Establishing Dairy Farm as Commercial Business in India-

{from Plan to Profit}

BINSAR FARMS

Strategic Proposition- It's all upside for the Indian dairy sector

- Strong dairy culture.
- World's largest dairy nation. Dairy demand is growing and evolving, and so is supply.
- Per capita income is 2500$ equal to 4-6 cow farmer
- By 2033, India is planning to reach 10 Trillian economy. Per capita income would be somewhere around 6500$ by that time.
- Minimum farm size to sustain at that income level, it would at least need 20-30 cows per farm(if not more) and Farms like Binsar will become more relevant.
- Leading state towards this paradigm is Punjab and Haryana State where we see commercial farms succeeding than traditional 4-10 cow farms.
- Central and state governments are supportive of dairy industry development.
- Most private sector interest is in downstream (products and brands), few take on farming.
- Few dairy industries worldwide offer the ground floor opportunity like India does.
- Even today, World's 50% dairy growth in production & consumption comes from India.



Meet the Team

Private sector initiative. Founded by

Three Indian IT sector professionals

- **Diverse backgrounds.**
- **Highly representative of modern India.**

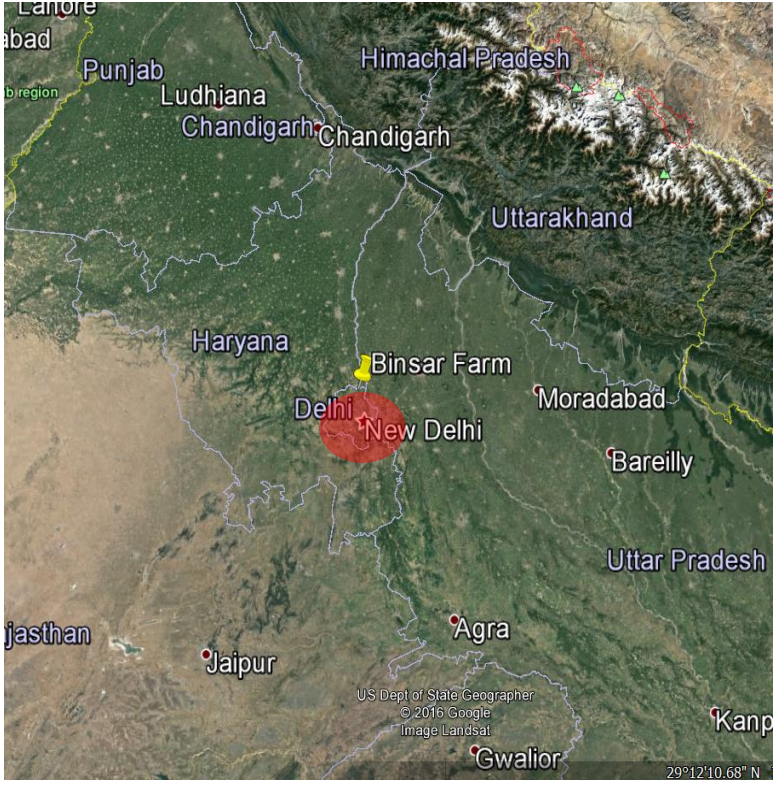
Two Kiwis

- **Used to having to make dairy work with limited resources. Innovate with whatever is available.**



