

Namaste India launches deliciously creamy, fresh milk in Bihar, India

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Namaste India, one of India's fastest-growing dairy brands and part of the RSPL Group, announced the launch of its deliciously creamy fresh milk in Bihar, marking a significant expansion in Eastern India. This strategic move is backed by planned investment of Rs 350 crore with the aim to deliver fresh, high-quality, and deliciously creamy milk to consumers across the state through a locally rooted, large-scale dairy ecosystem.

As part of the portfolio, Namaste India will offer a range of fresh milk variants in Bihar, including FCM (Perfect Maza), Standard milk (Shakti Plus), Cow milk etc., available in consumer-friendly and convenient pack sizes of specified pack sizes 500ml, 1L, 6L, etc. The milk variants will be available through an extensive omnichannel distribution network, including retail outlets, Kirana stores, modern trade, institutional channels, and direct distributors across 12 districts/cities of Bihar, including Patna, Gaya, Aurangabad, Navada etc. With competitive pricing, Namaste India aims to make high-quality milk accessible to every household in Bihar.

Namaste India's Bihar operations are built on rigorous quality standards, including multi-level testing protocols, end-to-end cold chain management, and stringent hygiene practices that preserve freshness and nutritional value from farm to home. This initiative is expected to directly benefit 2-3 lakh dairy farmers and 1 lakh families across the state. Through fair-pricing mechanisms and direct procurement systems, Namaste India is empowering local milk producers and strengthening Bihar's rural dairy economy. The brand's commitment to local sourcing ensures that farmers receive fair compensation while consumers get the freshest milk possible.

Speaking about the Bihar launch, Manoj Arora, COO, said: "Bihar is one of India's most promising dairy markets with immense consumption potential. We've observed a significant shift in consumer preference toward branded, hygienic, and quality-assured milk. Namaste India addresses this gap by bringing our signature freshness, taste, and quality standards to Bihar. This is just the beginning – we plan to deepen our presence across the state with Jharkhand, West Bengal, and the 7 sisters in the Northeast."