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# Desi Farms

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Desi Farms, the brand name of SNA Milk products Pvt Ltd., is a Maharashtra based established in the year 2016 by Mr. Prateek Gupta. The CEO of the company is Mr. Sunil Shashi and Mr. Alok Pawar is joint Managing director of the company. There are 50 well defined breeds of cattle, among them Gir/Gyr cows were fed with the clean nutritious and unprocessed food to produce A2 milk that enhance our immune system. The price of Gir/Gyr cows is between 30,000- 1,25,000 INR (Approx). It contains calcium, phosphorus, rich fats, potassium which helps to maintain blood pressure and it also contains a Conjugated linoleic acid (CLA) that lowers the bad cholesterol and thus improves overall heart health. The company prides itself on steering the industry towards higher standard of quality, freshness and transparency. The company aims to be India's most trusted and leading 'Farm to Table ' company. The purpose of the company is to bring prosperity to local farmers by promoting healthy living amongst consumers.

Desi Farms provide wide range of milk variants which includes A2 GIR Cow Milk, Antibiotic free whole Cow Milk, Cow Milk Gold, Whole Buffalo Milk and Full Cream Milk. Desi Farms also provide healthy A2 products like A2 Paneer, A2 Dahi (curd) and A2 Vedic Ghee. Desi Farms also offer Cow Ghee and Buffalo ghee. The delicacies of the Company also include flavoured Yogurt, Dahi, Special and Mango Lassi, Masala Chaas and some festive sweets to its customers. Desi Farms maintains the highest standards of purity in the processing and packaging across multiple product lines including ghee, paneer, curd, yogurt, lassi, buttermilk, ice cream, sweets and many more bakery products.

As the tag line hails 'FARM-TO-TABLE'. Procuring and Process of 'DESIFARMS' stands high. Resourcing the milk from the breeders of special 'GIR'- Domestic Indian Cow Breed, highly hygienic cattle. 'DESIFARMS' is also providing an economic benefit to farmers. After sourcing the milk, it undergoes 20+ Purity Test and Quality Checks. Further, it would be refined in Processing Plant, which is, ISO 9001: Certified unit. Even during the transit DESIFARMS ensures the purity of milk products through refrigerated vehicles. As the orders would be catered from their APP/WEBSITE/OUTLET for Home Delivery and to mention their subscription model. Consideration of customers feedback had also been an integral part of their 'FARM-TO-TABLE' journey.

Currently, the Company, Desi Farms is also providing Franchise Opportunity to partner with them in their business. A franchise model is designed in such a way that it should benefit both the store owner and its customer convenience to the store addresses. Desi farms outlets and franchise opportunity are currently open only in Pune, Navi Mumbai and Thane. All the stores of Desi Farms are open from 6 am to 9 pm all days of the week. Desi Farms also practise the highest standards of hygiene and storage of the products at each franchise. Interested business partners can get more information related to franchise opportunity from their official website.

## LEARNINGS FROM THE CASELET:

Desi Farms, the brand name of SNA milk & milk products pvt ltd., is a farm-to-table company that promises 100% chemical preservative-free milk and dairy products within 12 to 24 hours of milking. Their purpose is to help local farmers by promoting healthy living among the consumers. Desi Farms, commits to support the rural livelihoods by generating maximum employment opportunities for local or rural farmers into the food industry. Desi Farms promises to provide 100% preservative free milk and milk products, direct from farmers to consumers, 20+ quality checks, fresh to door, no minimum order, delivered within 12-24 hours of milking, free delivery and maintain exclusive relationship with its consumers. Desi Farms are currently delivering their products and they have their outlet stores in Pune, Navi Mumbai and thane. Within a short span, Desi farms have successfully established multiple franchise outlets across Pune. The products from Desi Farms can be purchased either by directly visiting their stores or by online platforms like their official website or App.

## SUGGESTIONS:



- We would like them to have a collaboration with influencers, specifically Health Influencers to market their products, referring to their Social Media Platforms.
- Expansion - Raising funds to market their product and expanding their number of outlets, which foster their visibility to customers.
- As of now the company is catering with wide range of products. As an alternative, if it caters the market with the products which are continuously engaged with customers, possibility for recognition as a brand would be high and it also reduces the unwanted burden of Cost and Stock too.



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