
Krushal Launches Farm Care Plan at 1 Rupee per Litre for Residue-safe Protein-rich Traceable Milk
Pioneering milk quality and traceability as a human health and farmer welfare priority pan India, starting with Maharashtra

August 12, 2026 | Shirampur, Maharashtra | Bengaluru, Karnataka

Starting with the Baramati area in 2023, Krushal has executed projects across 8 states in India to modernize the first mile of milk. The startup is now launching farm care plans at 1 rupee per litre for residue-safe protein-rich dairy products traceable to every village, farmer and animal.

“We are proud to partner with Krushal to deliver quality dairy products to our consumers,” said Vivek Nirmal, Founder and CEO at KisanKonnnect. “KisanKonnnect and Krushal are pioneering tech-enabled services for every farm and animal in our dairy supply chain.”

Having worked with thousands of dairy farmers, Krushal has crafted top-of-the-line protocols, systems and insights to ensure quality and traceability in partnership with progressive consumer brands, dairies and non-profits.

“Krushal has enabled us to deliver personalized technology-driven advisory and healthcare services for our farmers,” said Anand Ramaswamy, COO at Godrej Jersey. “These have measurably improved farm productivity, milk quality and farmer loyalty, also reducing our net cost of milk procurement.”

Krushal’s clients include Godrej Jersey, KisanKonnnect, Paras Dairy, Pravah (with ITC as sponsor), Shreeja MPC with NDDDB Dairy Services, and The/Nudge.

“Krushal’s targeted interventions and unwavering focus on clean and safe milk have improved quality outcomes while increasing trust and satisfaction among our member farmers,” said Amarendra Babu Nagasuri, HOD CS & Legal at Shreeja Mahila MPC.

“Animal health parallels human health in many ways. Healthy animals are essential for farmers to maintain profitability in dairy farming,” said Vishal Aher, HOD Milk Procurement at VRS Foods (Paras). “Recognizing this need, Paras Dairy has partnered with Krushal to offer specialized support to local milk producers, enhancing their milk businesses through innovative technology.”

Krushal has synthesized authentic first mile insights from select villages in Andhra Pradesh, Bihar, Gujarat, Jharkhand, Maharashtra, Tamil Nadu, Uttar Pradesh and West Bengal, establishing a proven capability to catalyze health and livelihoods impact at scale.

“Our work with early adopter clients is a demonstrator that can be readily replicated across the industry,” said Gaurav Haran, Founder and CEO at Krushal. “The adoption of VetAssist by our paravets and vets enables AI-powered services to drive 100% adoption of digital health records, reduce animal sickness and mortality by 50%, improve milk yield by 30-50%, enforce milk safety standards, increase farmer earnings by 50-150%, reduce GHG emissions by 20-40%, and enable our clients to realize higher gross margins from quality and productivity gains.”

Krushal invites progressive dairies, consumer brands and SME processors as partners to co-create the first INR 1000 crores per year of residue-safe protein-rich dairy products traceable to every village, farmer and animal.

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modernize the first mile

"I am deeply impressed by the expertise and commitment of the Krushal team to modernize the first mile of milk and to build trust with dairy farmers," said Sarangdhar Nirmal, Founder at Prabhat Dairy (now Lactalis). "I am proud to mentor the team as a Board Advisor as we invite dairies across Maharashtra to make nutritious, safe and traceable dairy products accessible to every household, aligned with the tremendous efforts by our government towards milk safety."

Dairy farmers who follow Krushal care protocols can expect higher milk incomes from yield and quality improvements. Examples: <https://youtu.be/4Ef5lXe3Zrk>.

"The treatment, medicines and expert guidance from Krushal have helped me maintain the health of my cows and improve my dairy income," said Haru Das, a farmer in Singrapur, West Bengal supported by Pravah with sponsorship from ITC. Similar feedback was provided by Manju Dhosa, Santosh Singh and Shiv Kumar supported by Pravah/ITC, and hundreds of farmers across 8 states.

"Maharashtra FDA to introduce end-to-end traceability of milk to fight adulteration," reported Vinaya Deshpande Pandit in The Hindu ([link](#)). "Digitisation initiative to be launched to connect milk to milch animals and to trace anomalies to arrest adulteration."

The Krushal team earlier pioneered a zero to INR 100 crores startup offering residue-safe milk. Following Maharashtra, Krushal plans a pan-India rollout over the next decade with like-minded partners, including farmer cooperatives as well as private sector ecosystems.

Preview our [traceability](#) and [impact](#) at <https://krushal.in>. Contact: hello@krushal.in.

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Krushal farm services and leadership



L to R: Ravish Chavan, Gaurav Haran, Sarangdhar Nirmal (Board Advisor) and Sandeep Raju.