Located near one of the world's great metros - 32 Million People IN DELHI NCR

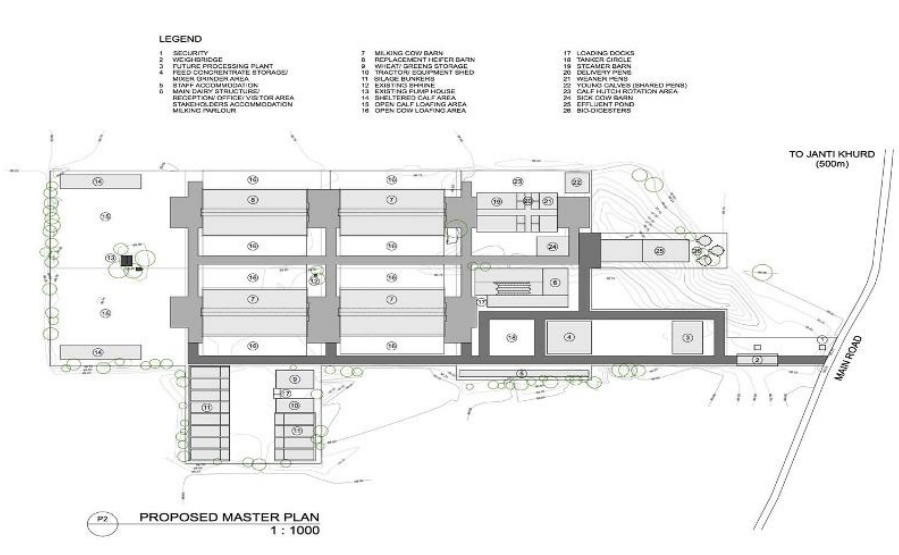




1ST PLANNING MEETING – EARLY 2012










PURSUIT OF MAIZE – MAY 2013
FARMTRAC
6060


20 ACRE LOOK BIG TASK


FIRST CALF
27 MAY 2013


PROUD FARMER - DEC - 2013

Tropical confinement farming.
Different model, same principles.
Stage 1 development complete.
400+ head on site, 210 in milk.
1 million litres.



North India is very productive! 35-40 t DM per ha









- Year round growing season.
- Aim to maximise use of high ME greens
- Minimise use of purchased concentrate

