You Drank Milk This Morning.

You Don't Know What Was In It.

70% of milk samples across India fail FSSAI quality standards. Urea, formalin, detergent, hydrogen peroxide, antibiotics, hormones — all found in commercially sold milk. The gap between demand for clean milk and its supply widens every year.



This Isn't a Quality Control Failure.

It's a Broken System.

Supply Is Incentivized to Cheat

The gap between milk production and demand creates a ₹1 Lakh Cr+ adulteration economy.

Adulterating milk is profitable. Getting caught is rare. Pure milk margins are thin.

Distribution Destroys Quality

Traditional supply chains pass through 6–8 middlemen before reaching your glass.

Every handoff is a contamination risk. Cold chain infrastructure barely exists outside metros.

Regulation Is Toothless

FSSAI cannot police 200Mn+ litres of daily milk production.

Only ~30% of branded packets meet standards. Loose milk fares even worse.

Made with GAMMA

This isn't paranoia. It's in the media. Every week.

India's dairy adulteration crisis — documented, verified, ongoing.

Dainik Bhaskar | Rajasthan, 2025

"Bhaskar uncovers milk adulteration racket after 350-km chase"

Reporters followed a tanker from Kishangarh to Manesar, Haryana. Real milk siphoned mid-route, replaced with urea, shampoo, detergent, refined oil. 1 litre of chemicals creates 500 litres of fake milk.

CBI SIT Report | National, 2024

"68 lakh kg of adulterated ghee supplied to India's most sacred temple"

Tirupati Ladoo scandal. Bhole Baba Dairy supplied adulterated ghee worth ₹240 crore to TTD over 5 years — blended with palm oil and chemicals engineered to pass lab tests. 11 crore pilgrims unknowingly consumed it.

UP Food Safety | Agra, 2025

"5 quintals of fake paneer seized — made from palm oil, chemicals, diluted milk"

Manufactured at ₹150/kg. Sold to dairies at ₹220/kg. Retailed at ₹320-350/kg. Operating overnight. Supplying multiple districts.

Mumbai Police + FDA | Maharashtra, 2025

"Chemical-mixed white water packed into genuine branded milk packets in Dahisar"

Used milk packets of popular brands collected, refilled with chemicals and detergent solutions, resealed, and circulated as genuine milk.

FSSAI National Survey | 2024-25

"83% of paneer samples across India fail food safety standards"

Between April 2024 and March 2025, 83% of paneer samples failed. 40% found unsafe for consumption. Tainted with starch, palm oil, detergents.

Lok Sabha | February 2026

"12,057 cases filed against milk adulterators in a single year"

33,405 samples analysed in 2024-25. 12,780 found non-conforming. 12,057 cases filed. Reported in Parliament by Union Health Minister.

₹1 Lakh Crore+ estimated size of India's fake dairy economy. This is not an exception. This is the system.

At the Exact Moment Supply Is Failing,

300 Million Indians Are Waking Up to What They're Drinking.

The Health Awakening

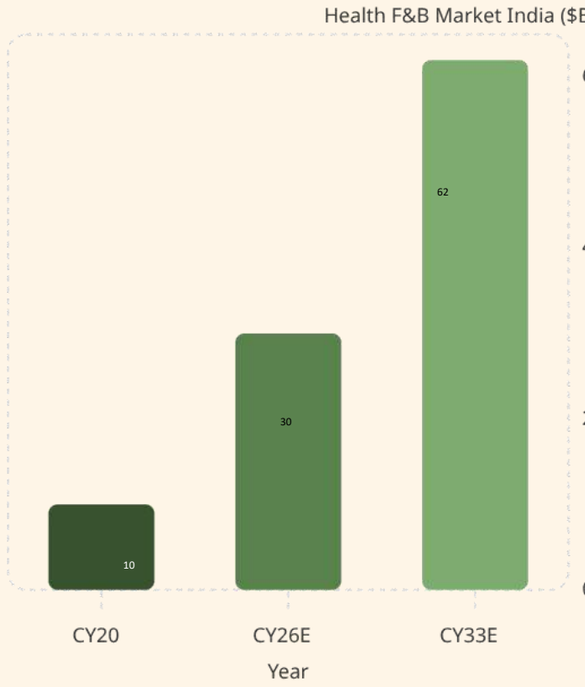
Post-Covid, India's health-conscious consumer base has grown sharply. Health F&B growing at 20% CAGR, projected $30Bn market by CY26.

