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Sidâ??s Farm launches A2 Desi Cow milk in Telangana

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Hyderabad based Sidâ??s Farm, a premium D2C dairy brand based out of Telangana, has launched A2 Desi Cow Milk for its customers in Hyderabad on the auspicious occasion of Indiaâ??s 75th Independence Day. Due to high customer demand for A2 milk, the company made pre-booking available, and within the first 6 hrs of pre-booking; they received an overwhelming response with over 400+ customers pre-booking for more than 350 ltrs.

Indiaâ??s dairy market reached Rs 13174 billion in 2021. IMARC Group expects the market to reach Rs 30840 billion by 2027. The India A2 Milk Market size was estimated at USD 266.80 million in 2021 and expected to reach USD 303.49 million in 2022, at a CAGR of 12.24 per cent to reach USD 533.57 million by 2027. Capitalizing on this extensive growth, Sidâ??s Dairy Farm is aiming to grow multi-folds in the coming years and disrupt the Indian A2 milk market.

Dr. Kishore Indukuri, Founder, Sidâ??s Farm, said, â??We are elated to launch Sidâ??s Farm A2 Desi cow milk, and there couldnâ??t have been a better time for us to introduce such premium quality, a high-demand product that has been predominantly available in the western markets, but now with this, we are revolutionizing the Indian natural dairy industry with respect to both our price and quality. We look at all our products as a medium to empower the Indian consumer, who must have all the rights to the highest quality natural foods that are readily available. As a nation, we have already answered the

question of quantity emerging as the global leader in milk production volumes. It is time now that we addressed the question of quality too, and we at Sidâ??s Farm have been taking our humble but sure steps towards achievement of the same.â

A2 milk variation of cowâ??s milk is sold primarily in Australia, New Zealand, China, and the United States. However, with the globalized milk market and Indians being more inclined towards quality products and demanding more particular food choices, the A2 milk market saw a huge demand.