

mooMark signs strategic MoU with Japan's Akiba Farm Holdings to Launch Premium Gelato Initiative

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mooMark Pvt. Ltd., a wholly owned subsidiary of Stellapps Technologies, has announced the signing of a strategic Memorandum of Understanding (MoU) with Japan's Akiba Farm Holdings to support the development of a premium gelato initiative and a broader dairy innovation collaboration between India and Japan.

The partnership represents a new model of cross-border dairy collaboration, combining mooMark's technology-driven and fully traceable dairy supply chain with Akiba Farm Holdings' expertise in premium gelato craftsmanship and artisanal dairy production.

India is the world's largest milk producer, with annual production exceeding 248 million tonnes. As demand for premium and value-added dairy products grows, the collaboration between mooMark and Narita Dairy Farm will combine India's digital dairy infrastructure and scale with Japan's expertise in artisanal dairy craftsmanship. The partnership will also establish a dedicated innovation mini-lab for premium dairy product development, inspired by the Japanese philosophy of Takumi, centred on mastery and continuous refinement.

Beyond products, the partnership introduces Japanese Total Mixed Ration (TMR) feeding protocols - scientifically balanced systems that improve cattle nutrition, milk yield, and sustainability. Starting with pilot trials, the program will gradually expand across mooMark's smallholder farmer network, combining Japanese dairy expertise with mooMark's digital monitoring systems across the dairy supply chain.

The collaboration was facilitated by Marubeni Corporation, one of Japan's leading trading and investment conglomerates, and has also received support from Japan's Ministry of Economy, Trade and Industry (METI) under its Global South Support Program, which promotes industrial innovation, technology collaboration, and sustainable economic development through international partnerships.

"This partnership reflects the growing strength and global potential of India's digitized dairy ecosystem. By combining mooMark's technology-enabled and fully traceable dairy network with Akiba Farm Holdings' expertise in premium dairy craftsmanship, we aim to build a quality-first model for cross-border dairy innovation. Beyond premium product development, the collaboration also creates opportunities for knowledge exchange, farmer empowerment, and sustainable dairy practices across the value chain," said Ranjith Mukundan, CEO, mooMark Pvt. Ltd.

Hidetake Akiba, Representative Director, Akiba Farm Holdings, said:, "India represents one of the most dynamic and fast-evolving dairy markets globally, with strong potential for premium and value-added dairy innovation. Through this partnership with mooMark, we aim to combine Japanese dairy craftsmanship and farming expertise with India's scale, digital infrastructure, and traceability capabilities to create high-quality premium dairy offerings. Beyond product innovation, we also see significant opportunity in sharing Japanese dairy management practices that can contribute towards improving productivity, sustainability, and milk quality across the broader dairy ecosystem.