

MIGHTY INDIA



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NATIONAL & INTL EDITION

**METRO SHOES
CELEBRATES -
MARISTELLA**

**'KALYAN JEWELLERS'
OPENS NEW SHOWROOM
IN PATIALA**

**WELCOME TO OTIUM -
BY THE OTERRA**

**AN ENRICHING EXPERIENCE
OF A LUXURY BEACH RESORT
IN MAMALLAPURAM**

**MR. SATHISH KUMAR,
CMD 'MILKYMIST' Receives
The Most Prestigious
MIBAR AWARDS 2023**

MI'S COVER STORY

MOST INSPIRING BUSINESS LEADER OF 'MIGHTY INDIA' Receives The Most Prestigious MIBAR AWARDS 2023'

Sathish Kumar, Promoter & CMD of 'Milky Mist Dairy Foods Limited' hail from a farming background and a farmer himself, joined his father's traditional milk trading business in the year 1992 in order to turn around the same which was making losses. After couple of years' struggle in handling milk spoilage, losses and being at the mercy of traders, he started thinking of making value addition to milk. During his frequent visits to Bangalore, he came across a couple of restaurants where paneer was used as an ingredient. Out of curiosity he requested them to teach him the art of making paneer and that is how he started his own business by registering the company's name as "Milky Mist Dairy" in 1992.



MR. SATHISH KUMAR,
Chairman & MD,
Milky Mist Dairy Foods Private Ltd

Initially Mr Sathish Kumar was making paneer only for the hotel segment and was struggling to meet the ends. Gradually he learnt the process of manufacturing paneer and started making superior quality paneer. The next logical step was to enter the retail market with small packs.

He set up a small manufacturing unit in Chithode in 1992 with minimum technical know how and investment. Since the paneer was sold without any label and brand name, he came out with the brand name "Milky Mist" and got the same registered in 1996. Between 1996 and 2010, while he continued his focus on paneer but at the same time introduced other products like curd, yoghurt, butter, ghee, etc. The otherwise slow pace of growth of the company got accelerated between 2010 and 2016 with the introduction of different types of cheese and other products in the market. Gradually, the consumers of South India started accepting all of Milky Mist's products and particularly preferred Milky Mist paneer and curd over other brands as their favorite brand.

Thus, Milky Mist paneer became a household name. During this period while expanding the product category, he also expanded the market. All these things were happening in a small manufacturing set up in less than an acre of land. As the market was growing and space becoming a constraint, he conceived a bigger plan. His larger vision and future forecast led to establishment of state of the art, technologically superior plant with a capacity to handle 15 lakh litres per day spread over 55 acres of land.

Mr Sathish Kumar is known for adopting new technologies. He widely travelled to many countries to study the technology and adopted the best one of this technology adaption was a fully automatic custom built Paneer manufacturing Plant. This state of the art plant has completely replaced the manual packing





Dr. S. E. ALEXANDER, Chief Editor & MD, M/s. Worldwide Media Corporation Group, USA.,
Congratulates Mr. SATHISH KUMAR, CMD, Milky Mist Dairy Foods Ltd for receiving the
Most Prestigious Mighty Indian Book of Achievers Records & Awards (MIBAR AWARDS 2023).



and handling process in Paneer. Today Milky Mist has about 25 product categories with 200 different types of pack sizes and is a household name in entire South India. Milky Mist is the only Dairy in India to manufacture value added products. Mr Sathish Kumar is having a bigger ambition and vision to make Milky Mist a pan Indian brand competing with giants like Amul, Nestle, etc., He also has a vision to make Milky Mist Dairy a US \$ One Billion company by 2030.

A NOTEWORTHY STORY OF MILKY MIST FOOD & DAIRY PRODUCTS LTD., ERODE

MILKY MIST DAIRY FOOD PRIVATE LIMITED (MMD), is one of India's largest manufacturer of Dairy products Factory & Company; which is located at Perundurai, 20 kms, from Erode District in Tamil Nadu. It is engaged in milk procurement,



processing and manufacturing of Value Added Products (VADP) under the brand name "Milky Mist". In the year 2019-20, Milky Mist shifted its manufacturing facility from the old plant to a sprawling, state of the art Mega Plant spread over 55 acres and surrounded by lush green area. The new plant has got a processing capacity of one million litres milk per day (MLPD) expandable to 1.5 MLPD. It has got latest technology to