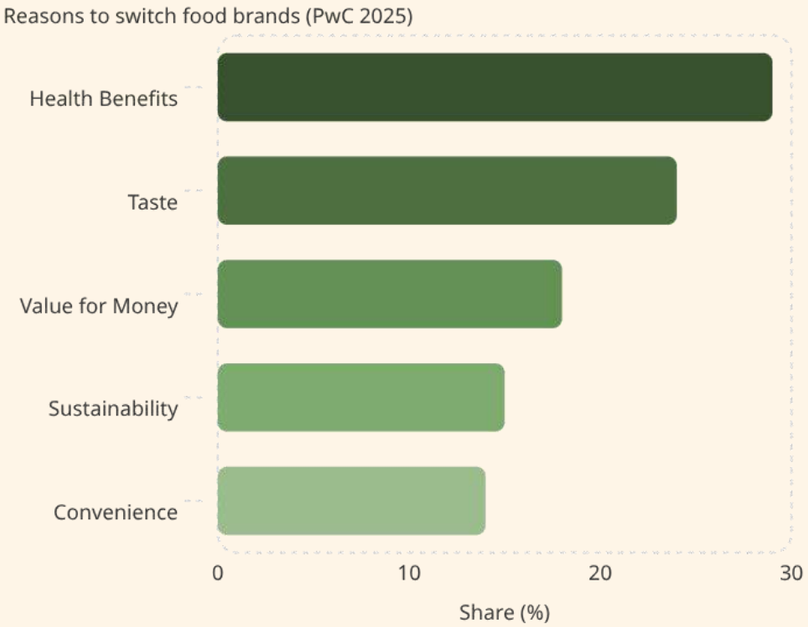
The Penetration Gap

India health F&B penetration: 11%. US: 31%. This isn't a ceiling — it's a runway.

The Decision-Maker Shift

Millennials now control household grocery budgets. Zero brand loyalty to legacy dairy, in fact brand fatigue. Will pay a premium for verified trust.





The consumer is ready. The supply doesn't exist. That's the opportunity.

Made with GAMMA

We Didn't Build a Better Milk Brand.

We Rebuilt the Entire System.

Doodhvale Farms is India's first vertically integrated, tech-enabled clean dairy platform — owning every step from farm to doorstep, with zero compromise on quality, full traceability, and a unit economics model built to scale profitably.

Farm Integrity

World-class owned farms. No hormones, no antibiotics, no pesticides. Every cow tracked. Every batch tested before dispatch.

Direct to Subscriber

No middlemen. Farm to doorstep within hours. 99%+ service levels. 50,000+ active subscriptions.

Unbroken Cold Chain

Technology-monitored inbound logistics. 100% quality assurance at every node from farm to doorstep.

Strong Unit Economics

40%+ gross margins. <0.5% wastage. 11:1 CLV:CAC. CM3 positive for last 3 consecutive years.



One farm at a time. A revolution at scale.

What formalization actually looks like on the ground — and why it compounds.

1

Economic Formalization

25% average income increase per farmer post-onboarding.

Guaranteed offtake removes the single biggest source of farmer anxiety: not knowing what tomorrow pays.

2

Tech on the Farm

Regular health monitoring. Digital records.

Machines help manage catte productivity better, thereby increasing milking rate.

3

Quality as Currency

Every litre tested. Every batch graded. Every result recorded.

For the first time, a farmer's investment in clean practices actually shows up in what he earns.

4

From Invisible to Integrated

5+ farm owners and 40+ farmers | 3 geographies.
Each farmer now has a digital payment history, a quality track record, and a relationship with a brand that grows with them.

We are converting India's most fragmented supply chain — one mid-scale farmer at a time — into a traceable, tech-enabled, dignified livelihood.

