

# VC Decision-Making in India: Aavishkaar and Milk Mantra (C) TheCaseSolutions.com

1.

1. Cows at a dairy farm are milked twice a day and the milk is stored in a refrigerated silo for up to 48 hours.



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4.

A refrigerated tanker transports the milk from the processing factory to the manufacturer



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5.

Manufacturers produce dairy and other products from the milk



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2.

A refrigerated tanker collects milk from the dairy farm every 24-28 hours and transports it by road to a processing factory.



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3.

Milk is pasteurized at the processing factory and is stored in refrigerated silos before and after processing



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**Grey Market:** An unofficial market in which goods are bought and sold at prices lower than the official price set by a regulatory agency

**Is Milk in the grey market?** Milk is in the grey market as a few businesses import goods. Also a few manufacturers sell a copyright version to get customers to buy them, which are sold at low prices rather than the actual product price.

**Conclusion:**

In conclusion I have been researching and discussing aspects of  
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6.



Milk is packaged and loaded onto pallets and into a refrigerated truck

7.



It is the transporter it makes to suppliers and retail outlets or transported by plane for world markets.

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# Conclusion:

In conclusion I have been explaining the distribution process of  
Milk.

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