Some departure from local norms



Basic milking technology

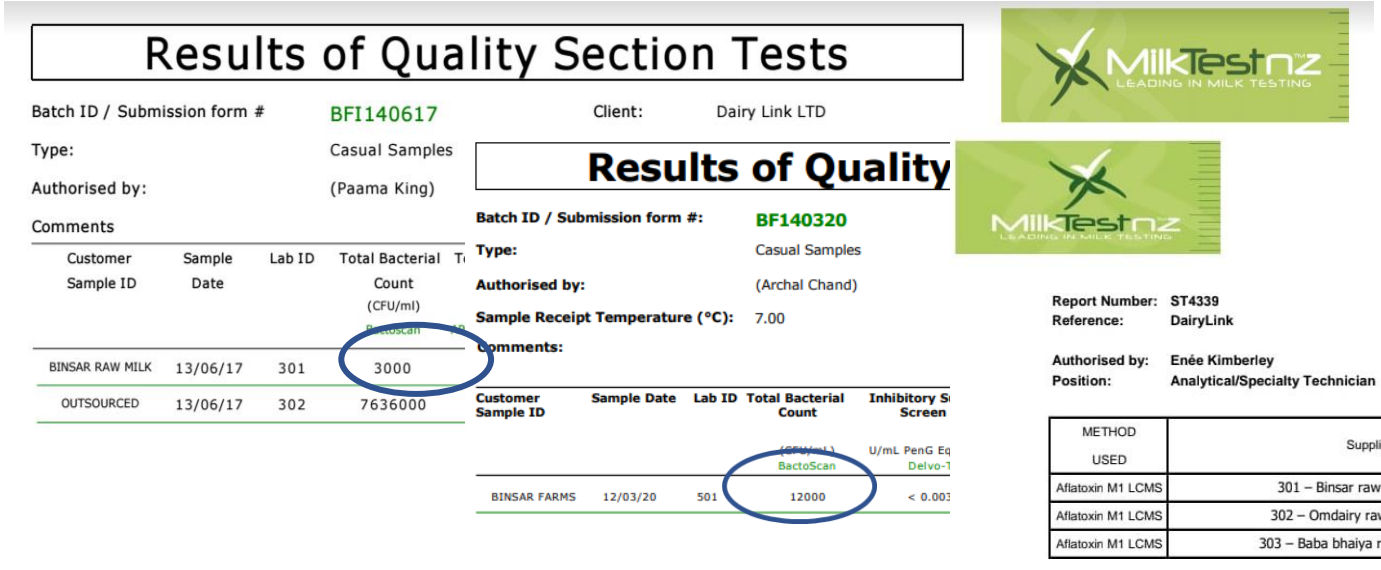






- **Locally built, fully fabricated on site, 20 ASHB.**
- **Not enclosed.**
- **No 'Bells and Whistles'. No complex unserviceable technology.**
- **Mainly locally sourced components. Slide pulsation system from NZ.**
- **CIP uses plenty of hot water and detergent.**

A focus on conventional measures of milk quality



Results of Quality Section Tests

Batch ID / Submission form # BFI140617

Client: Dairy Link LTD

Type: Casual Samples

Authorised by: (Paama King)

Comments

Customer Sample ID	Sample Date	Lab ID	Total Bacterial Count (CFU/ml)
BINSAR RAW MILK	13/06/17	301	3000
OUTSOURCED	13/06/17	302	7636000

Results of Quality

Batch ID / Submission form #: BF140320

Type: Casual Samples

Authorised by: (Archal Chand)

Sample Receipt Temperature (°C): 7.00

Comments:

Customer Sample ID	Sample Date	Lab ID	Total Bacterial Count BactoScan	Inhibitory Screen U/mL PenG Eq Delvo-T
BINSAR FARMS	12/03/20	501	12000	< 0.00

Report Number: ST4339 Date Received: 13/02/2023

Reference: DairyLink Date Tested: 16 - 23/02/2023

Batch: n/a

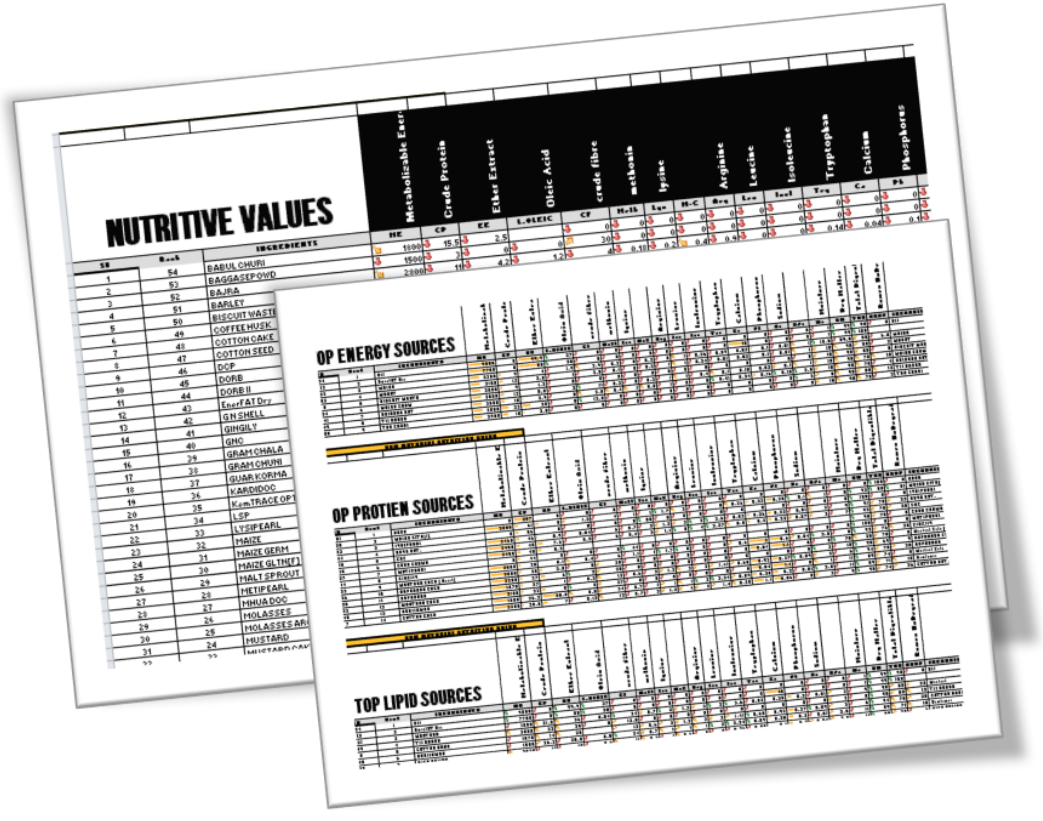
Authorised by: Enée Kimberley Date Sent: 23/02/2023

