



Akshayakalpa

Rejuvenating Indian Agriculture

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



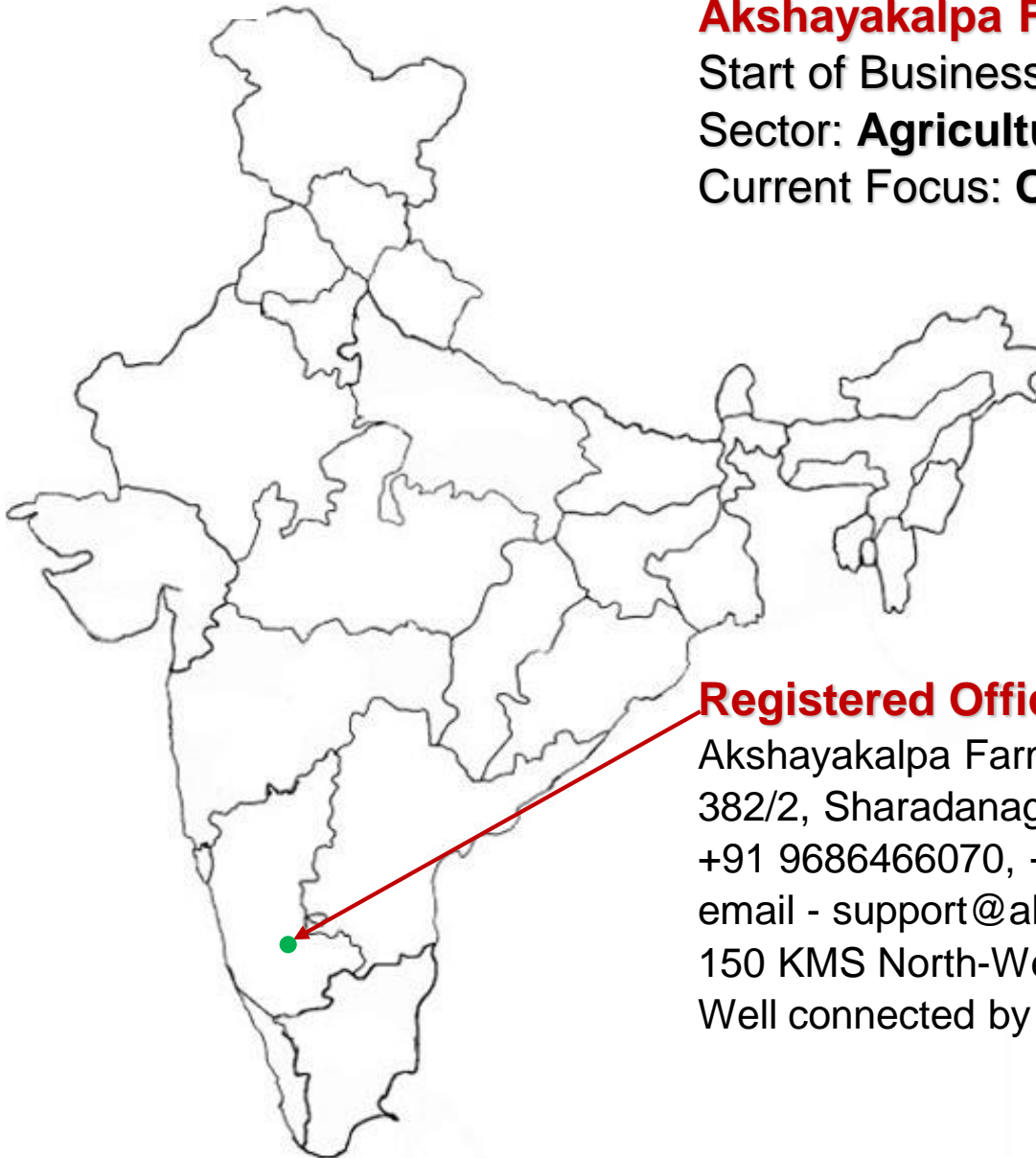
Akshayakalpa
Rejuvenating Indian Agriculture

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, Sharadanagara, 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.



