

# MorningDiary

"Premium Milk from Healthy Sahiwal Cows"



# Problem

## 1 Uncertain Demand & Sales for Small Dairy Farmers

- Many dairy farmers struggle to sell all their milk daily, leading to wastage.
- Dependence on local vendors, middlemen, and wholesalers creates instability in income.

## 2 Price Fluctuation & Low Profit Margins

- Private buyers often dictate milk prices, leading to low profits for farmers.

Market fluctuations make it difficult to predict earnings and plan expansion.

## 3 Logistics & Transportation Challenges

- Farmers have to arrange cold storage & transport, which increases costs.
- Many small farms lose profit due to high distribution expenses.

## 4 Delayed Payments & Financial Struggles

- Farmers face cash flow issues affecting farm operations.

✂ Farm Production → 🚚 Direct Supply to Federation →  
💰 Guaranteed Payment

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#### Traditional Dairy Business ✖

- Uncertain milk sales
- Middlemen cut profits
- Transportation issues
- Delayed payments

#### Our Dairy Model ✔

- 100% guaranteed sales
- No middlemen, direct supply
- Federation handles logistics
- Timely & secure payments

# Solution

## ✓ Our Solution: A Guaranteed Sales Dairy Model

Our dairy farm eliminates market dependency by directly supplying 100% of our milk to the government federation, ensuring guaranteed sales, stable pricing, and no middlemen involvement.

### ✓ Direct Supply to Government Federation

- No reliance on private buyers, middlemen, or local markets.
- Ensures 100% of milk production is pre-sold, reducing wastage.

### ✓ Stable & Assured Pricing

- Federation offers fixed rates per liter, ensuring consistent revenue.
- No sudden price drops due to market fluctuations.

### ✓ No Transportation or Logistics Issues

- The federation handles milk collection, processing, and distribution.
- Eliminates costs for cold storage, packaging, and transport.



## Solution

### ✓ Timely & Secure Payments

- Government contracts ensure regular payments without delay.
- Solves the cash flow issues that many farmers face.

### ✓ Focus on Quality & Expansion

- Without sales uncertainty, we focus on expanding operations and improving milk quality.
- Higher profits enable better cattle care, farm infrastructure, and organic feed.

# Financials Projections

Our direct-to-government sales model ensures 100% revenue realization, stable cash flow, and long-term profitability with zero market dependency.

Activity	2025	2026	2027
Revenue	28,80,000	31,68,000	34,84,800
COGS	12,00,000	13,20,000	14,52,000
Gross Profit	16,80,000	18,48,000	20,32,800
SG&A	3,60,000	4,00,000	4,40,000
Net Income	13,20,000	14,48,000	15,92,800
Profit Margin	45.8%	45.7%	45.7%

## Key Features of Our Dairy Farm Business



### **1** Direct Government Supply Model

✓ No middlemen → 100% assured sales.



### **2** High-Quality Milk Production

✓ Strict quality control → Compliance with government standards.

✓ Hygienic production → Modern cattle care practices.



### **3** Efficient Dairy Management

✓ Proper cattle nutrition → Ensures maximum yield.

✓ Veterinary support → Healthy cows = High productivity.

### **4** Sustainable & Scalable Model

✓ Eco-friendly waste management → Biogas & organic fertilizers.

✓ Technology integration → Digital tracking for efficiency.

# Case Studies

## Successful Direct-to-Government Dairy Models

### 1 Amul Dairy Cooperative (India) 🇮🇳

- ✓ Model: Cooperative-based milk procurement
- ✓ Strategy: Direct supply to government federations
- ✓ Result: Became India's largest dairy brand with sustainable profit

### 2 Gujarat Milk Federation (GCMF) 🇮🇳

- ✓ Model: Dairy farmers supplying directly to a government-backed federation
- ✓ Strategy: Eliminated middlemen, ensuring higher farmer incomes
- ✓ Result: Over ₹55,000 crore turnover, benefiting lakhs of dairy farmers





## Business Model

Our dairy farm operates on a Direct-to-Government (D2G) Supply Model, ensuring 100% sales and consistent revenue without middlemen.

