

MILMA FRANCHISEE OPPORTUNITY



Kerala Co-operative Milk Marketing Federation

About Milma

The Kerala Co-operative Milk Marketing Federation (KCMMF), popularly known as Milma, is Kerala's most trusted dairy brand with an annual turnover exceeding ₹4500 crore. Established in 1980 under the Operation Flood initiative, Milma follows a three-tier cooperative structure comprising more than 3,600 primary societies, three Regional Unions, and the Federation. Over 10 lakh dairy farmers are directly associated with Milma, making it one of the strongest farmer-owned movements in the country.

Milma handles over 14 lakh litres of milk per day through a network of more than 10,000 retail points. Its diverse product portfolio includes milk, curd, buttermilk, lassi, paneer, ghee, butter, ice creams, beverages, and a growing range of ready-to-eat and ready-to-drink products. With ISO-certified dairies and stringent quality standards, Milma stands for purity, trust, and consistency.

Why Partner with Milma

- Strong and trusted cooperative brand with 40+ years of legacy
- No royalty or revenue sharing – franchisee retains full margins
- Extensive marketing and operational support
- Structured formats for scalability and profitability
- Pan-Kerala supply network ensuring consistent product availability

Franchise Models

1. Exclusive Ice Cream Parlour- Milma Delights

A full-scale retail experience dedicated to Milma's premium ice cream range, including scooping, cones, sundaes, milkshakes, and specialty desserts. Ideal for high-footfall locations, this format provides a vibrant brand environment and expanded menu offerings.

Concept	Dedicated outlet for scooping, sundaes, milkshakes, and premium ice cream offerings
Space	150–200 sq. ft. (seating optional)
Staffing	1–2 employees
Advantages	Premium brand immersion, ideal for standalone or high-visibility locations

2. Compact Store (Scoop & Sip)- Milma Milkyway

Focused on simplicity, efficiency, and scalability. Offers the entire range of Milma products, including packaged and scooped ice cream, tea, coffee, and light snacks, with a small seating area. Ideal for existing shops or smaller spaces emphasizing quick serves and take-aways.

Concept	Full-format experience centre with packaged and scooped ice cream, shakes, tea/coffee, snacks from Milma-approved vendors, and dairy retail
Space	500+ sq. ft. with seating for 8–12 customers
Staffing	2–3 employees
Advantages	Streamlined setup, lower investment, and high scalability

Model Comparison

Feature	Exclusive Ice Cream Parlour	Compact Store (Scoop & Sip)
Space	150–200 sq. ft.	500+ sq. ft.
Focus	Scooping, sundaes, shakes, premium desserts	Full Milma product range + scooping + beverages (tea/coffee) and snacks
Seating	Optional	8–12 customers
Staffing	1–2 employees	2–3 employees
Investment	Moderate	Higher (due to size and scope)

Investment & Setup

Franchisees must have a pre-built shop or space in a suitable location, either owned or rented. The overall setup investment is estimated at ₹7–10 lakhs (property cost excluded), depending on the chosen format. Franchisees undertake interiors and equipment procurement through their own vendors; Milma does not collect this amount.

All interiors and exteriors must follow Milma's approved layout and design guidelines. Equipment like freezers, coolers, and billing software will be provided by Milma and remain its property. Franchisees should operate for a minimum of 10-12 hours daily.

Disclaimer: The quoted prices are indicative and may vary based on site conditions, raw material fluctuations, and logistics costs. Final figures will be provided after site inspection and evaluation.

No Royalty, No Revenue Sharing –franchisees retain full margins.

Milma's Support to Franchisees

1. Financial Support

- Setup Assistance: Contribution of up to ₹2 lakh (against bank guarantee)
- Rent Support: ₹25,000/month or 50% of actual rent (whichever is lower) for 1 year
- Utility Support: ₹5,000/month or 25% of electricity charges (whichever is lower) for 1 year
- Dedicated Store Manager for business development- salary support of ₹20,000/month for 1 year

2. Operational Support

- Equipment (visicooler, deepfreeze) & Branding Assets provided (remain Milma property)
- Comprehensive training in operations, hygiene, and customer service
- Standardized layout and design for uniform branding

3. Sales & Marketing Support

- Dedicated Store Manager for business development- salary support of ₹20,000/month for 1 year
- Marketing assistance through campaigns, launches, and promotional materials

Who Can Apply?

- Entrepreneurs and business owners with investment capacity
- Individuals with retail/food experience preferred
- Energetic, innovative partners committed to Milma's standards
- Willingness to work with Regional Milk Unions
- Adherence to Milma's branding, quality, and operational guidelines

Application Process

Steps to Become a Milma Franchisee



Step 1: Express Interest

Submit your application / EOI through Milma's official website (www.milma.com).