manufacture fermented products like curd, yoghurt. The Mega Plant has also got various value added product sections like ghee, butter, cheddar cheese, cream cheese, shrikhand and lassi, Mozzarella cheese. It has got state of the art Spray Dryer for converting liquid whey into whey powder and to manufacture various types of milk powders. The Mega Plant with its composite dairy processing facilities



can handle any volume of milk and also meet the growing market demand. Currently MMD procures an average of 5.5 lakh Litrs milk per day directly from around 56000 farmers spread over 8 districts of Tamil Nadu. MMD produces 25 different VADPs, having about 200 SKUs, owns and operates the largest fleet of refrigerated vehicles for last mile delivery of its products under controlled temperature conditions. MMD has got the largest fully automatic mozzarella plant in the country, which includes high speed processing, and packing machines, which are the first of its kind in India. Paneer is MMD's flagship product with its fully automatic plant.

Milky Mist brand is almost synonymous with quality and safety of its products, which are loved and consumed, by millions of households in the South over the past two decades. Milky Mist has a strong, dedicated and loyal network of sales, distribution and marketing set up. Current product range includes Curd (Indian Yoghurt), Fresh Paneer, Mozzarella Cheese, Cheddar Cheese, Processed Cheese, Gouda cheese, Fresh and UHT Cream, UHT Milk, Butter, Ghee, Khova, Yoghurts, traditional milk-based products like Shrikhand, Payasam (Kheer), Misti Doi, Spray dried products such as Dairy Whitener, Skimmed Milk Powder and Whey Powder. The Company



Some of Milky Mist's latest world-class technologies (first time in India) are:

- 1000 slices/ minute high speed cheese slice packing machine
- 60 MT/ day fully automatic paneer making plant with robotic packing
- 40 MT/ day fully automatic mozzarella cheese manufacturing plant
- 40 MT/ day cream cheese manufacturing plant

has recently Launched new products such as Probiotic Curd, Frozen Pizza, UHT Lassi, UHT Milk and drinks categories. Currently, MMD has more than 1600 distributors across the country, depots at various locations, and employee strength of nearly 900. Ethical and transparent practices coupled with innovation and out of the box thinking has helped MMD to grow at a blistering pace for the last 5 years. The best as they say, is yet to come what with the tailwinds and impetus being given to Dairy sector by Central/ State Govt. (s); growing demand for VADP and a burgeoning

consumer base. Milky Mist has got state of the art manufacturing facility to make only VADP in order to maximize the farmers' income.

**LIST OF DAIRY PRODUCTS
THOSE ARE MANUFACTURED &
MARKETED BY 'MILKYMIST':**

Paneer
Curd
Butter – Table Butter and Cooking Butter
Khova
Cheddar Cheese
Processed Cheese
Mozzarella Cheese
Fruit Yoghurt
Payasam
Shrikhand
Mishti Dai
Milk Cake

Lassi
Dairy Whitener
Skimmed Milk Powder
Gulab Jamun Mix
Rasgulla and Gulab Jamun in Tins
UHT Range of Products- Milk, Cream, Butter
Milk, Milk Shakes, Lassi
Ghee

**ABOUT MILKYMIST's HIGHLY
COMMITTED CSR ACTIVITIES:**

Milky Mist Dairy- Pioneer in green energy and self-sustainability.

Milky mist Dairy has commissioned a 7 MW power plant at Kavilipalayam, Erode on March 21st 2022, thus establishing itself as the forerunner in environmental sustainability. Milky mist with an annual turnover of Rs. 1100 Cr has embarked on switching over



to renewable green energy resources over fossil fueled energy resources. The plant was designed, installed, and commissioned by SWELECT with an outlay of 40 CR. As a part of Green energy portfolio augmentation, the new power plant is another feather in the cap which will enable milky mist to run with 100 % sustainable energy. The installation is expected to reduce 30,000 tons of carbon emissions every year.

