



# **Co-operation for Economic Development**

# Cooperative principles



# Cooperative Movement in India

- ❖ Fueled the rapid growth after independence
- ❖ Operation Flood revolutionized dairying in India
- ❖ Millions of farmers benefited
- ❖ Strengthened rural economy

# Leading Cooperative Institutions In India



**IFFCO (Indian Farmers Fertilizer Cooperative Limited)**  
The world's largest cooperative by turnover-to-GDP ratio



**ULCCS Ltd.**

**ULCCS (Uralungal Labour Contract Co-operative Society)**

Kerala's oldest worker cooperative which ranks second globally in the Industry and Utilities sector according to the World Cooperative Monitor (100 years of Legacy)

# Leading Cooperative Institutions In India

The Amul logo features the word "Amul" in a white, stylized, gothic-style font set against a solid red rectangular background.

The Taste of India

## **Amul (Gujarat Cooperative Milk Marketing Federation)**

World's largest farmer owned dairy cooperative with 3.6 million farmers, Notably, Amul is the only Fast-Moving Consumer Goods ([FMCG](#)) brand in the top three list alongside e-commerce giants [Amazon](#) and [Flipkart](#)



## **Kerala Bank (Kerala State Co-operative Bank)**

Kerala Bank has bagged the first position in Asia in the financial services sector from among the list of top 300 cooperatives and mutuals based on Turnover/GDP per capita

# Relevance and Potential of the Cooperative Sector in Shaping Future of Kerala



- ❖ Transformative power of collective effort
- ❖ Cooperative sector have established a strong presence across all sectors in Kerala
- ❖ Cooperative principles have deeply rooted in the community of Kerala
- ❖ Collective efforts of cooperatives shapes the rural economical stability and stabilized development in Kerala



**milma**

**KERALA CO-OPERATIVE MILK MARKETING  
FEDERATION LTD**



# MILMA at a Glance



Established in 1980 (46 years Legacy) under the Operation Flood program



**Mission - Farmers' prosperity through consumer satisfaction**



**92.5% of net profit has been passed on to dairy farmers (in FY 2024-25)**



- 15 Modern Dairy plants
- 3 Product Dairies
- 2 Cattle Feed Plants



- 3133 Functional Milk Societies
- 10.67 Lakhs Dairy Farmers



Total Turnover  
**Rs. 4327.24**  
Crores  
(2024-25)

# Organizational Structure



## Three-tier System

The Dairy cooperative ecosystem includes the apex federation, three regional unions and member primary dairy cooperative societies.



## Democratic Governance

Member-producers form the general body of the Regional Unions. They elect a Managing Committee of Regional Unions led by a Chairman drawn from producers, ensuring farmer representation at the top.



## Professional Management

Day-to-day operations are managed by trained, paid staff enabling effective execution of Federation's and Unions policies and activities.



## Village Societies Support

Village societies are formed by producers with support from the regional milk unions and Federation, strengthening grassroots connection and service delivery.

# KCMMF

CENTRAL PRODUCTS  
DAIRY (Alappuzha)

CATTLE FEED PLANTS  
(Malampuzha & Pattanakad)

## TRCMPU

## ERCMPU

## MRCMPU

**Trivandrum, Kollam,  
Alleppey, Pathanamthitta**

- 993 Societies
- 3,49,450 Farmers
- 34,288 Active Farmers
- 1,17,470 Women Farmers
- 26,407 SC/ST Farmers
- 2,46,759 Avg Milk Proc (LPD)
- 5,53,836 Avg Sales/ LPD

**Ernakulam, Kottayam,  
Idukki & Thrissur**

- 929 Societies
- 3,37,589 Farmers
- 38,911 Active Farmers
- 56,780 Women Farmers
- 24,572 SC/ST Farmers
- 2,51,691 Avg Milk Proc (LPD)
- 4,33,631 Avg Sales/ LPD