Position: Analytical/Specialty Technician

METHOD USED	Supplier ID	RESULT µg/L
Aflatoxin M1 LCMS	301 – Binsar raw milk 7/02/2023	0.130
Aflatoxin M1 LCMS	302 – Omdairy raw milk 7/02/2023	0.829
Aflatoxin M1 LCMS	303 – Baba bhaiya raw milk 6/02/2023	0.700

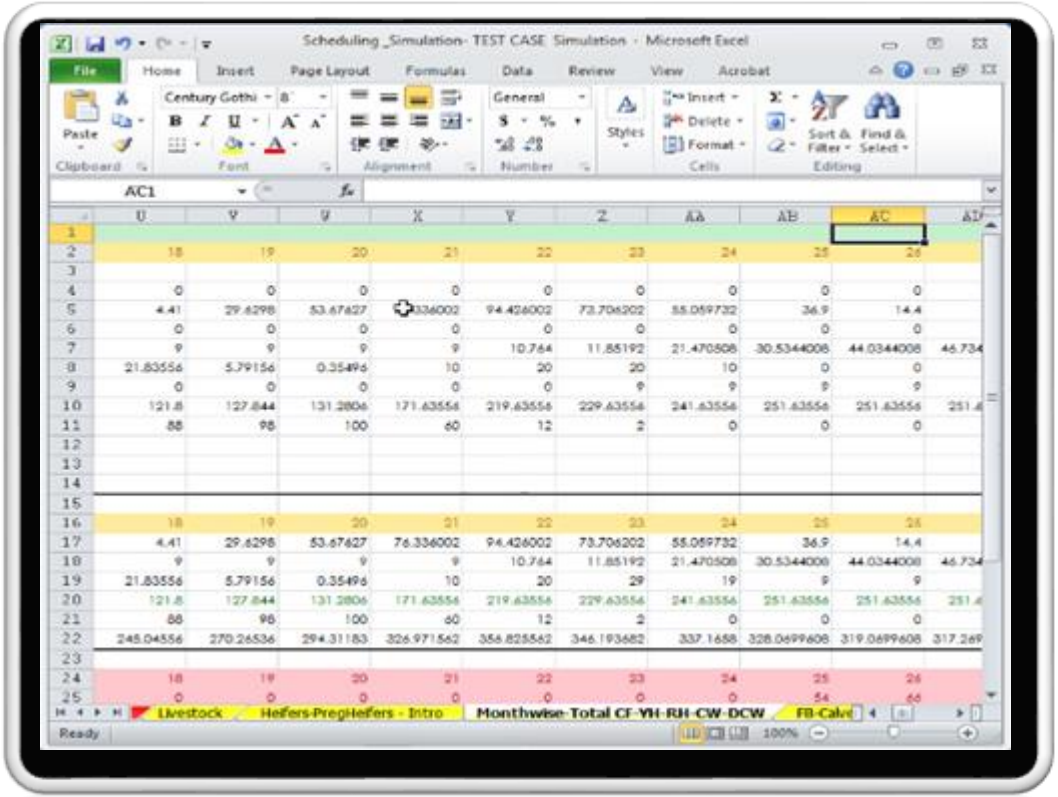
- Every farmer wants to produce high quality, nutritious, safe milk.
- Requires constant feed back of quality outcomes.
- Quality narrative is changing. More focus on microbiology.
- Access to routine daily testing for milk leaving farm is still evolving.
- Binsar team proved to itself it can produce milk at the same international quality standards.

