cover

Maharashtra followed by pan-India expansion in phase II next year. It will focus on metropolitan and smart cities.

Prabhat Dairy has also forayed into retail segment wherein it would set up ‘Prabhat Goodness Zones,’ a franchise-based chain of retail outlets, across Maharashtra.

According to the company, all milk based products of Prabhat such as packaged and toned milk, ghee, cheese, chaas, lassi, dahi, shrikhand, paneer, milkshakes will be sold at the ‘Goodness Zones’ and this would enhance brand awareness and customer loyalty.

Read online: https://nuffoodsspectrum.in/news/30/12564/prabhat-dairy-steps-into-beverage-domain.html
© 2026 NUFFOODS Spectrum. All rights reserved.