**Palakkad, Malappuram, Kozhikode,  
Wayanad, Kannur & Kasaragod**

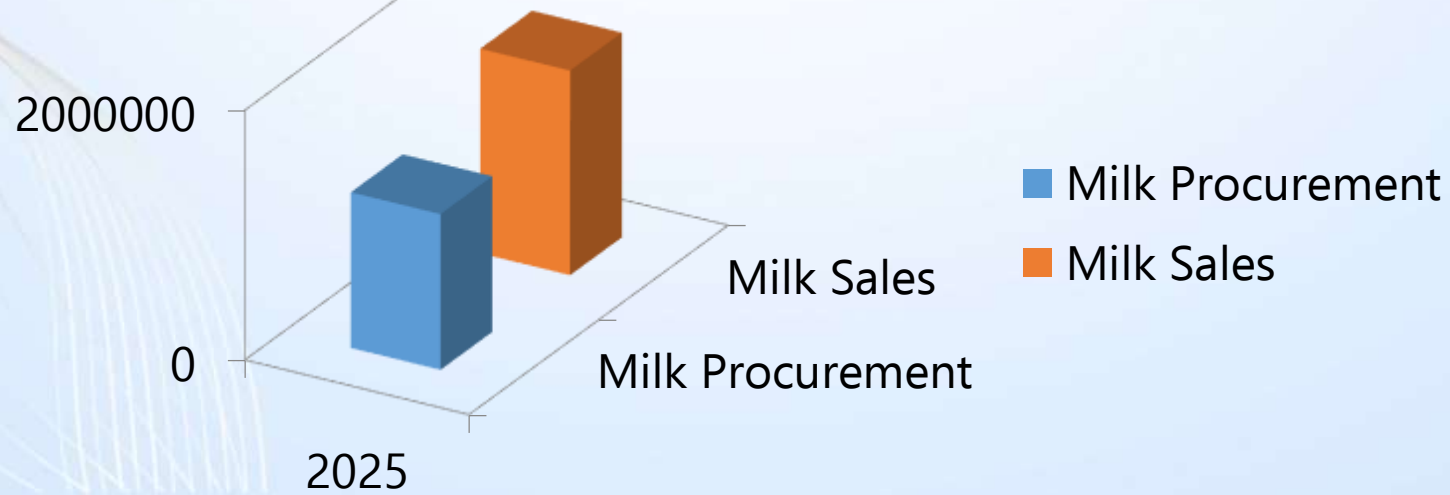
- 1211 Societies
- 380,732 Farmers
- 68,766 Active Farmers
- 1,21,730 Women Farmers
- 24,317 SC/ST Farmers
- 6,13,467 Avg Milk Proc (LPD).
- 6,49,942 Avg Sales/ LPD

# Milk Procurement & Milk Sales of Milma



**Milk Procurement : 13,69,359 Liters/Day**  
(as on 31.12.2025)  
**Growth percentage: 12.52%**  
(Comparing data to the same period last year)

**Milk Sale : 16,94,870 Liters/Day**  
(as on 31.12.2025)  
**Growth percentage: 7.35%**  
(Comparing data to the same period last year)



# Turnover Growth

| <b>FY</b>      | <b>TRCMPU</b> | <b>ERCMPU</b> | <b>MRCMPU</b> | <b>KCMMF</b> | <b>Total ( Rs. in Cr)</b> | <b>5 Year Growth %</b> |
|----------------|---------------|---------------|---------------|--------------|---------------------------|------------------------|
| <b>2020-21</b> | 1022.63       | 692.59        | 1233.09       | 438.29       | <b>3,386.60</b>           | <b>27.78</b>           |
| <b>2021-22</b> | 1095.44       | 760.26        | 1369.27       | 459.99       | <b>3,684.96</b>           |                        |
| <b>2022-23</b> | 1205.08       | 898.91        | 1482.06       | 527.45       | <b>4,113.50</b>           |                        |
| <b>2023-24</b> | 1301.53       | 977.15        | 1581.22       | 483.71       | <b>4,343.61</b>           |                        |
| <b>2024-25</b> | 1269.06       | 988.87        | 1622.17       | 447.14       | <b>4,327.24</b>           |                        |

# Market Presence – Kerala and Beyond

Market Leader in Packaged Liquid Milk, Ghee & Pouch Curd



Milma is the **#1** trusted brand in Kerala for milk, curd, and ghee, with unmatched consumer loyalty.