With the already existing 6 MW solar power plant spanning 14 acres at Chithode, and 2 MW wind farm at Kayatharu, Thirunelveli, MMD has become the 1st Indian FMCG company to become 100% self-sustainable. Giving back to mother earth has been the guiding principle for the organization, hence we are proud to inform you that Milky mist has attained the

The logo for Milky Mist, featuring the brand name in a white, rounded, sans-serif font. The text is set against a dark blue background that is shaped like a stylized milk drop or a bowl, with a thin red line along the bottom edge.

state of power surplus with renewable energy. The company embarked on this journey towards sustainability since its inception of 2MW wind energy in 2018 and 4MW solar energy in 2017. With commissioning 7 MW solar, Milky mist has a total capacity of 13 MW and 2 MW wind energy we are proud to announce that it has become 100 % energy efficient completely through sustainable renewable energy sources.

ENTREPRENEURIAL LESSONS TO LEARN FROM MR. SATHISH KUMAR, AN ICONIC BUSINESS LEADER:

The Promoter & CMD of this Amazing Food Products Company; Mr. Sathish had inherited the entrepreneurial genes from his father, who had started a power loom unit along with his brother in the year 1983. And due certain unforeseen circumstances, he had to sell it after three years. Later, He along with his brothers entered milk business. "They purchased milk from vendors, chilled it, and sent it to Bangalore in cans. They were selling around 3000 liters of milk daily". But the venture did not reach the expected levels and Sathish's uncle left the business in 1990. Because of which, his father decided to wind up the business in the year 1992. And, that's when Sathish decided to step in and try his luck. "There was not much opposition from the family when I expressed my desire to discontinue my studies and join business. They let me pursue my interest," says Sathish, who had studied at Hindu Kalvi Nilayam in Erode. Looking for ideas to develop the business, he found one of their customers in Bangalore made paneer from the milk he purchased from them and sold it to hotels at a good profit.

"I thought why not we make paneer. But the problem was we didn't know how to make it and I didn't know anyone who could offer me help. This was pre-internet era. Getting information was difficult in those days," he says. One lead they got was that paneer was made by heating milk and adding vinegar to it. They tried it and kept refining the process, till they got a reasonably good quality paneer. Sathish dispatched the first batch of 10 kg paneer in a carry bag to Bangalore in 1993. "Initially we marketed paneer in bulk through dealers to hotels. We didn't have a brand name then. In the year 1995, we were just selling around 50-100 kilos of paneer daily," says Sathish. Incidentally, in 1995, they exited from (liquid)

