

Hatsun Agro aims to triple outlet count in one year

Co handles 28 lakh litres of milk a day

Hrithik Kiran Bagade

BENGALURU: India's largest private sector dairy company Hatsun Agro Product (HAPL) plans to expand its Hatsun Daily outlet-count to 3,000, from the current 1,000, over the next one year.

The Hatsun Daily outlets are spread across Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Kerala, Goa, Maharashtra, Odisha, and Puducherry. Of these, the company has 120 outlets in Karnataka, which will be scaled up to 275 stores.

Explaining the outlets' importance for the company, HAPL Associate Vice President (Marketing and Sales) Prasanna Venkatesh J said, "Hatsun Daily has two functions—first, it sells products to consumers directly, and second, it distributes our range to retail outlets around."

"In terms of setting up an outlet, we have an agreement with the building owner, to whom we pay rent, investing in interiors, and so on. We appoint a franchisee to oversee operations in that particular location, who also invests in storage freezers and chillers, distribution vehicles, and on the working capital," Venkatesh told *DH*.



PRASANNA VENKATESH: Hatsun Agro Product expects to close this year with Rs 4,000 crore in revenues, over last year's Rs 3,450 crore, growing at over 18%.

The Chennai-based company handles roughly 28 lakh litres of milk a day, which is sourced from three lakh farmers across Karnataka, Andhra Pradesh, Tamil Nadu, Telangana, and Maharashtra.

Many brands

The company owns the brands Arokya Milk, Hatsun Curd, Arun Ice Cream, Ibaco, and Oyalo frozen snacks and gravies, apart from its brand of paneer, ghee, butter and dairy creamers.

Meanwhile, India is the largest producer of milk in the world.

Last year, 146 million tonnes of milk was produced in India, growing at 4% annually, and translating to a 17% share of world's total production.

Today, HAPL's product range

gets its milk predominantly from carefully-bred Jersey-cross and Holstein Friesian-cross cows, apart from a minor contribution from buffaloes.

"We have an extended network of chilling centres, cold chain, and other supply chain elements. We also offer a range of back end services such as veterinary care and artificial inseminators, and have our own cattle feed plant," Venkatesh said.

The company, which has a robust online payment solution for its farmer partners, boasts of sophisticated milk processing and production facilities. Hatsun Agro Product expects to close this year with Rs 4,000 crore in revenues, over last year's Rs 3,450 crore, growing at over 18%.

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