NEWS | TECHNOLOGIES

Gyan Dairy, Mr. Milkman launch milk subscription application

Gyan Dairy, one of the largest suppliers of dairy products in Uttar Pradesh, has partnered with Gurgaon based dairy tech start-up, Mr. Milkman to launch – 'GyanFresh', to deliver Gyan Dairy's Milk and other dairy products.

By **Manbeena Chawla** | August 9, 2019



gyan-dairy-mr-milkman-launch-milk-subscription-application

> WordPress post #9598

Mr. Milkman will provide their cloud-based SaaS platform

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This association will enable Gyan Dairy to reach out to consumers and help them manage milk subscription and delivery services. Mr. Milkman will provide their cloud-based SaaS platform.

Moreover, the real-time data-driven analytical dashboard will assist ‘Gyan Dairy’ to create distribution channel hubs to manage their transportation and end-customer delivery. It will also allow the delivery person to know how much milk to carry and how much to deliver to individual houses.

Currently, Mr. Milkman has 60+ clients across India with over 1 Cr. litres of milk that gets managed via the platform. Mr. Milkman has associated with organisations like Milk Mantra, Whyte Farms, Amlaan A2 Milk, Himalayan Creamery, Go4Life, Mr. Milk, Milk Valley Farms, Binsar Farms Creamery, Mr. Dairy, HappyMilk, Holy Drops, Happymoo, Aryaffoods, Farm crème, etc. to name a few.

Gyan Dairy, established in 2007 and having a presence in 15 states, is synonymous with purity and consistent quality of dairy products in Uttar Pradesh. With over 2200+ village collection centres, Gyan Dairy is built by people who work tirelessly with 1,00,000 dairy farmers every day. Popular dairy products by Gyan Dairy include toned milk, ghee, curd, masala chaach, full cream milk, and cow milk.

Recognizing their scientific methods of production, storage and distribution, Gyan has received Hazard Analysis Critical Control Points (HACCP) Monitoring System Certification from the Government of India. To add to its merits, it has previously been associated with UP Yoddha, as its Official Dairy Partner for VIVO Pro Kabaddi League (PKL) Season 5.

Speaking about the partnership, Anuj Aggarwal, Managing Director of Gyan, said, “Invention is the need of the hour and we at Gyan strive to be the change maker. As the dairy sector in India is vast, there has to be a rapid escalation in production & innovation in product delivery. In order to focus on our growth, we required a partner to help us streamline our door delivery services, and this association certainly ensures that.”

Samarth Setia, CEO & Co-Founder, Mr. Milkman, commented, “We are delighted to announce our first partnership in Uttar Pradesh with Gyan Dairy. Gyan Dairy being one of the largest dairy organizations in Lucknow aims to have smoother and organized operations to advance their overall efficiency. Mr. Milkman’s technology will ensure to solve these challenges for Gyan Dairy

and enable their consumers to subscribe to premium quality milk.”

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