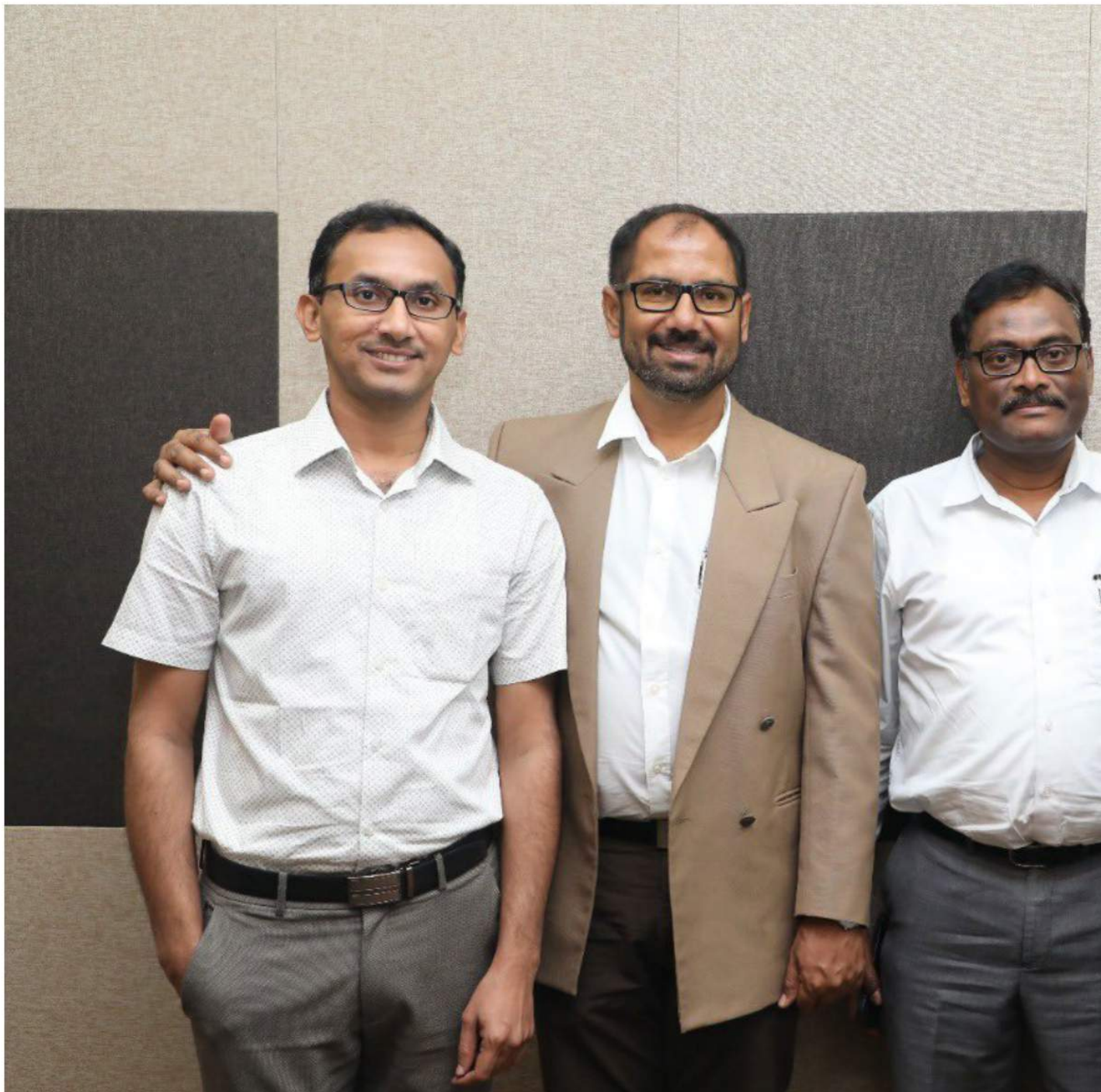


milk business totally and diverted all the milk procured from vendors to making of paneer. Two years later, as the volumes grew, Sathish felt it was time to enter the retail market. "We wanted a brand name. Hence, I had visited a browsing center and kept searching for a suitable name in the Internet. Thus, I came out with this wonderful Brand Name 'Milky Mist'. I truly believed that it would be wonderful; mainly because, it was very



appealing, most appropriate for my products line, easy to pronounce, easy to remember, and also it had a universal appeal. Moreover, I was particular that the name I chose, should not have any regional or religious affiliation." Sathish says. As we entered retail business, we began to invest in machinery. We had initially started our business, with a small investment of Rs.5 lakh, later in 1998, we had obtained a bank loan of Rs.10 lakh to set up a semi-

automatic paneer plant. And we made sure that we continue to periodically upgrade the machineries at our factory since then. By late 1990's Milky Mist paneer was available in few stores in Chennai, Bangalore and Coimbatore. But institutional (or) bulk sales still constituted 80 percent of our turnover. In the year 2001, we managed to move our manufacturing plant from rented premises to our own property in



Chittode" says Sathish, the Proud Promoter of this wonderful Business Empire. The company's annual turnover at that time was just around INR 2 crore. Once again the company ventured into sale of liquid packet milk, which Sathish feels was a mistake in retrospect. They began pushing the sale of milk with free offers. Soon there was shortage

of milk to meet the demand for paneer. Hence, In 2005, the company stopped sale of liquid milk and instead started production of khova and ghee, which was sold in bulk. The idea was to get their focus back on products. We have created our Company / Brand logo in the year 2007 and we had started promoting our brand. Between



2008-10, we focused on strengthening our cold storage, logistics, and distribution network in South India. In 2010, we had launched our first TV commercial for Misty Milk Paneer, the flagship product of our Company. And that, I believe took our brand to the drawing rooms of millions of households in South India. "The TV commercials

gave us a very clear brand identity. We felt that the Name 'Milky Mist' almost became the other Name for paneer. For other Companies 'Paneer' happened to be one of their products. But, For u; it is almost our identity. "Today, I could proudly say that, we are the largest producer of fresh paneer in the country" says Sathish. In 2015 we were doing 15 tons of paneer per day. Now it has gone up to 45 tons," says Sathish; who also recalls that, Post 2011 the company witnessed a rapid growth, both in terms of increased sales as well as in brand visibility. The decision to introduce 'Visi Coolers in the market in order to Keep, Hold, Preserve and Sell our products to consumers at their favorite retail Points and Joints; did enhance and promoted our brand substantially.

