

## Case 4

### Supr Daily is digitizing milk delivery in India (Feb 2017)

While e-commerce has been applauded for saving people the trouble of standing in long queues, most still find themselves ambling to the nearby store every morning for breakfast staples like milk. But, what if one could circumvent this daily drudgery by having it brought to their doorstep every day?

Lifting the lid on digitizing milk delivery in India, a Mumbai-based startup has been burning the midnight oil to ensure people get fresh milk every day at the crack of dawn. Every household's spend on daily essentials like milk, form a large slice of the monthly budget, thereby presenting a huge business opportunity, believes CEO and co-founder of Supr Daily, Puneet Kumar, who founded the daily consumables startup with fellow IIT-Bombay batchmate Shreyas Nagdawane in 2015.

Despite being a low-cost product, its ubiquity and consistency across homes egged them on to milk this opportunity.

Supr Daily, operated by Supr Techlabs Pvt Ltd, is a subscription-based micro delivery startup that has opened an online market for milk in India. It also offers other daily essentials like bread, eggs, curd, buttermilk and butter.

After entering personal preferences like milk brand (be it Amul, Mother Dairy or any other), its quantity as well as frequency on the app, users can make an advance payment for as little as three days to a whole month. The selected quantities of the items will reach their doors. Keeping in view the popularity of e-commerce, the company is planning to expand its business through online media. The aim is to cover the entire Indian market. Supr Daily claims to have completed 5,00,000 orders in the last two years - that too with a limited reach of just a few neighborhoods in Mumbai where it is currently available. These orders have roughly translated to over 600 tons of milk.