Nutrition Planning Tool



- Year around collation feed stuff and their respective nutritive values.
- Tool is intended to help farmers to get best production and reproduction with do best with available sources across seasons.
- Feed back with investment on proximate and toxicology analysis of all the grains and feedstuff used at BINSAR along with Animal health records
- Tool takes compliant inputs from National Research Council (NRC) 2002 guidelines for animal health and nutrition Salient Features of Fodder

Livestock SIMULATION Tool ..(2010-Cont.)



- **Unique Decision-Making Tool for Dairy Industry**
- **100% in-house development with best known industry inputs and biological assumptions**
- **Salient Features of the modeling tools**

Business -

- Take Livestock inputs
- Take Capital inputs
- Predict 10 year revenue and cash flow for the business.
- Provide Clear Financial Statement to funding agencies
- Provide Sensitivity analysis w.r.t market dynamics

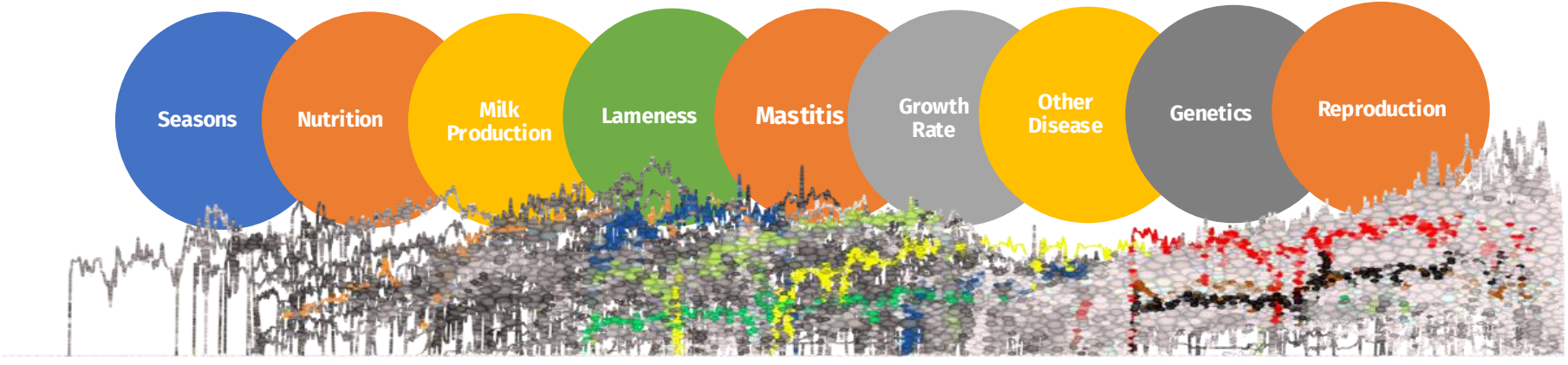
Operation -

- Forecast year on year livestock for investment planning
- Help forecasting infrastructure need and provisioning
- Provide Humane Resource Plan
- Help in decision making w.r.t Feed and

Data driven decisions, synergizing inputs, insights and execution

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3 million data points become knowledge



Data made the case for compact cows.

Critical importance of calf rearing

Knowing, growing and sourcing quality feed.

More Forage and concentrate optimization

Integrated Processing unit





- **Inhouse processing of dairy products**
- **Introduced flavoured milks, branded butter, ghee, and paneer.**
- **Ready for the next phase.**

Pioneered personalised home delivery in 1 ltr. glass bottles







- 150 delivery boys/girls, supply 6,000 homes.
- Operating alongside traditional channels.
- Short supply chain - cow to customer under 24 hrs.

