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Dairy tech startup Mr. Milkman announces new partnership

Mittal Happy Cows Dairy Farms, one of the fastest growing dairy farms in Pune, has partnered with Delhi based Dairy tech start-up, Mr. Milkman to launch a co-branded application – 'Mr Milk', to deliver premium quality, un-adulterated A2 Milk. The primary

By **Manbeena Chawla** | June 3, 2019



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Pune’s Mittal Happy Cows Dairy Farms partners dairy tech startup, Mr. Milkman

Mittal Happy Cows Dairy Farms, one of the fastest growing dairy farms in Pune, has partnered with Delhi based Dairy tech start-up, Mr. Milkman to launch a co-branded application – ‘Mr Milk’, to deliver premium quality, un-adulterated A2 Milk. The primary focus of Mr. Milkman would be the technology, while Mr. Milk will wholly handle the logistics of the business such as production, and delivery in Pune. The partnership will operate on a full-fledged revenue sharing model.

In order to optimise the largely unorganized operation, Mr. Milkman’s cloud-based SaaS platform will enable Mr Milk with automated processes to help them manage subscriptions, revenue, deliveries, sales growth, payments and customer consumption patterns. Moreover, the real-time data-driven analytical dashboard will assist Mr. Milk to create distribution channel hubs to manage their transportation and end-customer delivery.

The delivery platform will allow tracking & delivery of the order, and both upstream and downstream analytics, for example, reverse logistics for crates. This will help increase the efficiency of the logistics, while the tracking of inventory will help save pilferage.

Currently, Mr. Milkman has 60+ clients across India with over 72 lakh litres of milk that gets managed via the platform. Some of the organizations Mr. Milkman has associated with are, Milk Mantra, Whyte Farms, Amlaan A2 Milk, Himalayan Creamery, Go4Life, Milk Valley Farms, Binsar Farms Creamery, Mr.Dairy, HappyMilk, Holy Drops, Happymoo, Dely Bites, Aryaffoods, Farm crème etc to name a few.

With an objective to deliver pure and fresh A2 desi cow milk and milk products, Mr. Naresh Mittal, known for creating real estate landmarks in Pune ventured into the dairy industry. Mittal Happy Cows Dairy Farms was founded by Mr. Naresh Mittal, with an immense passion for dairy farming and is headquartered in Pune. Spread across an 85-acre farm near Lonavala, it is home to some of the best Desi breed cows like Sahiwal and Gir cows.

Mittal Happy Cows Dairy Farms owns state-of-the-art facilities, latest technologies and an impeccable natural environment that has helped them change the way milk is produced, processed and consumed. The entire milking process is automated, and untouched by human

hands in order to retain the freshness and sanctity of milk. Their cold chain delivery system excludes all middlemen and delivers farm fresh milk and milk products, directly to the doorstep, within 24 hours.

Speaking about the partnership, *Mr Naresh Mittal, Founder of Mittal Happy Cows Dairy Farms* said, "*We are looking forward to wholly focus on our production and growth in order to bring about a revolution in the dairy sector and Desi cow breeding. Our partnership with Mr. Milkman will ensure smoother logistics and inventory management while we center our efforts in providing the best services to our customers**".*

Samarth Setia, CEO & Co-Founder, Mr. Milkman, commented*, "Our objective is to improve operational and delivery efficiency for Mr. Milk. Emphasising on their growth goals, Mr. Milkman's technology will ensure operations in a smoother and more organized manner**".*

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