### 1 Key Revenue Streams 💰

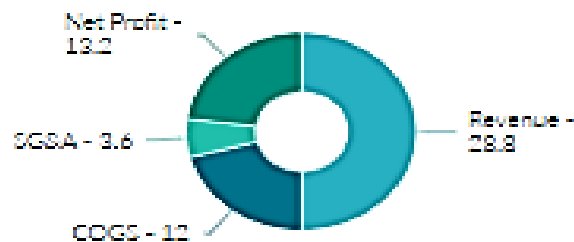
- ✓ Milk Sales: Directly supplied to government federations at ₹40/liter.
- ✓ By-products: Manure sales, biogas production (optional future expansion).
- ✓ Expansion Opportunities: Increasing herd size & efficiency over time.

### 2 Customer Segment 🎯

- ✓ Government Dairy Federations – Ensuring 100% product purchase
- ✓ Large Institutional Buyers (Future Expansion) – Schools, hospitals, defense units

### 3 Sales & Distribution Strategy 📦

- ✓ **Single Buyer Model:** Direct contract with state dairy federations
- ✓ **Efficient Logistics:** Federation arranges transportation, reducing costs
- ✓ **Expansion Plan:** Increase production, scale to more government buyers



### 📊 Financial Distribution

- Revenue (100%) – ₹28.8 lakh/year
- COGS (40%) – ₹12 lakh/year
- SG&A (12.5%) – ₹3.6 lakh/year
- Net Profit (45.8%) – ₹13.2 lakh/year

### 🛑 Without Direct Sales Model:

Cows 🐄 → Local Vendors 🏪 → Wholesalers 🚚 → Market 🏪 → Consumer 🗑️ (Low Profits, Price Fluctuations)

### ✓ With Direct Sales Model:

Cows 🐄 → Farm 🏠 → Government Federation 🏢 → Consumer 🗑️ (Higher Profits, Stability)

## Milestones/Roadmap

Q1

- 1 Purchase 20 high-yield cows & set up essential infrastructure (milking, storage, fencing).
- 2 Secure a direct supply contract with government dairy federation to ensure 100% sales.

Q2

- 1 Optimize cattle nutrition, veterinary care & hygiene to maintain high milk yield.
- 2 Implement quality control & efficient record-keeping for smooth daily operations.

Q3

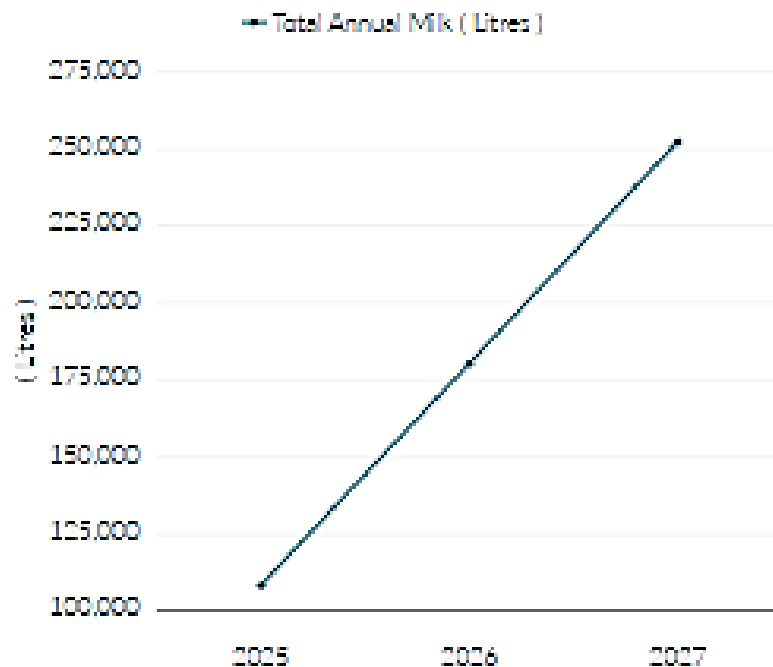
- 1 Expand the herd to 30-40 cows and improve cattle breeding & selection.
- 2 Invest in automated milking & feed management systems to increase efficiency & reduce labor costs.