Akshayakalpa

Rejuvenating Indian Agriculture

Leap of Faith
(Akshayakalpa Approach
to Organic Dairy)



Picture Says it all – Problem with Indian Dairy Industry



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
Rejuvenating Indian Agriculture

Akshayakalpa Way of Organic Milk Production



Akshayakalpa Dairy Units - Scientific approach to farmer owned, decentralized and completely managed dairy units – New Age Approach to Family Farming



Akshayakalpa Way of Organic Milk Production

Akshayakalpa
Rejuvenating Indian Agriculture



Managed and planned fodder production, scientific dairy cow nutrition management with unmatched fodder production programme in the country



Akshayakalpa
Rejuvenating Indian Agriculture

Akshayakalpa Way of Milk Production



Milk Untouched by human hand with farm level chilling



Akshayakalpa Way of Organic Milk Production



Innovation in Power Production using Methane and Farm level QA and QC Process – Ushering new quality revolution.



Akshayakalpa - Quality KPIs

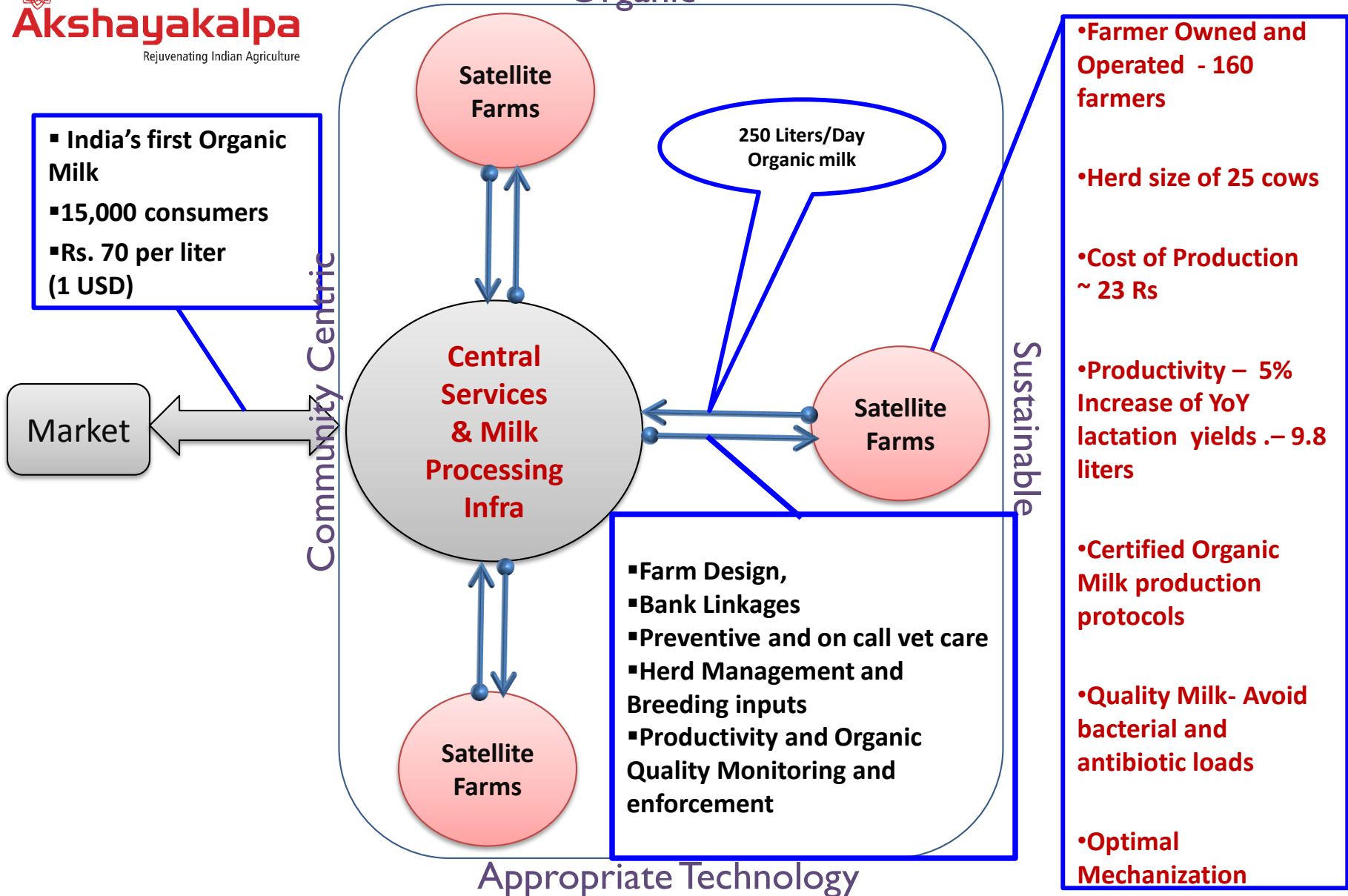
Quality Standards - KPIs	2011	2012	2013	2014	2015	2016	2017
Bacterial Load in the raw milk (CFU/ml) at farm level	TNTC	TNTC	50000	38000	29000	25000	13000
Enthonal Stability Test at Farm Level - Alcohol % -Ve	60%	60%	70%	75%	80%	85%	85%
Fam Level Chilling - % of farms	5%	5%	30%	45%	50%	71%	85%
Antibiotic Positive Incidents	316	289	115	98	21	18	11
Machine Milking - % of Farmers	0	5%	18%	34%	51%	89%	100%
MBRT Count		1.8	2.5	3.5	3.5	4	4.5
Indirect Impact - KPIs	2011	2012	2013	2014	2015	2016	2017
Collateral Benefits - Coconut yield/tree/year	55	59	61	65	71	75	80
Market Response - KPIs	2011	2012	2013	2014	2015	2016	2017
Market Uptake - Average liters per day	0	18	500	1800	3200	5500	10600
Consumers	0	39	780	2100	4600	7000	15000