Farm is a leaky bucket and It does not work for everyone

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S.No	Dairy Name	Year of start	Place	Approx. investment USD	No of animals	Downstream
1		2009	North India	1 mn	400	Processing setup for other dairy products. Pouch milk was supplied in the Delhi market
2		2008	North India	1.2 mn	700	Pouch milk supplied in delhi
3		2010	North India	2.8mn	800	Premium price milk packed in plastic bottle supplied to retail shops
4		2012	North India	.8mn	400	Pouch milk
5		2014	North India	3 mn	1200	Milk sold to Nestle
6		2012	Central India	6 mn	2500	Pouch milk supplied in city
7		2008	North India	3mn	800	Pouch Milk
8		2012	North India	1mn	400	Pouch milk
9		2016	North India	2mn	500	Milk supplied in Pouch and bottle



Positive impacts not in business plan





- Created a significant economic impulse for rura village.
- Largest employer. Safe option close to home, especially important for local village women.
- Lifted livelihoods of village farmers through contract growing fodder, and baby corn crop residual for dry stock.
- Become a resource centre for local dairy farmers. Helping with awareness of vaccination programmes, seed varieties and animal husbandry.
- Quarterly workshops for dairy entrepreneurs.
- Regularly share knowledge, host visitors.
- WE ARE ALWAYS LEARNING FROM OTHERS.



Building Social Capital





Binsar Farms compliments a nearby Primary School with Midday Milk, Everyday

Where will the next generation of farmers come from?

Quick test. What do the children say?



Local village school, Janti Khurd.

Started a modest school milk programme in 2017.

Q. What do you want to do when you leave school ?

A. Doctor	✓ ✓ ✓
B. Teacher	✓ ✓
C Policeman	✓ ✓
D Nurse	✓
E Indian Army	✓ ✓

Who wants to be a farmer ?? Silence !

Challenge for the dairy sector – worldwide.

Dairy will need clever young entrepreneurs and problem solvers into the future.

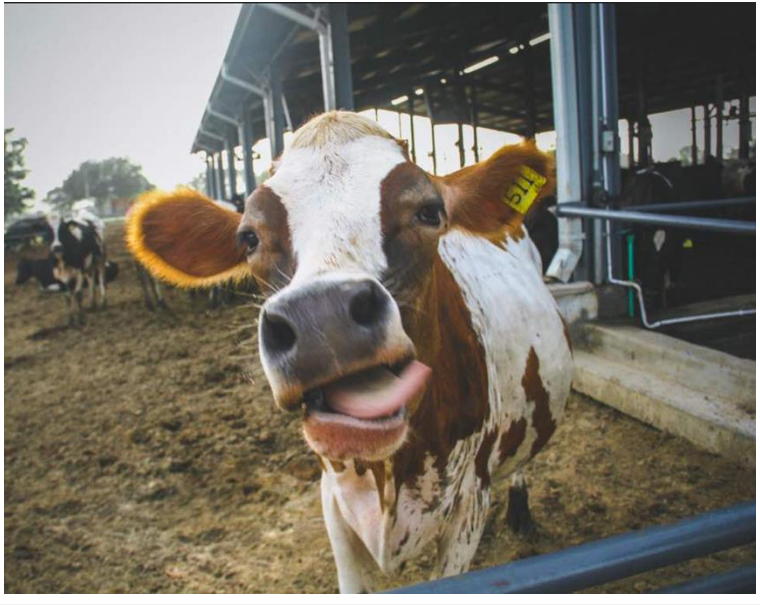
The biggest pool of them is here in India.

GROWING - PERI URBAN MARKET PLACE - Saved Tons of Plastic through DELIVERY IN RECYCLABLE Glass Bottles

BINSAR FARMS

So Far **15,000,000** customer Orders Delivered Successfully





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