> *"Pehle bas doodh bechta tha, bina jaane ki kya sahi mil raha hai. Ab mujhe apni kamaai bhi pata hai, apne pashuon ki sehat bhi, aur sabse badi baat — ab apne doodh par garv hota hai."*
>
> Gurvinder | 4+ Years with Doodhvale Farms

Made with GAMMA

Before Doodhvale, the farmer had no power.

We didn't just fix the supply chain. We changed who benefits from it.

Before

- Price Taker
- No Traceability
- Cash Only
- Zero Leverage

After

- Fair Price Guaranteed
- Every Batch Tested
- Digital Payment Trail
- Professional Scale

"We didn't find organized farmers. We organized them. That's the difference."

Made with GAMMA

This is not just a Thesis.

This is a Machine That's Already Running.

Metric	Number	What It Means
Total ARR	~₹80 Cr	Across all three channels — D2C, Q-com, EBO
D2C ARR	~65 Cr+	Primarily driven by Own App/ Website
Active Subscriptions	40,000+	Recurring subscribers, not one-time buyers
Subscription Revenue Share	~85%	Predictable, defensible revenue base
Prepaid Share of Business	65%+	Customers paying upfront — the ultimate trust signal
Marketplace ARR	~₹10 Cr	Blinkit/ Zepto/ Swiggy — positive CM3
Gross Margin	40%+	Structurally rare in dairy. Protected by vertical integration.
12-Month CLV : CAC Ratio	7:1	Lifetime LTV:CAC > 11:1
Google Rating	4.5 / 5	Maintained across 120+ zip codes served

In a category where everyone is losing money to acquire customers, we've built a profitable subscription engine — and added quick commerce with positive CM3.

doodhvale farms

Three Channels. One Trust Engine.

Each One Making the Others Stronger.

① D2C App — The Foundation

- 50,000+ active subscribers
- 95%+ subscription revenue
- 75%+ prepaid share
- 40%+ gross margin
- 4.5/5 Google rating

"We own the relationship."

② Quick Commerce — The Signal

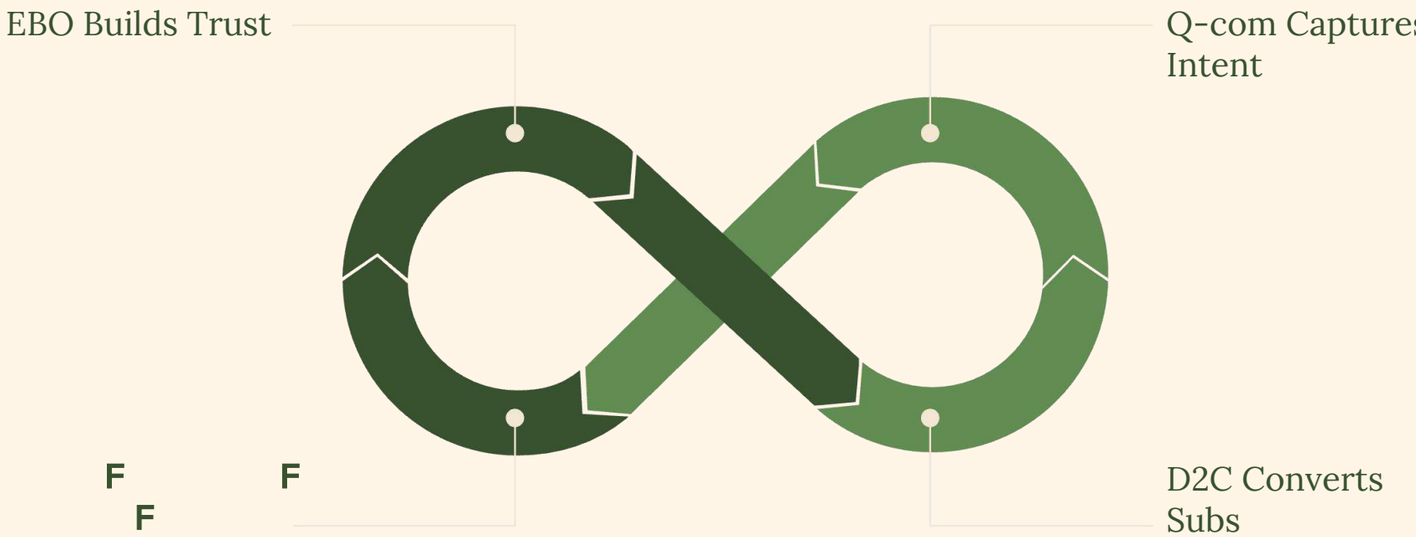
- Live: Blinkit, Zepto, Swiggy Instamart
- ~₹10 Cr ARR
- CM3 positive — profitable on channel
- Low CAC new customer discovery via platform

