Nourishing the future of India!

Centralized management, high availability, interoperability among systems, and robust security

Automation and analytics for comprehensive control of the dairy plant from the boardroom

Speedier processes through seamless flow of information to decision-makers

Roadmap for scaling business operations

VMware Powers Chitale Dairy's Growth Story With Comprehensive Cloud Solutions

Leverages technology to improve business outcomes for the company and its farmers

Chitale Dairy started a revolution and created social impact that can be seen across two generations. Aiming to be recognized as the undisputed leader of the Indian dairy industry, Chitale Dairy was quick to recognize the impact of technology on business growth. Chitale Dairy and VMware have been partners for over a decade now, leveraging tech solutions to enhance scalability, improve animal health, and offer high-quality products to consumers.

Since its inception, Chitale Dairy has been collecting, pasteurizing, packaging, and dispatching milk for sale in Pune and other cities. Their products have become house-hold names, synonymous with quality and trust. As the business grew, the company incorporated technology into its daily operations at the plant to remain ahead of the curve. Aware of the impact that technological transformation would bring about, Chitale Dairy's leaders kept upgrading and augmenting their IT systems over the years with the latest solutions offered by VMware, starting with VMware ESX® 2.5.1 at the beginning and progressing to ESX 7 at present. Today, the company has one of the most technologically advanced dairy plants in India, processing one million liters of milk each day. VMware solutions power Chitale Dairy's core operations, right

M/S B. G. CHITALE ®
Chitale DAIRY

Founded in 1939 in the small town of Bhilawadi in Maharashtra, Chitale Dairy was an endeavor to empower farmers through an enterprise movement. Over the course of two generations, the company has transformed itself from a humble homegrown business to the largest dairy in India. The company has also transformed several small family-run farms into thriving businesses, to boost the economy.

INDUSTRY
Dairy

HEADQUARTERS
Palus, Maharashtra, India

ABOUT THE PARTNER
Sunfire Technologies Pvt Ltd, headquartered in Pune, Maharashtra and incorporated in 2008, is a software publisher and consultancy service provider. It is an award-winning system integrator and a trusted partner among leading technology companies.

VMWARE FOOTPRINT

VMware vSphere®
VMware vCloud Suite®
VMware NSX®
VMware vSAN™
VMware vCenter®
VMware Site Recovery Manager™
VMware Pulse™ IoT Center™

vmware®

from the dairy farm to the plant, with VMware vCenter® offering a bird's-eye view of the entire IT infrastructure.

From Cows to Cloud, and beyond

Chitale Dairy launched the "Cows to Cloud" program a few years ago to help boost production in the farms that supply milk to the dairy. The program uses RFID tags on cow collars and IoT technology to collect vital data about the health and productivity of more than 50,000 cows owned by more than 10,000 dairy farmers. The dairy integrates and analyzes this data within a cloud environment built on VMware technology. The dairy then relays insights and to-do lists to the dairy farmers in real-time through SMS.

But the company has set its sight on bigger goals - employing technology to improve business processes and operations, and the productivity and efficiency of employees. The company was also keen on virtualizing the management of the data from the dairy farms to create a seamless flow of information from the plant floor to the boardroom.

"Besides producing milk and milk products that are safe, hygienic, and top-quality, we wanted to make our business agile and scalable to be able to respond quickly to consumer and market demands. This called for processes that would enable faster decision-making," said Vishwas Chitale, CEO & CTO, Chitale Dairy.

Last but not the least, Chitale Dairy needed a system that would protect its data and processes and ensure rapid, easy recovery in case of severe operational or IT setbacks. In this respect, the company is a huge supporter of VMware Site Recovery Manager™, as it enables recovery, clean-up, and a return to the original configuration without reverse-replicating the changes.

And, so, Chitale Dairy roped in VMware for the project. VMware was assisted in the implementation by its partner, Sunfire Technologies.

Solutions that harness the power of data

"We worked with the teams from VMware and Sunfire to identify key areas where optimizing the IT infrastructure could take the business to the next level," said Vishwas Chitale.

Chitale Dairy wanted to manage and monitor the factory systems data from the data center and to use the VMware Pulse™ IoT data lake to build analytics applications for proactive systems management. Furthermore, they wanted to ensure security at the IoT sensor level. So, VMware deployed the VMware Pulse™ IoT Center™ solution and a hyperconverged infrastructure. The VMware vSAN™ solution offered virtualized storage, which, together with VMware vSphere's management capabilities and advanced security, allowed seamless data transfer and interaction between applications. Supported by the powerful vCenter technology, which centralized the management of the vSphere environment, and equipped with VMware Site Recovery Manager™, the insights from the data become far more valuable and secure.

"VMware solutions have enabled access and analysis of data to inform business decisions. It has improved efficiencies and given us a solid roadmap for scaling up in future."

VISHWAS CHITALE,
CEO & CTO, CHITALE DAIRY

Multiple business benefits for Chitale Dairy and improved income for its farmers

Equipped with a management platform that offers strong automation and analytics capabilities, Chitale Dairy has improved its operations, achieved scalability, and minimized the risk of impact from unforeseen operational disruptions or IT setbacks. The new robust IT infrastructure offers centralized management, high availability, and interoperability amongst existing systems, and leverages the capabilities of VMware NSX® to provide robust security based on micro-segmentation .

"VMware solutions have given us better control over the plant, allowing us to monitor and manage all processes more effectively. More importantly, we now have a clear roadmap for scaling up business operations rapidly and effectively," said Vishwas Chitale.

The "Cows to Cloud" program, meanwhile, has resulted in a significant increase in milk output. Farmers are producing up to 10 times more milk with less cows and land. By monitoring the cows' health and participating in genetic profiling, farmers can optimize nutrition, prevent the occurrence of diseases, and select the best cows for breeding. The farmers are also able to save time, which they use to invest their earnings into growing cash crops to supplement their dairy income.

The cloud-based approach to IT has helped Chitale Dairy cover 10,000 farmers under the program and to launch many new offerings including artificial insemination, blood profiling and free veterinary services — all of which are helping farmers manage their herds better.

Looking ahead

VMware's team of Technical Account Managers continues to share its expertise to help Chitale Dairy streamline its processes and grow the business further. Since the company has built its digital foundation on VMware, it can accelerate integration of new cloud solutions based on VMware technology and deliver new, innovative services that benefit the company, its dairy farmers, and its customers.

#ChitaleDairy is using #VMware technology to accelerate its journey in becoming India's leading dairy company.