Organic Milk
Nutritious by Nature

“Return to the villages means a definite, voluntary recognition of the duty of bread, labor and all its connotes.”

- M.K. Gandhi
Akshayakalpa Farms & Foods Pvt. Limited,
Start of Business: January 2011.
Sector: Agriculture and Food Processing
Current Focus: Organic Dairy

Registered Office:
Akshayakalpa Farms & Foods Private Limited
382/2, Sharadananagara, Tiptur – 572202, Karnataka, India
+91 9686466070, +91 (0)8134 250045/47,
email - support@akshayakalpa.org
150 KMS North-West of Bangalore on Shimogga Highway
Well connected by Train and Bus Network.
Leap of **Faith**
(Akshayakalpa Approach to Organic Dairy)
Abysmal Farm/Cow Productivity leading to profitability issues for the farmer and hence quality issues of the Milk in entire supply chain
Problem Space/Opportunity

Problem:
- ~3 million farmers produce 7.5 million liters of Milk/Day* - ~2.5 liters/milk per day per farmer
- Average milk yield/day/cow is ~2.4 liters/day
- Abysmal Farm and Cow Productivity leading to profitability issues for the farmer and quality issues of the Milk

Size of the Problem/Opportunity:
- India is world biggest milk producer – ~170 million tons of milk annum
- 70% of the milk produced in India is either Adulterated at source or not fit for consumption**

* KMF Data
** Supreme Court of India
Picture Says it all – Problem with Indian Dairy Industry

Unscientific and Unhygienic Dairy Units leading to substantial management issues and quality of milk issues
Akshayakalpa Dairy Units - Scientific approach to farmer owned, decentralized and completely managed dairy units – New Age Approach to Family Farming
Managed and planned fodder production, scientific dairy cow nutrition management with unmatched fodder production programme in the country
Akshayakalpa Way of Milk Production

Milk Untouched by human hand with farm level chilling
Innovation in Power Production using Methane and Farm level QA and QC Process – Ushering new quality revolution.
## Akshayakalpa - Quality KPIs

### Quality Standards - KPIs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bacterial Load in the raw milk (CFU/ml) at farm level</td>
<td>TNTC</td>
<td>TNTC</td>
<td>50000</td>
<td>38000</td>
<td>29000</td>
<td>25000</td>
<td>13000</td>
</tr>
<tr>
<td>Enthonal Stability Test at Farm Level - Alcohol % -Ve</td>
<td>60%</td>
<td>60%</td>
<td>70%</td>
<td>75%</td>
<td>80%</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td>Fam Level Chilling - % of farms</td>
<td>5%</td>
<td>5%</td>
<td>30%</td>
<td>45%</td>
<td>50%</td>
<td>71%</td>
<td>85%</td>
</tr>
<tr>
<td>Antibiotic Positive Incidents</td>
<td>316</td>
<td>289</td>
<td>115</td>
<td>98</td>
<td>21</td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td>Machine Milking - % of Farmers</td>
<td>0</td>
<td>5%</td>
<td>18%</td>
<td>34%</td>
<td>51%</td>
<td>89%</td>
<td>100%</td>
</tr>
<tr>
<td>MBRT Count</td>
<td>1.8</td>
<td>2.5</td>
<td>3.5</td>
<td>3.5</td>
<td>4</td>
<td>4.5</td>
<td></td>
</tr>
</tbody>
</table>

### Indirect Impact - KPIs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Collateral Benefits - Coconut yield/tree/year</td>
<td>55</td>
<td>59</td>
<td>61</td>
<td>65</td>
<td>71</td>
<td>75</td>
<td>80</td>
</tr>
</tbody>
</table>

### Market Response - KPIs

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Uptake - Average liters per day</td>
<td>0</td>
<td>18</td>
<td>500</td>
<td>1800</td>
<td>3200</td>
<td>5500</td>
<td>10600</td>
</tr>
<tr>
<td>Consumers</td>
<td>0</td>
<td>39</td>
<td>780</td>
<td>2100</td>
<td>4600</td>
<td>7000</td>
<td>15000</td>
</tr>
</tbody>
</table>
The Business Model - Farmer Centric Dairy Cluster With Captive Production

Central Services & Milk Processing Infra

Satellite Farms

Satellite Farms

Satellite Farms

Central Services & Milk Processing Infra

250 Liters/Day Organic milk

Market

Community Centric

Sustainable

Appropriate Technology

- India’s first Organic Milk
- 15,000 consumers
- Rs. 70 per liter (1 USD)

• Farmer Owned and Operated - 160 farmers

• Herd size of 25 cows

• Cost of Production ~ 23 Rs

• Productivity – 5% Increase of YoY lactation yields – 9.8 liters

• Certified Organic Milk production protocols

• Quality Milk - Avoid bacterial and antibiotic loads

• Optimal Mechanization

- Farm Design, Bank Linkages, Preventive and on call vet care, Herd Management and Breeding inputs, Productivity and Organic Quality Monitoring and enforcement
Akshayakalpa – Where we Stand?

- Akshayakalpa - India’s first Organic Milk brand.

- 160 farmers earning Rs. 50,000 per month (approx. 700 USD / 37,500 PHP)

- 15,000 consumers in Bengaluru, buying Akshayakalpa Organic Milk via an app @ Rs. 70 per liter of Milk
Roadmap for FY 18-19

- 85 people organization, 50 people in extension/farmer outreach
- Growing 8% MOM, additional 140 farmers for FY 18-19
- Planning to reach additional 20,000 consumers in FY 18-19
Certified Organic Milk
- 500 ml – Rs. 35 MRP/Bangalore
Organic SLIM Milk
- 500 ml – Rs. 30 MRP/Bangalore
Certified Farm Fresh A2 Organic Milk
- 500 ml – Rs. 44 MRP/Bangalore
Pasteurized A2 Organic Milk
500 ml – Rs. 43 MRP/Bangalore
A2 SLIM Milk
500 ml – Rs. 40 MRP/Bangalore
A2 Organic Curd
500 g – Rs. 60 MRP/Bangalore
Organic Curd
200 g – Rs. 20 MRP/Bangalore
Organic Cow Ghee
200 g/500 g – Rs. 220/500 MRP/Bangalore
Organic Butter – 200 g
Rs. 150 MRP/Bangalore
Organic Paneer – 200 g
Rs. 100 MRP/Bangalore
Chilli Cheddar – 200

Rs. 275
Mild Cheddar – 200 grams
Rs. 275
Pepper Cheddar – 200 grams
Rs. 282
Smoked Cheddar – 200 grams
Rs. 280
Pizza Cheese – 200 grams
Rs. 262