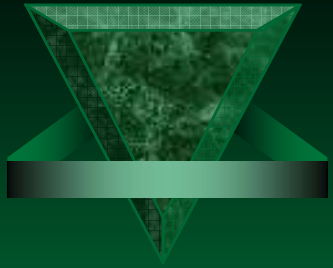




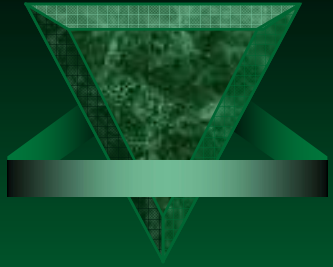
Shree Kamdhenu Electronics  
Private Ltd.

(SKEPL)



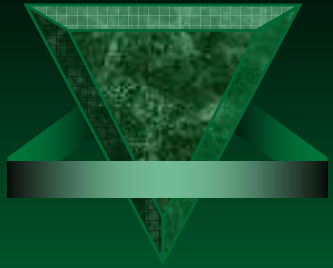
# GOT MILK?

- ✓ India-Worlds largest producer of milk
- ✓ Production is inefficient
- ✓ Supply can not be exported
- ✓ Now what?



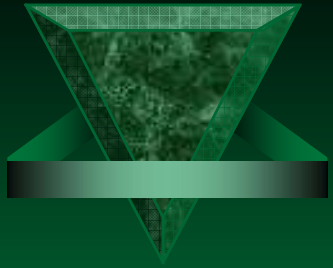
# SKEPL

- ✓ Founded in 1996
- ✓ Started with only \$11,000
- ✓ Grassroots initiatives to improve efficiency and product
- ✓ Brand Name - AKASHGANGA



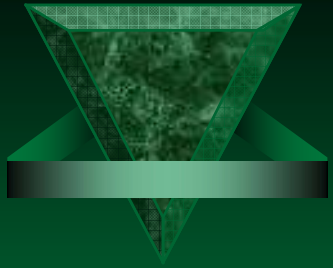
# Automated Process

- ✓ Minimizes handling
- ✓ Increases efficiency
- ✓ Increases transparency
- ✓ Creates bases from improving quality of Milk.



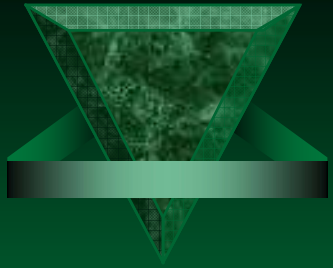
# The Product

- ✓ The high end system cost \$3300
- ✓ Electronic weighing mechanism
- ✓ Personal computer
- ✓ Accounting and management software



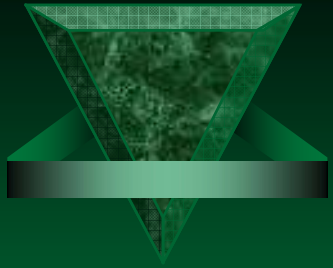
# Profit and Potential

- ✓ They have been very profitable every year
- ✓ 600 systems currently installed
- ✓ Recently acquired new investors
- ✓ Also connections with second largest bank in India
- ✓ 96,000 local milk cooperatives
  - Vast potential still untapped.



# What they do and why it works!

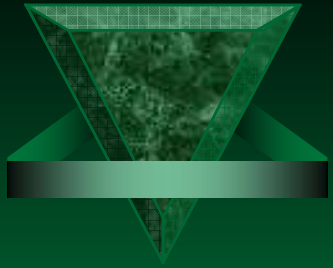
- Bring simple technology to the people



# Financial Plan

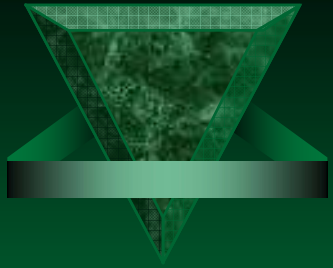
- ✓ High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years.
- ✓ Use several slides to cover this material appropriately.





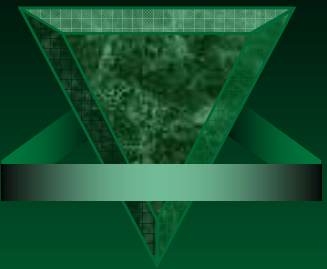
# Resource Requirements

- ✓ Technology requirements
- ✓ Personnel requirements
- ✓ Resource requirements
  - Financial, distribution, promotion, etc.
- ✓ External requirements
  - Products/services/technology required to be purchased outside company



# Conclusion

- ✔ It's a great idea the has effectively employed the KISS strategy
- ✔ Capital is small and thus risk is low
- ✔ Address a real need and thus will welcome by the community
- ✔ Much room for growth and thus greater profit.



# Not Quite Perfect

- ✓ The infrastructure for intercommunity communication
  - This how ever is another dynamic the company is in the process of working on.
    - developing an integrated supply chain management software system that will seamlessly connect milk societies, milk unions, and milk federations on a single technological platform