KRUSHAL — CONSUMER TRACEABILITY IN DAIRY

Scan the QR code on any Krushal product to know when it was collected, which farmers produced it, and the lab results certifying it safe. Tap any farmer group link to see individual farm and animal details.

SCAN TO VERIFY | KRUSHAL TRACEABILITY

KRUSHAL FRESH PANEER 200G

Krushal

QC ✓

FRESH PANEER

Full-cream milk · Made in Baramati, Pune

200g

Fat: 20%Protein: 18%

SCAN FOR
Origin & Lab
Results

krushal.app

Batch: KR-PNR-20260711-1245 · MBP PPS

Mfg: 11 Jul 2026 · Best Before: 14 Jul 2026

Scan QR on pack for full batch traceability

SCAN QR

Batch Traceability

Krushal

Krushal FRESH PANEER

200g · Full-cream milk · Baramati

KR-PNR-20260711-1245

Milk: KR-BTH-20260711-0842

ORIGIN & COLLECTION

Milk Collected11 Jul 2026, 05:42 AM · Kagal BMC

Processed atKrushal Dairy, Baramati, Pune 413102

Village ClusterBorgaon · Hatkangale · Gadhinglaj

Farmer GroupBorgaon-Hatkangale Cluster (24 families) ↗

LAB CERTIFICATION — SOURCE MILK BATCH

Antibiotic ResidueNegative ✓

Aflatoxin M10.018 µg/L ✓

SCC186k cells/mL ✓

Plate Count42k CFU/mL ✓

✓ All 5 checks passed · NABL lab, Baramati · 11 Jul 2026

Because when the source is treasured, it shows throughout the journey.

TAP LINK

Farmer Group Profile

Borgaon-Hatkangale Cluster

Krushal

Borgaon-Hatkangale Farmer Group

Kagal Block, Kolhapur Dist., Maharashtra · Krushal VetAssist Enrolled

24

Families

312

Cows

0

In Withdrawal

Jul 11

Last Collection

Farmer / Village

Cows

Last Vet Visit

Status

Ramesh Patil

Borgaon

14

8 Jul 2026

✓ Clear

Sanjay Kumbhar

Hatkangale

11

6 Jul 2026

✓ Clear

Vijaya Bhosale

Borgaon

13

9 Jul 2026

✓ Clear

Manoj Jadhav

Gadhinglaj

16

7 Jul 2026

✓ Clear

Laxmi Shinde

Hatkangale

9

5 Jul 2026

✓ Clear

+ 19 more enrolled families · all records in Krushal VetAssist

Herd Health Summary — 11 Jul 2026

Breed composition

HF cross (68%) + Gir (32%)

Avg daily yield / cow

8.4 litres

Cows in antibiotic withdrawal

0 on collection date

Feed / silage compliance

LOW aflatoxin risk

Each farmer row links to individual animal ear-tag records & vet visit history

FOUR DIMENSIONS OF CONSUMER TRACEABILITY

TIME

▶ Milk Collection

11 Jul 2026 · 05:42 AM · Kagal-Borgaon BMC

▶ Processing

11 Jul 2026 · 09:30 AM · Krushal Dairy, Baramati

▶ Pack / Best Before

Paneer: 11→14 Jul · Milk: 11→13 Jul · Dahi: 11→15 Jul

▶ Last Vet Visit

9 Jul 2026 (V. Bhosale) · Krushal VetAssist

LOCATION

▶ Village Cluster

Borgaon · Hatkangale · Gadhinglaj
Kagal Block, Kolhapur Dist., Maharashtra

▶ BMC Centre

Kagal-Borgaon Collection Centre · GPS 16.78°N, 74.31°E

▶ Processing Factory

Krushal Dairy Pvt Ltd · MIDC Baramati, Pune 413102

FARMERS & ANIMALS

▶ Farmer Group [\(weblink ↗\)](#)

24 Krushal-enrolled families · Borgaon-Hatkangale cluster

▶ Herd

312 cows (HF cross + Gir) · avg 8.4L/day/cow

▶ Animal Records

Ear-tagged · vet visits in Krushal VetAssist app

▶ Withdrawal Status

0 cows in withdrawal on collection date ✓

Withdrawal period: when a cow is treated with antibiotics, her milk must be excluded for a set number of days until the drug clears. Zero withdrawal = 100% of the herd's milk is safe to collect.

