

Investment Proposal

Business Overview

Business Name- Karunshila farms Pvt. Ltd.

Location –Village- Kirwaha, Post-Rampura, Sub-District- Mandhoghar,
Distt.- Jalaun (U.P.) 285125

Email – karunshilafarms@gmail.com

Contact – 9219687948

Website – www.karunshilafarms.com

Mission Statement : to raise healthy goats, Promote eco-friendly Practices, and for contribute to local medical and food security.

Executive Summary

Our goat framing venture aims to establish a sustainable and profitable business in the livestock industry. With a focus on ethical practices, animal welfare, and efficient management, we intend to provide high-quality goat products to meet market demand and scope.

Market Overview

Global Market

The Global goat milk products market was valued at over USD 11 Billion in 2023 and is projected to reach USD 17-20 billion by 2030, growing at a CAGR of 6-7%.

Growth Drivers

- ❖ Lactose- sensitive consumers (goat milk is easier to digest)
- ❖ Increasing demand for functional and nutritional foods.
- ❖ Rising awareness of animal welfare and organic dairy options.
- ❖ A good alternative for breast feeding woman is goat milk, especially for those unable to Breastfeed.

Indian market

- ❖ India is one of the largest goat- rearing countries (approx. 150 million goats).
- ❖ Goat milk production is underutilized contributing less than 5 % to the total milk output.
- ❖ The market is emerging, Especially in urban centers with growing awareness of alternative health products.

Key Goat Milk Products

- ❖ Raw Milk
- ❖ Semen high quality (Breeds like boer, Jamunapari, Barbary, sanon)
- ❖ Milk Powder
- ❖ Paneer & Cheese (especially Chevre)
- ❖ Ghee & Butter
- ❖ Infant formula
- ❖ Goat milk soap & cosmetics.

Deemand Drivers

- ❖ Health – conscious consumers : goat milk contains A2 Beta- casein and is easier to digest.
- ❖ Infants and elderly : Recommended for sensitive digestive and immunity .
- ❖ Medical use: suitable for patients with cow milk protein allergy (CMPA)
- ❖ Ayurvedic and cosmetic industries: use goat milk in herbal skin care.

Our Market Strength

- ❖ Low awareness and availability
- ❖ Short-shelf-life for raw milk.
- ❖ Higher cost compared to cow/Buffalo milk.
- ❖ Lack of organized supply chain and cold chain infrastructure.

Opportunities

- ❖ **Export Market:** Middle East, Southeast Asia, and Africa have strong demand for goat milk powder.
- ❖ **Nutraceuticals' functional food:** Adding goat milk to health drink capsules
- ❖ **D2C Brands:** selling goat milk and products online directly to consumers.
- ❖ **Government support:** NABARD, Startup India schemes, and FSSAI recognition.

Scope and Future Potential

- ❖ **Domestic:** Rising Urban incomes, fitness focus, and lactose issues make goat milk a premium niche product.
- ❖ **Export:** India can become a major supplier of goat milk powder due to high goat population and labor costs.
- ❖ Value addition startups and cooperatives can add value with flavored milk ice creams, and skincare items.

Our Potential Buyer's Collaborators

- ❖ ICMR Makhdoom, Mathura, U.P. (for semen supply).
- ❖ Jeyam Frozen semen's Veterinary Products Chennai, Tamil Nadu
- ❖ The Surabhi Enterprises (South India)
- ❖ 6-K breeding center Kanpur, U.P.
- ❖ Karnataka Milk Federation (Nandini), for products.
- ❖ 60 World Business (for products) .
- ❖ Panchal Dairy (Gujarat), for products.
- ❖ Case Cheese, Chennai (for products) .