

Quality and Ethics in the DNA - Madhusudan

In a nation where milk isn't just a drink but a daily ritual, Madhusudan has become part of the country's emotional and nutritional fabric. From a humble dairy initiative to a modern, multi-category dairy enterprise, parent company Creamy Foods Limited has built its success on three timeless values — trust, purity, and consistency.

Behind every pack lies three decades of persistence and purpose, driven by the leadership of Sh. Mool Chand Aggarwal, Chairman and Managing Director, and Sh. Amit Aggarwal, Director. Together, they have transformed Madhusudan into one of India's most respected dairy brands — an enterprise where technology, transparency, and tradition flow seamlessly together.



L to R:

Sh. Mool Chand Aggarwal, Chairman & MD and
Sh. Amit Aggarwal, Director, Creamy Foods Ltd

When Sh. Mool Chand Aggarwal started Creamy Foods Limited in Nanauta, Saharanpur, U.P., in 1991, India's packaged dairy sector was still finding its feet. Private players were few, and cooperative giants dominated consumer trust. Yet, he saw an opportunity to serve a growing urban middle class that wanted quality, safety, and consistency in its daily dairy.

"When we began, we didn't have deep pockets or marketing muscle," recalls **Sh. Mool Chand Aggarwal, Chairman & Managing Director, Creamy Foods Limited.** "What we did have was conviction — that every Indian deserved milk that was pure, hygienic, and affordable. We built Madhusudan on that simple promise."

The brand name Madhusudan, inspired by Vedic Mantra, symbolises purity, nourishment, and love — values that would come to define the company's ethos. From a small processing facility in North India, the brand steadily expanded its presence across states, establishing chilling centers, modern plants, and a robust logistics backbone.

What set Madhusudan apart early on was not just its pricing or packaging, but its emotional connection with families. Built largely through word-of-mouth, the brand's reputation grew organically. "People didn't just buy our products — they trusted them," says

Sh. Amit Aggarwal, Director, Creamy Foods Limited. "That trust became our most valuable asset."

Today, Madhusudan isn't merely a dairy brand; it's a household name synonymous with honesty, taste, and authenticity. Whether it's a homemaker preparing breakfast or a chef in a commercial kitchen, Madhusudan stands for dependability — the quiet assurance that purity will never be compromised.



Inside Creamy Foods: Scale, Science, and Systems

Creamy Foods Limited has emerged as one of India's most efficient and quality-driven dairy processors, handling 2.6 million litres of milk daily through 21 chilling centres that cool milk from 35°C to 3–4°C within four hours—ensuring freshness from farm to consumer. Its vast production system processes 4.5 lakh litres of dahi, 3.5 lakh litres of fresh milk, 1.5 lakh litres of chaach, 50 KL of paneer, 1 lakh litres of UHT milk, and 1.5 million litres converted into powder daily. In the value-added segment, Madhusudan produces 150 MT of ghee, 60 MT of butter, and 120 MT of cream each day.

All facilities meet ISO 22000:2018 standards, with every batch tested for antibiotics and adulterants, and Aflatoxin M1 checks conducted monthly (externally every alternate month) to ensure top-tier food safety. "Quality is not a department for us — it's a discipline," says Sh. Mool Chand Aggarwal. "Each litre of milk passes through layers of vigilance, because one weak link can affect trust built over decades."

Madhusudan's procurement model balances scale with farmer inclusion—half its milk comes from village-level collection centres and half from private suppliers, ensuring flexibility across flush and lean cycles. Farmers are rewarded by fat and protein content, with 75% of payouts tied to milk quality. This partnership-driven model ensures consistency while sustaining rural livelihoods—defining Creamy Foods as a company with both business acumen and conscience.

A Balanced Portfolio

Few dairy companies maintain as balanced a product mix as Madhusudan. Fresh products account for about 60 percent of total revenue, while value-added and ambient products contribute 40 percent — a healthy equilibrium that combines everyday relevance with profitability.



The fresh portfolio—comprising milk, dahi, paneer, chaach, and butter—anchors the brand in daily household consumption. These are complemented by ambient and high-margin categories such as ghee, UHT milk, cream, and milk powder, which provide scalability and shelf stability.

"Fresh products make us part of the consumer's everyday life, while our ambient range fuels growth and resilience," says Sh. Amit Aggarwal.

Products & Differentiation

Each Madhusudan product is built on consumer insight. Its ghee—one of India's most recognized and fast-moving SKUs—enjoys strong festive sales and

a loyal base that associates its aroma and grainy texture with home-made authenticity. Its paneer and dahi are preferred by hotels, restaurants, and sweet makers for their consistent quality and taste. Madhusudan's UHT milk suits on-the-go lifestyles, while milk powder serves export and B2B demand Globally.

The company's product team continually refines packaging and pricing to suit regional needs—from small pouches for urban families to multi-litre packs for institutions and bulk users.