LAB-VERIFIED QUALITY

▶ Antibiotic Residue

Negative (BLT + lab confirm) ✓

▶ Aflatoxin M1

0.018 µg/L · Limit 0.05 µg/L · NABL lab ✓

▶ SCC (Mastitis)

186,000 cells/mL · Limit 400,000 ✓

▶ Total Plate Count

42,000 CFU/mL · Limit 100,000 ✓

Traceability Chain — QR Scan to Origin · Farmer Group link drills into individual farm & animal records

Consumer	Product Batch	Krushal Factory	Milk Truck	Kagal-Borgaon BMC	Village Cluster	24 Farmer Families ↗
Scans QR on Krushal pack	Milk / Paneer / Dahi ID	Baramati · NABL certified	MH09-AB-4412 · 08:15 AM	Kolhapur · 05:42 AM tested	Borgaon · Hatkangale · Gadhinglaj	312 cows · 0 in withdrawal ✓

Krushal Promise — Every batch of Krushal milk, paneer and dahi carries verifiable lab results accessible via QR scan. The Farmer Group link opens a live page showing enrolled farmers, their animals, vet visit history and withdrawal status — so the consumer can trace quality all the way to the individual farm.

Krushal Dairy Pvt Ltd · MIDC Baramati, Pune 413102 | Traceability platform: Krushal Open Commerce Pvt Ltd · © 2026

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modernize the first mile

ONE PLATFORM. COMPLETE FARMER LIFECYCLE.

Comprehensive, personalized animal care and farm advisory services that double farmer income, halve cattle sickness and unlock a full ecosystem of services at the farmer's doorstep.

From animal health to soil management, from credit to carbon credits — every service delivered at doorstep; every outcome tracked.



Before Krushal



With Krushal

3.3x
Income

2-4x

Farm net earnings
over 6-12 months

50%

Reduction in cattle
sickness & mortality

60%

Lower treatment cost
vs local practitioners

2x

Insemination success
half the repeat attempts

20-40%

Milk yield increase
+ 5-10% higher solids

₹20k-40k

Return on ₹7,500
avg. 3-cow herd/yr

► REAL FARMER STORIES — VERIFIED OUTCOMES ACROSS PARTNER PROGRAMS

Shantha

Gundlamadugu, AP

Systemic Ketosis

Local verdict

"Cow will die"

Cow value

₹1,20,000

Krushal cost

<₹1,000

Recovery

1 week ✓

₹1,20,000 animal saved

Yellamma

Gundlamadugu, AP

Rumen Infection

Already spent ₹13,000 (many vets)

Result before

No cure

Krushal cost

₹450

Recovery

3 days ✓

97% lower cost. Cured.

Samadhan

Paras Dairy, Maharashtra

Smart Ration Advisory

Earlier cost

₹30/litre

Krushal

SmartRation feed plan

Milk yield

+20-25% in 4 wks ✓

Cost/litre

₹30→₹24 (~20%) ✓

Feed cost ↓ & yield ↑
simultaneously.

Manjula

Sajjalapalle, AP

Actinomycosis

Local vets

Refused to treat

Risk

Permanent jaw damage

Krushal cost

<₹1,000

Recovery

1 week ✓

Complex case. Cured in 1 week.

Parvathamma

Vepuru 1, AP

Farm Transformation

Earlier issues

Mastitis & Arthritis

Approach

Preventive care + hygiene

Impact

Cows no longer falling ill ✓

Next step

Expanding herd size

Large farmer — scaling up

► COMPREHENSIVE SERVICES & HOW WE ENSURE ADOPTION

Farm & Herd Mgmt

90-parameter farm assessment, herd sync, manure management, farm score improvement.

20-40% farm score ↑

Reproductive Care

Timely AI, pregnancy diagnosis, calving support, repeat breeding fixes.

2x insemination success

SmartRation Nutrition

Personalized feed plan per animal (breed, age, BCS, lactation stage) at lowest cost.

20-60% feed adoption ↑

Curative Care

Protocol-driven diagnosis. Surgeries. Genuine medicines at discounted prices.

3-hr SLA · 97%+ on time

Preventive Care

Deworming, tick control, FMD vaccine, CMT, foreign body — calendar-driven SOPs.

50% fewer disease cases

Digital Records & Helpline

Animal health history on app, antibiotic alerts, farmer helpline (phone/WhatsApp).

80%+ farmer retention

► WHY FARMERS ADOPT — THE 3P APPROACH

PERSONALIZE	Animal-level, not farm-level Tailored to breed, age, BCS, lactation & history. SmartRation per cow. 90-parameter farm score. Prescriptions from senior vets.
PERSUADE	Build trust through visible results Farmer campaigns, helpline, WhatsApp support. CSAT 80%+. Advisory visits scaled 1 → 3 per month.
PERSEVERE	Continuous engagement, not one-time Follow-up every case. Preventive calendar reminders. Daily vet review calls. 80%+ farmer loyalty.

