

Milky Mist

A Story of Growth, Purpose and Sustainability



Sathish Kumar T
Chairman & Managing Director,
Milky Mist

With his humble beginnings as a milk supplier, **Sathish Kumar** – Chairman & Managing Director, Milky Mist, has disrupted the Indian Dairy industry by vertically integrating his way towards creating an end-to-end value chain. Fuelled by purpose, determination, and careful planning, Milky Mist has carved a niche for itself over the past 20 years. The brand has been a pioneer in introducing Paneer to South India and has become India's largest supplier of Paneer with over 1,50,000 retail partners. So, what's the story behind a school dropout, but thrustful learner, becoming a dairy tycoon? Let's find out!

Dropout with a Dream for Dairy

Sathish belongs to a proud pedigree of generational farmers in Tamil Nadu. He was 16 when he leaped from being a high-school dropout to a hyper-successful entrepreneur. Since then, Sathish and his team have devoted their full potential towards continuous innovation and growth. His team is led by Dr. K. Rathnam - a visionary with 23 years of unmatched expertise and the CEO of Milky Mist. The super-competent team is navigating towards taking 'Milky Mist' to International Markets.

Vertical Expansion - The Game Changer!

The FMCG Conglomerate started with supplying milk. When Sathish realized that the brand should have more products in its arsenal, 'Milky Mist' happened. The vertical expansion started off with paneer and proliferated into a 'Dairy Realm' with products like milkshakes, flavored yogurt, butter, cheese varieties, and UHT range of products - to mention a few. With the recent acquisition of Briyas and Asal, the tycoon is now looking at capitalizing on a bigger part of the daily essentials market.

Impeccable Quality Starting with Cattle Feed

Milky Mist's quality assurance starts at the very bottom of the value chain - Feeding cattle with quality feed. The company provides the partner farmers with quality compounded cattle feed to ensure that the cattle remain disease-free. Milky Mist's automatic milk collection systems enable 60,000 dairy farmers to supply milk. Each batch of products has to pass hybrid quality tests conducted by automated systems, experienced chemists and microbiologists.

Digitizing Dairy

When the world was intimidated by the market shift brought by the pandemic, Milky Mist saw a silver lining. In response to the digitization surge triggered by the lockdown, Milky Mist served customers at their doorstep with its e-commerce initiatives. When life gives lemons, Milky Mist uses them to make Paneer.

Keeping up with the racing technology

Sathish, a tech enthusiast at heart, travels across countries to acquaint himself with the new technologies. The 55-acre Perundururai plant is fully automated with State-of-the-art high-end technologies. The Plant can handle 1.5 million liters of milk per day. Robotic packing lines ensure hygiene and efficiency. Milky Mist employs an end-to-end cold chain system with a fleet of refrigerated trucks. GPS monitors and temperature monitors on the trucks help the company keep a tab on product quality and delivery delays. Milky Mist also facilitates its retail partners with coolers and chillers.

Green Milk. Green Car. Green Home.

In a bid to remain carbon-neutral, the factory runs on sustainable energy with its own wind and solar energy farms with an installed capacity of 2 MW and 4 MW. Sathish's love for sustainability doesn't just stop with business. He drives an electric car and his home runs on solar power. Milky Mist has planted over 100,000 trees and undertakes the revival of lakes and rivers as part of its CSR initiatives.

Milking Every Drop of Creativity

The 'Dairylicious' brand has a history of thinking out-of-the-box. The Live Parlor concept in Cochin is one of their recent innovations where customers can just walk into the live kitchen, try and buy their products. Like most of their concepts, Live parlors ended up receiving astonishing customers. Soon, more parlors in other cities will be opened.

Pan India Brand

Sathish and his team are working towards making Milky Mist a Pan India FMCG Brand and become a market leader in product categories of dairy and Food. ■

