

**Increasing visibility &
sales for India's leading
Dairy Technology SaaS
Platform through Public
Relations**





ABOUT MR.MILKMAN

Mr Milkman is India's leading SaaS platform, empowering dairies, milk brands, and food and beverage companies with customer subscriptions and deliveries. It was **founded by Samarth Setia in 2017** with a keen intent to streamline the milk management system for local milkmen in India. In 2021, the company was acquired by America's leading dairy technology, services, and intelligence provider, Ever.Ag and since then has been expanding business solutions across industries and business segments.

COMMUNICATION OBJECTIVE

- Creating brand awareness for both Mr Milkman and EverAg in India
- Communicating the technology value proposition
- Demonstrating intellectual capital
- Positioning its Founder and CEO as a thought leader in the SaaS and dairy industry
- Influencing decision-makers to adopt technology and bring change in the fragmented and manually operated dairy industry



STRATEGY IMPLEMENTED

- Mr Milkman needed a strong public relations strategy and impactful storytelling to become the leading SaaS platform for the dairy technology industry in India.
- We built strategic relationships with influential journalists who did dynamic profiling stories on Samarth.
- Leveraged news through press releases
- Established Samarth as a thought leader through thoughtful and in-depth authored articles
- Pitched for industry stories that bought a change in the dairy industry and authorities took notice of Mr Milkman
- Enhancing the company's visibility through events and speakership opportunities
- Ensuring brand awareness through digital presence

BUSINESS IMPACT DELIVERED

- Media coverage across all leading mainline and trade publications
 - Samarth became the poster boy of Dairy Technology in India
 - In 2019 Milkman was awarded the 75th Platinum Jubilee Award by All India Food Processors' Association for outstanding contribution to the dairy industry
 - In 2020, Samarth became Forbes 30 under 30 Asia Entrepreneur of the Year
 - In 2022, Samarth got a special mention in the AgriTech Category for Forbes India's 30 Under 30 batch of 2022
 - Got noticed by EverAg and thereafter, acquired in 2021
 - Grew clientele from one client in 2017 to 120+ clients in 2023 and created a profitable P&L for the company
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THANK YOU