Because, in those days "Most shops had only Pepsi orCoke chillers. And we couldn't keep our products in their chillers. So, we decided to supply our own chillers," says Sathish. Because, he had clearly understood that using their chillers exclusively to market paneer was a waste of their valuable resource; He began to produce more products with the view to optimize their usage, value and return on investments; And thus, they have started other products like curd, cheese, yoghurt and also all possible ranges of milk products, which they had introduced and started keeping in their chillers, which are kept in Retail shops.

Today, there are around 14,000 Milky Mist chillers in stores across South India. And Procurement of milk, which stood at 1.7 lakh liters per day in 2015, has touched 6.5 lakh liters per day in recent times. This increase has spawned a mini-white revolution in the districts of Erode, Salem, Tiruppur, Coimbatore, Namakkal, Dindigul, Dharmapuri, Jolarpet, Krishnagiri and Trichy, where they buy milk directly from an estimated 55,000 farmers. "Farmers are getting Rs.5 more per liter since the commission to middlemen has been eliminated. We have set up 1,200 collection Centres in villages, where milk is analyzed for quality. Pure milk with no water mixture fetches Rs.35 per liter for the farmer," says Sathish. On future strategy, Sathish says they plan to consolidate and expand their paneer market and educate consumers in South India on making dishes with paneer and other milk based products. "We have tied up with celebrity



chef Sanjeev Kapoor to make videos on cooking 100 dishes with paneer and other milk products. These videos will be available in apps for free download," says Sathish. As a most inspiring Organization; Milky Mist, has been growing at an impressive rate of 35% for the past three years and they are highly motivated to grow progressively in the years to come. "One important thing that both the Promoter and

his Organization namely 'Milky Mist' want to do is; to increase the productivity of their farmers as well as to increase the quantity of milk. Also they also want to make sure that their Farmers and Associates are paid a fair amount." Recently 'Milky Mist Dairy Company' has also donated funds to Farmers, with the view to help them getting rid their operational issues concerning invasive wild plants. In addition, MMD is also

A blue and white truck with 'Milky Mist' written on its side is driving through a snowy landscape. The truck's windshield and roof are covered in snow. A yellow license plate with the text 'KA 51 AF 5799' is visible on the front. A red triangular warning sign is attached to the front grille. The background shows a snowy field and a utility pole.

Milky Mist[®]

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working very closely with their farmers and provides them Medical Facilities, Guidance as well as Doctors to manage their health along with the health of their cows. They often bring them to their factories and show them how their milk is being processed and used. This act of inclusion makes them feel very proud and it also empower them to visit their Parent Organization, Factories and interact with the Officials on face

to face basis. And whenever possible; Mr. Sathish Kumar, amidst his work schedules also likes to talk to those Farmers and their Families. We must say that; May be one of the reasons why 90% of their Farmers and Suppliers, do stay with the Organization and conduct their Business for years together and hopefully remain within their purview as One Family for generations to come".





LIST OF AWARDS & HONOURS RECEIVED By MR. SATHISH KUMAR:

MIGHTY INDIAN BOOK OF ACHIEVERS
RECORDS & AWARDS 2023

THE LEGENDS OF FOOD & HEALTH
INDUSTRY GOLDEN AWARDS 2023

Vocational Excellence Award 2013 – Rotary
Club of Coimbatore

Marangalin Kavaalan 2013 – Sakthi Devi
Foundation

Emerging Entrepreneur of the Year 2014 –
Entrepreneur Organization

Amazing Entrepreneur Awards 2015 – VIT

Marangalin Kavaalan 2015 – Sakthi Devi
Foundation

The Amazing Entrepreneur 2015 – Weekend
Leader

Nambikai Natchathiram 2017 – Puthiya
Thamizhan Awards

Rising Star Awards 2019 – Nanayam Vikatan
Business Star Awards

Marangalin Kavaalan 2019 – Sakthi Devi
Foundation

Benefactor – Rotary Club of Coimbatore 2021

Marangalin Kavaalan 2021 – Sakthi Devi
Foundation

Venmai Vendhan 2021 – Hi Lite Solar

Medal of Honor 2021 – Catering Owners
Association

Entrepreneur of the Year 2022 – Business
Connect

The Brand of Kongu Region 2022 –
Coimbatore Management of Association