Q4

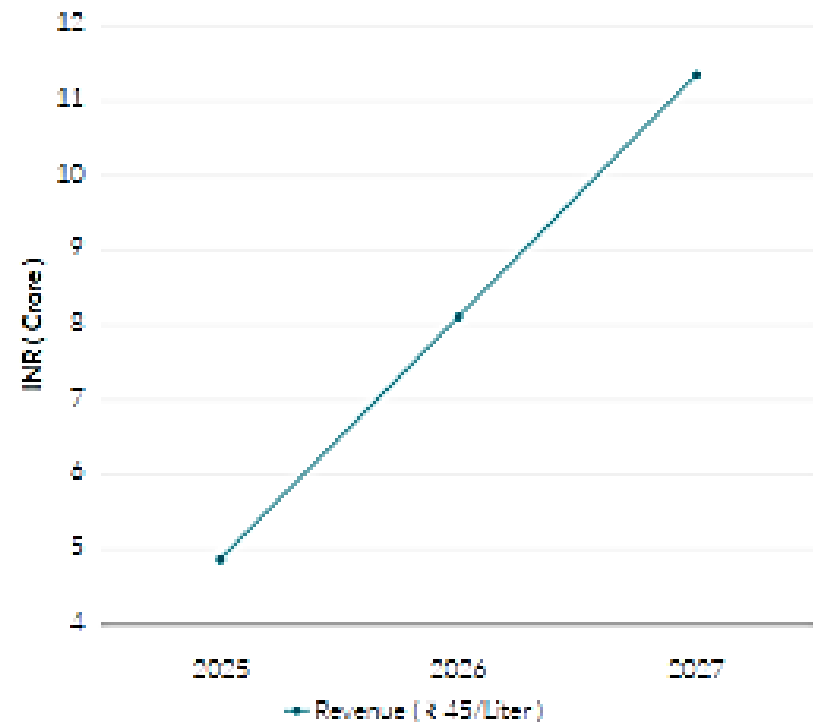
- 1 Increase milk production capacity and negotiate larger government contracts.
- 2 Introduce by-products (curd, paneer, ghee) and manure/biogas sales for additional revenue.

# Traction

## Yearly Projection for Milk Production



## Revenue



# GTM Strategy

## ◆ Target Market:

- Government milk federations like Amul, Mother Dairy, Jharkhand Milk Federation (Medha), etc.

## ◆ Unique Selling Proposition (USP):

- ✓ 100% direct sales – No middlemen, ensuring full product sale.
- ✓ Guaranteed revenue – No dependency on local buyers or market fluctuations.
- ✓ Cost-efficient operations – No transportation or supply chain risks.

## ◆ Distribution Strategy:

- B2B Model – Bulk supply contracts with government milk federations.
- Direct Delivery System – Milk is collected & supplied



## Potential Outcomes

### ● WORST CASE: -

- Delayed contracts with govt federations.
- Lower milk yield due to unforeseen factors.
- Price fluctuations.

### ● REALISTIC CASE:-

- Steady production growth as planned.
- Successful government contracts secured.

### ● BEST CASE:- Faster scaling of milk production.

- Multiple government federations onboarded.
- Price increase per liter (₹50+).

# TAM

## 1. India's Dairy Industry Overview

- **Market Size:** In 2024, India's dairy market was valued at approximately **INR 18,975 billion (USD 230 billion)**.
- **Projected Growth:** The market is expected to reach **INR 57,001.8 billion** by 2033, exhibiting a **Compound Annual Growth Rate (CAGR) of 12.35%** during 2025-2033.

**Milk Production:** India's milk production is forecasted to rise to **216.5 million metric tons (MMT)** in 2025, up from **211.7 MMT** in 2024.

## 2. Jharkhand's Dairy Sector Insights

- **Current Production:** Jharkhand produces approximately **5.8 million liters** of milk daily, against a demand of **7.3 million liters**, indicating a **supply-demand gap**.
- **Procurement Efforts:** The **Jharkhand State Cooperative Milk Producers' Federation (JMF)** is actively working to **bridge this gap** by **collecting milk from local producers**, presenting an **opportunity for new dairy farms to contribute**.