Milk sales increased from **55,000 Litres/Day** (in 1983)  
to  
**17 Lakh Litres/Day** (in 2026)

# Market Presence – Kerala and Beyond

## Presence in Metro Cities

Supplying to key metro markets like **Bangalore, Delhi and Mumbai**, targeting urban consumers



Actively expanding market in **Tamil Nadu, Andhra Pradesh and Telangana.**



Focus in Southern States

# Market Presence – Kerala and Beyond

Proudly serving **Milma products** on **Vande Bharat trains** and **premium airlines**, enhancing brand prestige and visibility



Plans underway to supply **cruise liners, ship kitchens,** and **port outlets**, tapping into high-value bulk and tourist markets



# International Market



## Expanding Beyond Borders

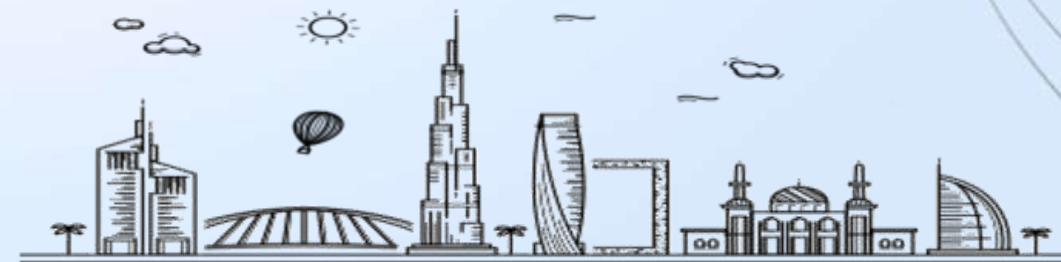
Milma is stepping into global markets with a clear focus on **quality, tradition, and innovation**, bringing the goodness of Kerala's dairy to the world

## Showcasing Signature Products

Flagship products like *Milma Ghee*, *UHT Milk*, *Paneer*, *Traditional Sweets* and *Instant Payasam Mixes* are being positioned as authentic Indian dairy specialties

## Premium Export Packaging

Designed with global consumers in mind — with **multi-language labeling, longer shelf life, and sustainable packaging options**



# International Market



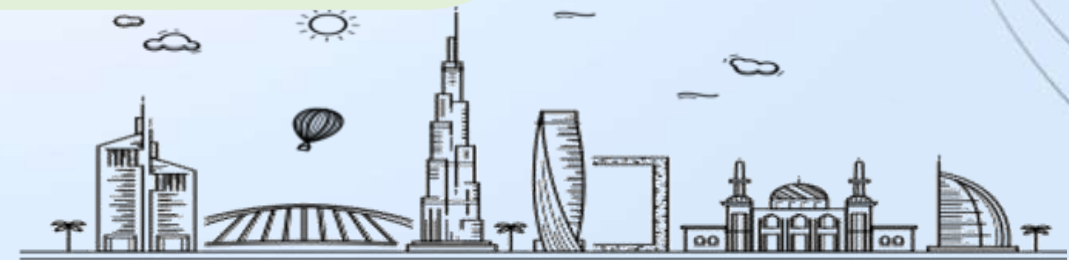
## Strategic Partnership for Global Reach

Milma has partnered with the **Lulu Group**, one of the largest retail chains in the GCC, to distribute and sell its dairy products across **UAE, Saudi Arabia, Qatar, Bahrain, Oman and Kuwait**



## Exploring the Global Market

Actively preparing exports to **Canada, the United States, the United Kingdom**, and other **NRI-dominant countries** with strong demand for authentic Indian dairy products



# International Market

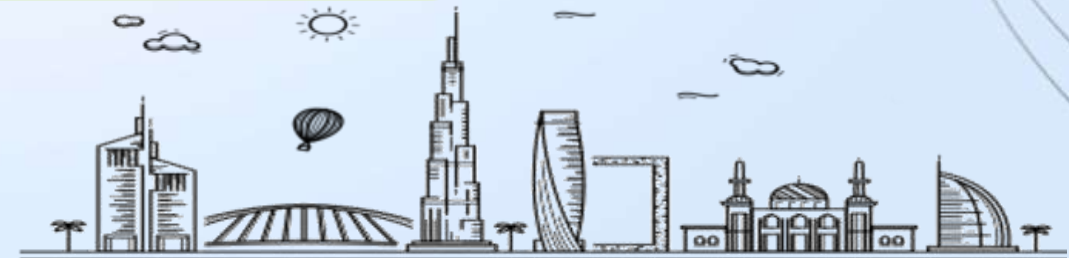


## Exports to Global Market

- Initiated exports of products such as **Dairy Whitener**, Instant Puliserry Mix, **RTD Palada Payasam**, **UHT Mik** and Tender Coconut Water to **GCC countries & the Maldives**.
- Started Exports to **Australia, New Zealand, and the UK** by appointing a new merchant Exporter.