The Business Model- Farmer Centric Dairy Cluster With Captive Production

Akshayakalpa
Rejuvenating Indian Agriculture

Organic



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





**Akshayakalpa**
Rejuvenating Indian Agriculture

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



 **Akshayakalpa**

Akshayakalpa Organic Dairy Portfolio





Akshayakalpa
Rejuvenating Indian Agriculture



Certified Organic Milk

- 500 ml – Rs. 35 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



Organic SLIM Milk

- 500 ml – Rs. 30 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



Certified Farm Fresh A2 Organic Milk

- 500 ml – Rs. 44 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



Pasteurized A2 Organic Milk

500 ml – Rs. 43 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



A2 SLIM Milk

500 ml – Rs. 40 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



A2 Organic Curd

500 g – Rs. 60 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



Organic Curd

200 g – Rs. 20 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



Organic Cow Ghee

200 g/500 g – Rs. 220/500 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



Organic Butter– 200 g

Rs. 150 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture

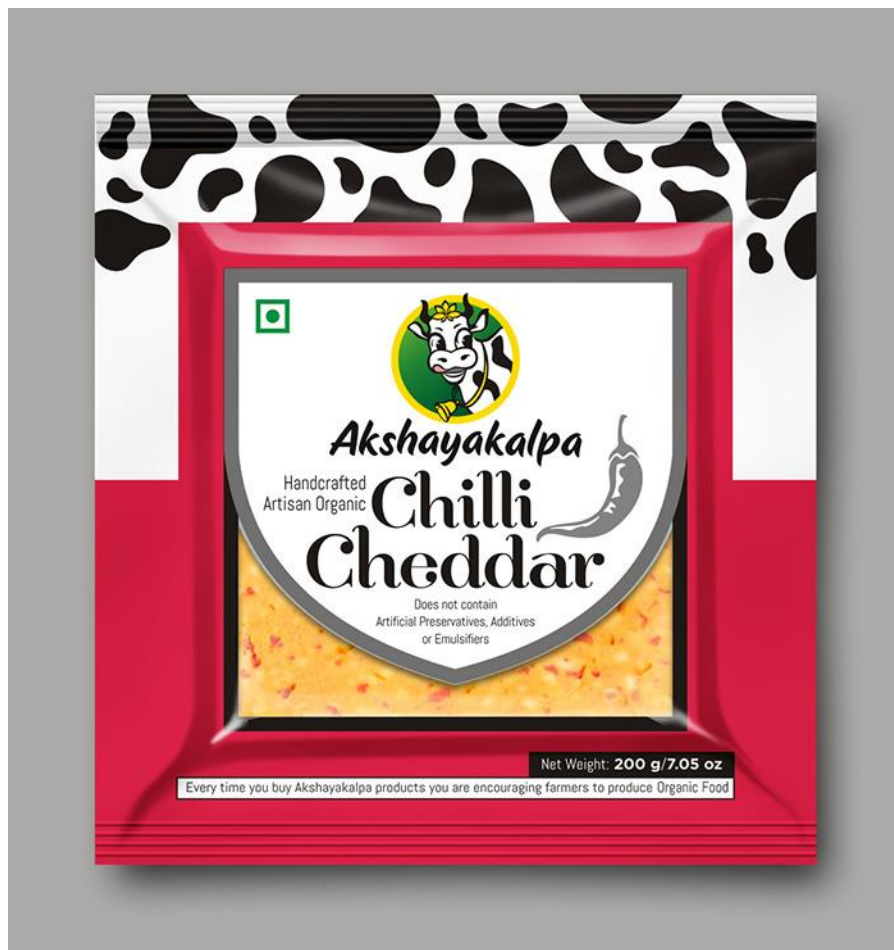


Organic Paneer – 200 g

Rs. 100 MRP/Bangalore



Akshayakalpa
Rejuvenating Indian Agriculture



Chilli Cheddar – 200

Rs. 275



Akshayakalpa
Rejuvenating Indian Agriculture



Mild Cheddar – 200 grams

Rs. 275



Akshayakalpa
Rejuvenating Indian Agriculture



Pepper Cheddar – 200 grams

Rs. 282



Akshayakalpa
Rejuvenating Indian Agriculture

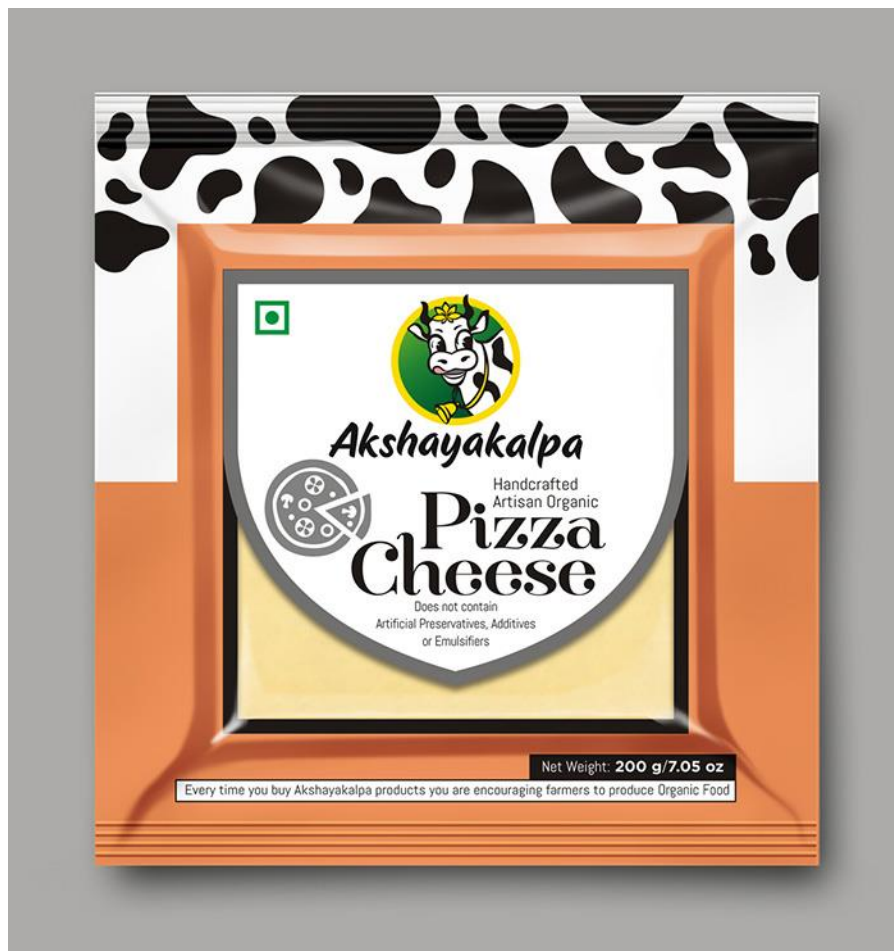


Smoked Cheddar – 200 grams

Rs. 280



Akshayakalpa
Rejuvenating Indian Agriculture



Pizza Cheese – 200 grams

Rs. 262