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Mr Milkman forays into Bengaluru

Gurugram based Mr. Milkman, the fastest growing dairy tech start-up forays into the Bengaluru market through its partnership with prominent dairy players and milk brands namely; Akshayakalpa, HappyMilk, Mathruka, Farm Fresh Organic and Olemoo.

By **Manbeena Chawla** | February 26, 2020



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Over 50 plus Milk brands across India have partnered with M. Milkman

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This association enables the partners to manage their orders and smoothly manage their delivery services. Today, over 50+ Milk brands/Dairies across India track, sales prediction, reverse logistics of crates, accounting, last mile delivery through the platform.

The partnership will operate on a revenue-sharing model where Mr. Milkman will provide their SaaS platform to the partners who will head the logistics of their dairy business, such as production and delivery in Bengaluru.

Mr. Milkman’s well-integrated technology will empower its partners with automated processes, enabling them to track subscriptions, revenue, sales growth, payments and customer consumption patterns. Additionally, the real-time data-driven analytical dashboard will capacitate partners to create distribution channel hubs, managing their transportation and end-customer delivery.

Furthermore, the delivery application offers features such as order tracking & delivery, inventory management, and reverse logistics for glass bottles. This allows the delivery person to know how much milk to carry and how much to deliver.

The other prominent dairies that have partnered include, MilkMantra, Healthways, Gyan Dairy, Whyte Farms, Binsar Farms Creamery, Mr.Dairy, Mr.Milk, PureMilk, Diya Farms, Go4Life, Happymoo, etc. for hassle-free operations and smooth delivery.

Samarth Setia, CEO & Co-Founder, Mr. Milkman, commented, “We are delighted to enter Bengaluru and associate with some of the finest quality dairy brands. Our objective is to improve operational and delivery efficiency for all our partners and enable the consumers to subscribe to premium quality unadulterated milk. Understanding their business, we aim to

ensure execution of operations in a smoother and more organized manner to help them manage their growth goals”.

Shashi Kumar, Founder, Akshayakalpa, said, “The dairy sector in India is vast, for every business to grow; there has to be a rapid escalation in production. In order to focus on our growth, we require a partner to help us improve logistics and make our operations efficient, and this association certainly ensures that. Our partnership will guarantee smoother logistics while we accumulate our efforts in providing the best services to our customers”.

Anuradha Pranesh, Founder, Mathruka said, “Consumers should be able to order and get delivery of Mathruka’s farm fresh organic and healthy milk smoothly with least challenges, and also be able to track their payments and order other products. The partnership with Mr. Milkman will help our consumers get easy access and help Mathruka to provide better service to consumers”

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