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An Indo-Italian venture set to start in a frozen dessert

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In less than a month, after West Bengal chief minister Mamata Banerjee's visit to Milan, Italy, and two days before Italian Prime Minister's visit to India, Bengal's homegrown frozen dessert brand Milkberry from the stable of Rainbow Dairy Food Product joined hands with Bizdev, Italy, with the long-term goal of setting up an Indo-Italian joint venture in ice cream, frozen dessert and other food products segment.

In near future, the plan is to roll out some "interesting and innovative" flavours and brands specially curated and crafted by Italian chef from Italy under Milkberry brand name.

Confirming the developments, Jean Claude Morel, founder-managing partner, Bizdev, Italy, said: "Italian companies are very impressed and excited over the positive developments taking place in West Bengal recently. I personally attended Bengal chief minister Ms Banerjee's business meetings in Miland as part of the Italian business team and our interest in this part of India grew manifold.

"We are very excited about the establishment of association with Milkberry. We are already in talks with couple of Italian companiies and our job will be to identify the most suitable partner for Milkberry, do hand-holding and take the joint venture to its logical conclusion."

Siddhartha Sankar Ghosh, managing partner, Rainbow Dairy Food Product, said, "We are confident that it will be the first successful test case of how business houses even from the districts and suburbs are coming forward, inspired by the dreams of Bengal chief minister Ms Banerjee and taking giant leap forward.

He added “We are MSME player with a current capacity of 800 litres/hour and presence in the eastern and north eastern states, offering more than 40 variants and flavours. Moves are now afoot to scale up, add more flavours, improve packaging and expand reach with the Italian partner and brands.”

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