Its upcoming innovations reinforce its relevance: lactose-free milk for lifestyle-driven intolerance, fortified flavoured



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milk for expecting and lactating mothers, and nutrition-enriched variants for children—each reflecting evolving dietary and consumption trends.

"Dairy is no longer one-size-fits-all," says Sh. Amit Aggarwal. "Our innovations respond to health awareness, convenience, and taste expectations of new-age consumers."

Reach, Relationships, Retail Strength

Madhusudan has one of the widest distribution networks in India's private dairy sector, with 95% of revenue still driven by General Trade (GT)—the vast network of local distributors, small retailers, and family-run stores that shape Indian consumption.

"General trade is our backbone," says Sh. Mool Chand Aggarwal. "It's not just a channel — it's a community of relationships built over years. Our distributors are our brand custodians." This deep grassroots reach ensures Madhusudan's products are available across urban, semi-urban, and rural India. Meanwhile, Modern Trade (MT) now contributes around 5% of revenue, boosting visibility and strengthening its premium positioning.

The company is also expanding into digital and Quick Commerce platforms. "E-commerce won't replace traditional retail—it will complement it," says Sh. Amit Aggarwal. "Consumers expect speed and convenience; our job is to be available wherever they shop." To enable this omnichannel model, Creamy Foods is deploying temperature sensors, OTIF tracking, and predictive analytics to streamline logistics and cut returns.

People, Farmers, Partnership

Behind every litre of Madhusudan milk are thousands of farmers and employees working in sync. The company's procurement network spans hundreds of villages, where farmers are trained in clean milking, cattle nutrition, and hygiene. "We don't just buy milk—we build livelihoods," says Sh. Mool Chand Aggarwal. "Our relationship with farmers is not transactional but generational."

Transparent fat- and protein-based incentives encourage quality improvement, while fair, on-time payments and logistical support ensure income stability—creating a virtuous cycle across rural India.





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Within the organization, Creamy Foods fosters precision and pride. Trained technologists, microbiologists, and food engineers uphold process excellence, reinforced by regular training in safety and sustainability.

The company's automated, hygiene-driven manufacturing meets global standards. "Our people understand that purity doesn't start in the pack—it starts in the process," notes Sh. Amit Aggarwal.

Quality, Compliance, and Consumer Confidence

Creamy Foods' commitment to safety is anchored in its ISO 22000:2018 certification and rigorous in-house quality systems. Every batch is tested for antibiotics and adulterants, while Aflatoxin M1 testing is carried out monthly and validated externally every alternate month.

Non-conformances are addressed immediately, reinforcing a culture of zero tolerance for compromise. The company also adheres to FSSAI's evolving regulatory frameworks and is exploring vitamin A & D fortification

and QR-based traceability systems to enhance consumer transparency.

"Compliance is not just about passing audits," says Sh. Amit Aggarwal. "It's about reinforcing faith — from farmers to retailers to consumers. Every stakeholder must know that our standards never slip."

Sustainability and Future Readiness

Creamy Foods is aligning its operations with sustainable growth through energy-efficient chillers, wastewater recycling, and a shift to recyclable packaging. It is also piloting solar-powered chilling stations to cut its carbon footprint. "Dairy is part of the earth's ecosystem," says Sh. Mool Chand Aggarwal. "If we want our farmers and consumers to thrive, sustainability cannot be optional — it has to be integral."

Over the next 24 months, the company plans brownfield and greenfield expansions to boost capacity and introduce new product lines, while

strengthening supply-chain digitization and expanding exports to regions with large Indian diaspora populations.

Building for the Next Decade

For Sh. Amit Aggarwal, the future of Madhusudan lies in blending technology with tradition. "Consumers today want transparency, traceability, and convenience. Our next phase will see smarter factories, stronger farmer engagement, and products that combine nutrition with indulgence."

The company is also looking beyond domestic borders. "Indian dairy has enormous global appeal," he notes. "Markets across South Asia, Africa, and the Gulf value the purity and taste that Madhusudan stands for. We're exploring strategic export partnerships in these regions."

For Sh. Mool Chand Aggarwal, legacy remains deeply personal: "I've always believed that trust is the only real equity a brand can build. We want to be remembered not just for our size or scale, but for the purity we've preserved. If the next generation of consumers continues to say 'Madhusudan means purity,' then our mission is accomplished."

The Road Ahead

As India's dairy industry evolves—shaped by health-conscious consumers, premiumization, and digital retail—Madhusudan stands at an enviable crossroads. It has scale, credibility, and a leadership that understands both tradition and transformation.

From empowering farmers to serving millions of homes, Creamy Foods Limited exemplifies Indian enterprise—practical, patient, and purpose-driven

Its success rests not on advertising or celebrity endorsements, but on trust built through consistency. In an era of novelty-driven marketing, Madhusudan proves that simple promises—purity, honesty, and taste—still win hearts and markets. ■■