### 3. Market Opportunities for Your Dairy Farm

- **Serviceable Available Market (SAM):** Focusing on Jharkhand, there's a daily shortfall of 1.5 million liters. Supplying to JMF can help address this deficit.
- **Serviceable Obtainable Market (SOM):** By targeting even 1% of this shortfall, your farm could supply 15,000 liters daily, translating to significant revenue, especially with direct contracts ensuring stable pricing.

### 4. Strategic Advantages

- **Direct Government Contracts:** Partnering with JMF ensures 100% product uptake, eliminating middlemen and securing consistent revenue streams.
- **Scalability:** The existing supply-demand gap offers ample room for expansion, allowing your farm to scale operations in response to market needs.

The robust growth of India's dairy industry, combined with the specific supply-demand dynamics in Jharkhand, presents a lucrative opportunity for your dairy farm. By aligning with government initiatives and focusing on local market needs, your venture is well-positioned for success.



## Secret Sauce

🚀 What Makes Our Dairy Farm Different?

✅ Direct-to-Government Model

No reliance on middlemen or local buyers – 100% guaranteed sales to government federations.

Stable pricing at ₹45/L with long-term contracts.

✅ Cost-Optimized Operations

Eliminating transportation & distribution hassles saves money.

Lower operational costs mean higher profit margins than traditional dairy farms.

✅ High-Quality, Consistent Supply

Advanced cattle nutrition & veterinary care for consistent milk yield.

Ensuring superior milk quality for government federation standards.

✅ Scalability & Future Expansion

Ability to increase production and partner with multiple federations.

Potential to diversify into value-added dairy products (cheese, paneer, etc.).



## Team



Pradip Raut  
Founder

Pradip Raut - Founder

● Role: Business Strategist &  
Growth Leader



*Prince Rawat*  
COO

*Prince Rawat* – Operations Head

- Role: Dairy Production & Farm Management Expert

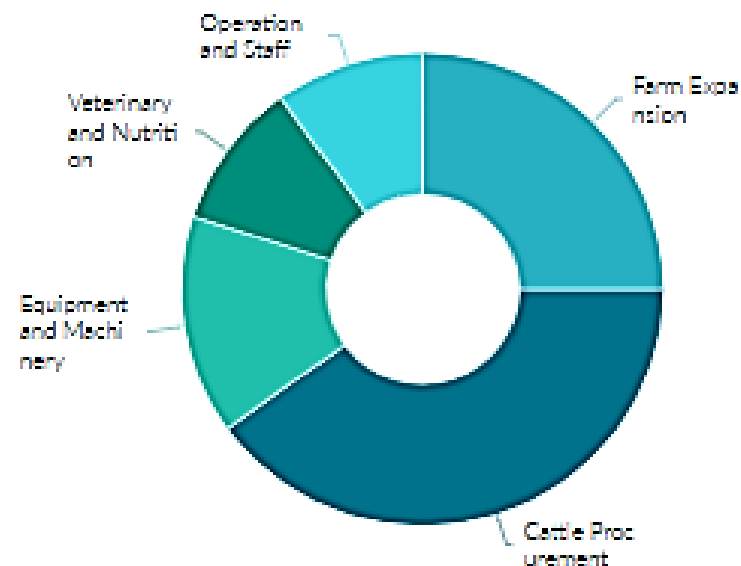
# Fundraising

💰 Seeking Investment: ₹35 lakh

## Why Invest in Our Dairy Business?

- ✅ **Guaranteed Sales Model** – Direct sales to government federations, ensuring 100% product sale
- ✅ **High-Profit Margins** – Eliminating middlemen reduces cost & maximizes returns
- ✅ **Scalable Operations** – Capacity to increase production and expand supply

## Fund Utilization



Thank You! Let's Build the Future Together 🚀

"We are committed to revolutionizing the dairy industry with a direct-to-government sales model, ensuring 100% product sales and operational efficiency. Your support will drive this vision forward."

📞 Contact Information

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66 We look forward to your support in making this vision a reality! 🎯