## Exports – In Pipeline

- **Day-to-Day Full Cream Milk Powder** is in the pipeline for export to the GCC market.
- Export opportunities to **Sri Lanka** are being explored.
- UHT Milk exports to Maldives are currently ongoing.
- The Maldives buyer has requested **Milk Shakes in Tetra Pack**. Three variants are currently available, with three additional variants in the pipeline.



# Milma's Extensive Distribution Network in Kerala

## Easy Access through Milma Booths, Kiosks and Shop on wheels

Strong presence through *Milma-owned booths, kiosks at bus stations, railway platforms, hospitals, & other high-footfall zones* and *Shop on wheels concept of Milma parlours by partnering with KSRTC*



## Widespread Retail Presence

Available across major supermarket chains, local grocery stores, premium retail outlets, and organized retail networks



# Fast Delivery & Modern Platforms

## Partnered with Top E-Commerce & Quick Commerce Platforms

Milma Milk and products are now available on **Swiggy Instamart**, **Amazon**, **BigBasket**, **JioMart**, **Blinkit** and **Zepto** — making doorstep delivery faster than ever!



Swiggy  
Instamart

amazon

bigbasket

blinkit

JioMart

zepto



# UNIQUE MARKETING ACTIVITIES



**MILMA KIOSK @ AIRPORT**



**1800 8890 230**  
**24x7 MILMA CUSTOMER CARE**



Milma Ice Cream Cart-Mili Cart



Rural Marketing by VRPs and Milk Society



# Repositioning Milma - The Strategic brand repositioning

Brand-wide transformation to **strengthen Milma's** identity, aligning with **NDDB's national dairy** excellence vision

Extended standardization beyond milk & curd to: **Ice cream, Butter, Paneer, Flavoured Milk, Yogurt and more**

Introduced **standardized packaging and artwork** across all products

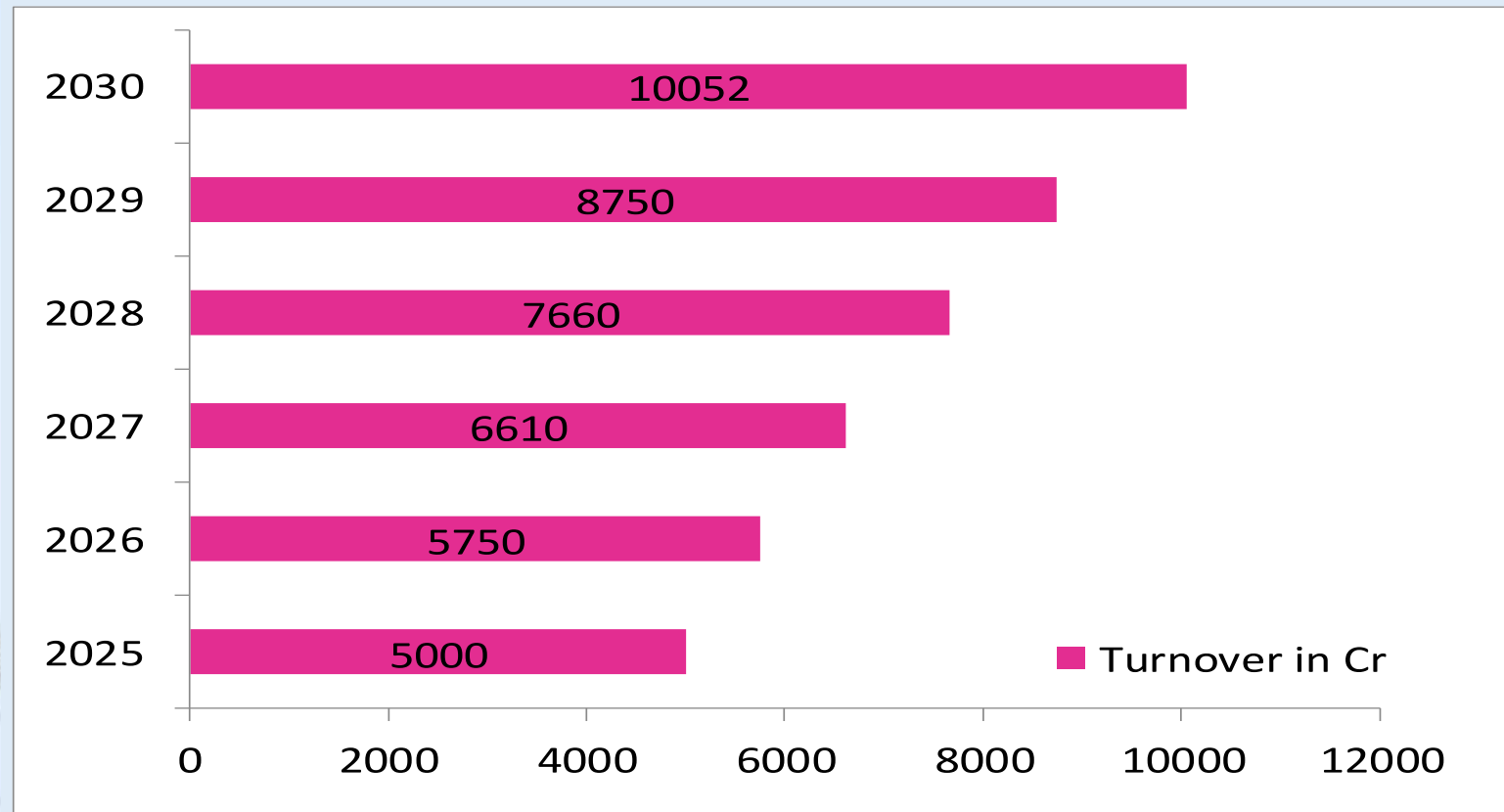
Focus on **uniform quality** across product categories

