



Delivering Pure Milk at Customers Doorstep!

Sids Farm, works in the health and wellness sector with the mission of providing families and communities with pure, healthy, adulterant-free milk and milk products by sourcing pure milk from small local farmers who produce milk using sustainable dairy farming practices.

Mr Indukuri comes from a family with roots in farming. Both his grandparents on father's and mother's side were involved in farming. Mr. Kishore holds a Master's & PhD in Polymer Science & Engineering from University Of Massachusetts. He did his bachelors from IIT Kharagpur.

Mr Indukuri always had a desire to have a venture of his own and after working in the US for 11 years he came back to India to give that Desire a Solid Shape. He liked the idea of having his own farm and working in the field of agriculture and after some initial research he felt there is a huge potential in model dairy farming so he shifted his focus from Core Agricultural activity to allied activity. Since there are not many options for pure milk in Hyderabad Mr Indukuri felt that this sector needed more professional intervention and that is how he entered the space.

Recounting the journey Mr Kishore Indukuri says, "We started as a small farm with 40 cows and our first task was to produce milk, grow grass for animal and sell the milk. We had to sell our milk in bulk and when we were selling in bulk we were not able to make money in proportion to the money we had spent in producing milk. That's when we decided that we had to take our milk directly to the customers.

As the volumes grew we had to wake up early in morning or in midnight so that milk reaches the customers early morning. We had to milk animals two times a day. That's when we decided to invest in a processing facility. Heating the milk followed up cooling the milk. Since we had started selling milk in greater quantities, we wanted to be careful with the quality of the milk."

They started by learning the basics of processing & pasteurization.



Startup Product Details

Sids Farm is working to provide families and communities with pure and safe milk and milk products while maintaining highest quality standards. They source fresh milk from small local farmers and test milk extensively for antibiotics, hormones and preservatives and other quality parameters on a daily basis.



They have a model dairy farm on 4 acres of area with 80 animals which are milked. They have a processing centre right next to their farm. Apart from this they also procure milk from farmers near Shad Nagar at a distance of 30-40 Km from their centre. They have their extension workers in these centres who talk to farmers to ensure milking process is done the correct way and no adulterants are added. The procured milk is tested at Shad Nagar centre itself.

Once the milk passes the quality assurance checks then it is chilled at 4 degree Celsius. The milk gets tested again at the Dairy farm. The milk is then heated to 75 degree and then again cooled at 4 degree Celsius. This whole process happens throughout the day.

The milk is tested on 26 different parameters. On an average Sid's Farm conduct 2000 tests on the milk for sugar, urea, salt, hydrogen peroxide, baking soda ensuring the presence of the right kind of fat. Only when the milk is good and it passes all the microbiological tests then they let the milk enter pasteurization process.

Once packaging is done the milk packets are delivered to customers as early as 6 in the morning. They have a set of delivery partners who work with them on a part time basis. The delivery people are paid a base amount for delivering a certain number of packets along with the fuel charge.

Customers can place order via their application or website. The average cost for a litre of cow milk is 75 rupees and for a litre of buffalo milk is 95 rupees.

Mr Kishore Indukuri adds, "There are different outlets supplying milk all over Hyderabad but how we are different? Our goal is pure milk, that is where we are working & that is where we want to stand out. We are constantly innovating to make sure we stay at the top of innovation & stay away from adulteration of milk."



Areas of Operation

Presently operating in the geographical region of Hyderabad, Sids Farm has employed 100 people and has supported 1000 farmers to date. They have 15000 regular customers purchasing products from them daily.

Now they have their presence in most areas in Hyderabad. Presently they cater to Hitech City, JNTU, Kukatpally, Secunderabad, Dilsukhnagar, and LB Nagar but are yet to develop a presence in pockets like Koti & Abids.



Marketing Strategy

In the initial days they reached out to customers through advertising in Gachibowli & other apartment areas. In terms of marketing strategy now they engage in social media & digital marketing. They also put focused stalls, talk to community, explain them how their milk is different.

Before Covid they were doing open houses extensively on Saturdays from 3 pm to 7pm where customers can milk the cow, take a tractor ride through the grass growing operation and then they can go through their milk testing facility at their testing labs. They have been carrying out all of this religiously for two years.

Challenges due to Covid

"Fortunately for us Covid did not impacted our operations much. Since our work comes under essential service we were able to continue our operations. Yes, it did had an impact on our growth given the aggressive growth target we keep for ourselves. But we received a lot of support from government officials. There was uncertainty but we were able to get over the uncertainty. We continue to grow, continue to invest and we did it the same during Covid times," adds Mr Indukuri.

Association & Key take aways from MANAGE



I really enjoyed the training program. Every topic that was covered had a certain focus to it. We first started with how to make a good problem statement then we moved on to solution statement and business strategy. Even though we knew what we were doing in our business but it was the training program that provided us with much needed clarity of thought. The biggest help was the network that we were put into. We were a part of the big network that we connect to. It is very comforting to know that I can reach out to anyone from the MANAGE team be it Yuvraj Sir, Sagar Sir or even Saravanan Sir. And I particularly feel that the Saturday Webinar Series is very helpful as there is tons of information coming through and serves as a good resource bank for any Agripreneur.

- Mr Indukuri

Vision as an Entrepreneur

"We want to grow. First we want to expand in Hyderabad and once we have done that over the course of time we would want to expand & replicate the same model in other cities.

In Hyderabad itself we have a large population that we can cater to but we need to convince our customers and establish our value in their eyes since our milk is manifold expensive than market price," says Mr Indukuri.



Company Name
Sids Farm



Date of Incorporation
08 April 2016



Age of Company
6 years, 1 month, 22 days



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www.sidsfarm.com



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