Step 2: Site Inspection & Model Briefing

Milma team visits the proposed location and explains the suitable parlour format.



Step 3: Approval

Location and applicant profile are evaluated and approved.



Step 4: Documentation

Submit required documents: FSSAI license, ID proof, undertaking on bond paper, bank details, two photos and Demand Draft of franchise fee.



Step 5: Setup & Training

Franchisee executes interiors & installs equipment; staff trained by Milma on operations, hygiene, and service.



Step 6: Store Launch

Outlet Inaugurated with Milma branding, marketing support, and promotional activities.

FAQs

Question	Answer
Is there any royalty or revenue share?	No. Franchisees retain full margins on sales.
When is investment recovered?	Estimated payback is 8–12 months depending on format and location.
Who provides stock?	Milma's authorized distributors. Payments are made in advance.
Can I sell other products?	No. Only Milma products may be sold. Or those approved by Milma
Is training provided?	Yes. Milma provides comprehensive training.

Contact Information

Kerala Co-operative Milk Marketing Federation (KCMMF – Milma) Milma Bhavan, Pattom, Thiruvananthapuram – 695004, Kerala, India

Shri Murukan VS (Manager, Marketing)

Phone: 9847261722 Email: muruganvs@milma.com

Website for applications: www.milma.com

For region-wise support, franchisees will be guided by the respective Regional Milk Unions:

MRCMPU (Malabar Region) – North Kerala enquiries

Shri. Santhosh PR (Manager, Marketing)

Phone: 9744686505

Email: santhosh@malabarmilma.coop

TRCMPU (Thiruvananthapuram Region) – South Kerala enquiries

Smt. Jaya Raghavan (Manager, Marketing)

Phone: 9446056114

Email: trcmpumktg@milma.com

ERCMPU (Ernakulam Region) – Central Kerala enquiries

Shri. Aslam O.A, (Head, Marketing)

Phone: 9037012786

Email: ercmpumktg@gmail.com

Important: Apply only via Milma's official website. Beware of unauthorized agents or websites.

Attachments:

Annexure 1: Illustrative operational cost and Revenue

Annexure 2: Illustrative financials

Annexure 1: Illustrative operating cost & Revenue

Monthly Operating Expenses

Cost Head	Exclusive Ice-Cream Parlour	Scoop & Sip Parlour (Milma Milky Way)
Rent	Gross: ₹30,000–40,000 Milma Subsidy: Up to ₹25,000/month or 50% (whichever is lower) Net Franchisee Cost: ~₹10,000–15,000	Gross: ₹50,000–70,000 Milma Subsidy: Up to ₹25,000/month or 50% (whichever is lower) Net Franchisee Cost: ~₹25,000–35,000
Staff Salaries	₹20,000–30,000 (1–2 staff) Milma Subsidy: One Store Manager provided, salary ₹20,000/month paid by Milma	₹35,000–50,000 (2–3 staff) Milma Subsidy: One Store Manager provided, salary ₹20,000/month paid by Milma
Utilities (Electricity + Water)	Gross: ₹8,000–10,000 Milma Subsidy: ₹5,000/month or 25% of electricity bill (whichever is lower) Net Franchisee Cost: ~₹3,000–5,000	Gross: ₹12,000–15,000 Milma Subsidy: ₹5,000/month or 25% of electricity bill (whichever is lower) Net Franchisee Cost: ~₹7,000–10,000
Miscellaneous	~₹5,000 (no subsidy)	~₹10,000 (no subsidy)
Total Operating Cost	Gross: ~₹63,000–85,000	Gross: ~₹1,07,000–1,45,000
Net Effective Cost (after Milma subsidies)	~₹45,000–60,000	~₹85,000–1,00,000

**Monthly operating costs are approximate and may vary based on location and operations*

Annexure 2: illustrative financials

Illustrative Financial Example

Parameter	Exclusive Ice-Cream Parlour	Scoop & Sip Parlour (Milky Way)
Average Daily Sales	Weekdays ~₹6,000 (120 customers @ ₹50) Weekends ~₹8,000 (160 customers @ ₹50)	Weekdays ₹18,000–₹20,000 Weekends ₹22,000–₹25,000
Monthly Sales Estimate	~₹1.9–2.0 lakh	~₹6.0–6.5 lakh
Gross Margins by Category	Scoops/Shakes/Desserts 50% Pre-packaged Items 30%	Scoops/Shakes/Desserts 50% Pre-packaged Items 30% Dairy Products 9%
Net Margin (after costs)	₹40,000–45,000/month (~18–22%)	₹1,00,000–1,20,000/month (~18–20%)
Illustrative Payback Period	~18 months	~8–10 months

**All figures are illustrative and may vary based on location, market conditions, and operational efficiency*