97%+

On-time service

80%+

Farmer CSAT

3x

Farm visits/mo

80%

Farmer retention

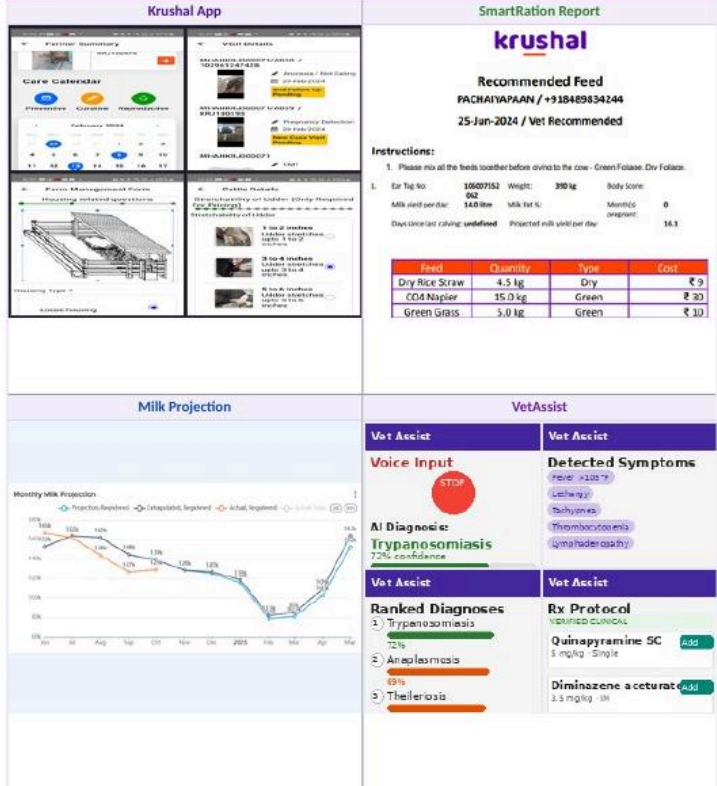
<7 days

Assurance payout

TRUSTED BY



► KRUSHAL IN ACTION — PLATFORM OUTPUTS



Krushal is an agri entrepreneurship platform on a mission to modernize the first mile of milk and food in India along with progressive brands, SME processors and open commerce partners.

We offer residue-safe nutrition-rich traceable dairy and food products at scale, with transparent farm-to-market operations as a B2B partner for our clients. For dairy, our starting cost of ₹1 per litre of milk sponsors first mile services designed to catalyze ₹1 to ₹2 higher margins for our clients.

Our protocols, datasets and insights on farm and animal care are among the finest on the market as per our early adopters, although at a modest scale. Having delivered verifiable value across 8 states with thousands of dairy farmers and their animals, we are now primed for prudent scaling.

- Optimized farm-level milk costs from ₹30 to ₹25 per litre, with a 20-40% GHG reduction
- Delivered a 2-5x increase in milk income for our dairy farmers, including a quality premium
- Offered ₹1 to ₹2 higher margins per litre for clients via ops efficiency and price premiums

Over three years, we have sharpened core capabilities needed to scale across clients and geos.

- Farm and vet protocols: 0.5x animal sickness and mortality, 2x insemination success
- Mobile-first AI-native VetAssist, AgriAssist and FinAssist to amplify first mile expertise
- Quality assurance on farm-to-market procurement, processing and operations
- SME network scalable across geos, aggregating local processing capacity and knowhow
- Zero to triple digit crores per year revenue build of residue-safe milk (team history)

We are now crafting a zero to ₹1000 crores per year dairy operation in Maharashtra, offering residue-safe protein-rich traceable dairy products to early adopters. Towards this, we have already secured access to adequate processing and procurement capacity via our SME partner network, giving us a capital efficient path to scale. See [link](#), [link](#), [link](#) and [link](#) for recent news on milk safety.

This project starts with a commitment to farm services to ensure quality at source, making farm extension work a commercially viable activity, also amplifying the impact of grant funding. Our advisory board includes the farmer-to-IPO founder of one of Maharashtra's pioneering dairies.

We invite like-minded partners to launch affordable premium dairy products, scaling from zero to triple digit crores in a year. Together, we will serve the health conscious Indian consumer keen on purity and nutrition, rapidly crafting a supply-side ecosystem at profitable scale.

- Problem: Inconsistent quality and supply of dairy products, with weak differentiation. Limited supplier footprint, requiring local partnerships in each hub.
- Promise: Reliable supply across geos of residue-safe protein-rich traceable dairy products at scale, as the foundation for an affordable premium brand and higher margins.
- Execution: Turnkey ownership of farm-to-market operations for a full product range.
- Timeline: Immediate start with MH, followed by TN and other states. Prudent SKU rollout.
- Fixed investment: With a long-term contract, near-zero for a ₹50-500 crores per year pilot.

Krushal welcomes your participation in our client coalition to co-create the first ₹1000 crores per year of residue-safe protein-rich dairy products traceable to every village, farmer and animal.
