

85th Dairy Pulse Blog (May 1st to May 15th 2019)

Who is moving my cheese in North India ?

Dear friends,

Last fortnight we saw some interesting news coming up from the dairy sector in which we saw a glimpse of learning, disruption and innovations. On one hand Nestle showed interest in launching organic products while on other Amul looked determined to try out the fruit juice market to gain more insights about Indian consumers. NDDDB came out with their seminal work on riverine buffaloes . A trending news talk about donkey milk finding place inside the minds of our consumers.

The news which actually changed the weather in North Indian dairy sector was regarding Lactalis looking out for a possible acquisition in North. I dont know whether it is a good news news or bad news. May be good for the one being targeted and bad for a few others who tried. Even non dairy players like Haldiram are planning to acquire Kwaliti dairies and thus giving an indication of fiery red battle in dairy sector in near future.

Research says that any investor in Indian dairy sector looks for following three traits in the target

- a. Large and farmer linked procurement network
- b. Exhaustive product mix and state of the art technology for producing the same (which is more skewed towards value added products)
- c. Strong dealer network for catering to the daily requirement of the consumers.

Technology, Infrastructure, manpower, Quality assurance might be an important set of enablers but above three areas need to be considered as foundation pillars. Over and above these elements integrity and transparency is seen as an overarching requirements of such investors.

So finally who is moving Lactalis's cheese in north India ? We may be getting the answer soon in forthcoming issues of Dairy Pulse . So stay connected and

Happy e reading

with best regards
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