"Customers find us - we don't chase them."

③ EBO Stores — The Anchor

- 3 EBOs operational today
- Profitable from Month 1
- <₹5L investment | 100% ROCE in 12 months
- Tech-enabled Milk ATM drives walk-in
- High share of value-added products

"We plant a flag - subscriptions follow."



Made with GAMMA

Our Best Marketing Is What Happens
After the First Delivery.



Awards

- Milk & Dairy Essentials D2C Brand Preferred by Customers — Crowns of Delhi
- Best D2C Gamechanger Brand: Milk & Dairy Products
- Fastest Growing D2C Brands in India — Inc42

> Mrs. Rupali Jain
>
> *MBBS Doctor*
>
> "While milk is a wholesome food, it is important to ensure that it is not adulterated with harmful agents and diluted heavily with water. I rely on Doodhvale milk for my family's consumption, as I have some understanding about its quality."

> Mrs. Rajshree Sahu
>
> *Teacher*
>
> "It's been a few months since we switched from our earlier milk brand to Doodhvale. Nobody including the kids are complaining and I must say we are quite happy with the decision we took."

> Mr. Inderjeet Singh
>
> *Businessman*
>
> "I recommend Doodhvale's Happy Milk to all my friends as it gives the taste of pure fresh milk and most importantly it has no added chemicals."

4.4	4.5	4.4
Google	Facebook	App Store/ Pay Store

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Farm to Home: 1 min A/V



Made with GAMMA

Clean dairy. Every product. Every time.

A taste of our commitment to purity and quality.



Made with GAMMA

The Reason We Scale Where Others Fail

Isn't the Milk. It's the Operating System Underneath.

New City in < 30 Days

Expansion playbook is fully codified. Scaling is a capital decision — not an operational one.

30% More Cost Efficient

Than industry average at 99%+ service levels. Tech-optimized last-mile routing drives this structurally.

< 0.5% Wastage

In a perishable products category. Subscription data + demand forecasting makes this possible.

Farm → Hi-Tech Dairy

We can onboard supply at scale. Without compromising quality at any node.

11:1 CLV:CAC

Performance marketing engine improves with data. Not just spend — gets smarter with every new subscriber.

100% Quality Assurance

In distributed inbound logistics. IoT + real-time monitoring across every supply chain node.

Made with GAMMA

We've earned India's trust on milk.

Now we're using that trust to enter a $5Bn+ category.

The Protein Problem

73% of Indians are protein deficient — one of the highest rates globally.

The supplement market is flooded with imported, synthetic, unclean products priced out of reach for most Indian families.

There is no brand that a health-conscious Indian household trusts to deliver clean, farm-sourced protein at honest prices. Until now.



Our Pro+ Range

Pro+ High Protein Milk
High protein. Clean label. Farm fresh.

Pro+ High Protein Dahi
Strained, protein-dense, and no stabilisers.

Pro+ High Protein Paneer
Higher protein density with a clean ingredient list.

Pro+ Milky Millet Mix
Ancient grains + farm protein, reimagined for kids.

Pro+ Farm Protein Powder
Farm-sourced whey with value vs imported alternatives.

Every competitor in the protein market is fighting on price or marketing. We're entering on trust — and trust is the one thing they cannot buy.

Made with GAMMA


doodhvale
farms