Implemented **uniform pricing** across Kerala for all products



The repositioning strategy is a forward-looking move to cement **Milma's leadership** in the dairy segment and tap into evolving consumer preferences

# Target Turnover Growth Plan (2025-2030)



Targeted **15%** Annual Growth.

Steady Increase Towards **₹10,052 Cr** by 2030.



*We don't just sell milk — we deliver a complete range of value-added products!*

**MILMA's product portfolio spans seven distinct segments**

**1. Fermented Products**

**2. Frozen Products**

**3. Ready-to-Eat Products**

**4. Ready-to-Cook Products**

**5. Sweets**

**6. Powder-Based Products**

**7. Chocolates**



# Challenges

- Higher **production cost** compared to other states.
- **Rising cost** of cattle feed, labour, transportation, and processing.
- Shortage of **raw milk** due to reduction in local dairy farmers.
- **Seasonal fluctuations** affecting milk availability.
- Availability of **lower-priced milk** from states like Tamil Nadu, Karnataka, and Andhra Pradesh.
- Intense price competition from private dairies and interstate brands.
- **High cost and limited availability** of agricultural land in Kerala.
- Urbanization **reducing space** for cattle rearing and fodder cultivation.
- Low interest among the younger generation in dairy and agriculture.
- **Migration of rural youth** to cities and abroad for better employment opportunities.

# PRODUCT PORTFOLIO

## *Milk Variants*



# 1. Fermented Products



Curd



Set Curd



Katti Moru



Sambharam



Yoghurts



Lassi



Idly/Dosa Batter

## 2. Frozen Products

- Ice Creams
- Tora Tora
- Kulfi
- Chocobar



### 3. Ready-to-Eat Products



Ready to drink payasam, Cake & Gulab Jamun



Flavoured Milk



Chocolate & Badam Drink, Golden Milk



Paneer Pickle



Milk Shake



Refresh Mango juice, Tender Coconut Water & Drinking water



## 4. Ready-to-Cook Products



Paneer, Instant Pulissery, Butter Idiyappam & Ghee Upma



GHEE



Butter & Cheese



Instant Payasam Mix



## 5. Sweets



- Peda,
- Butter Drops
- Butter Biscuits
- Ghee Biscuits



## 6. Powder-Based Products



**Cashew Vita**  
**(in Chocolate, Pista & Vanilla Flavours)**



**Dairy Whitener**

## 7. Chocolates



RAISING A GLASS  
TO GOODNESS,

— SINCE 1980. —

*Thank You*



**milma**<sup>®</sup>