

## Moowing is Moving - Homegrown Dairy Startup

Defying all challenges during Covid times home grown dairy startup continued to grow with launch of newer products and expanding boundaries

**Maharashtra, Mumbai, Sep 4, 2021 ([IssueWire.com](http://IssueWire.com))** - Homegrown 3 years old startup Happy Cow Dairy, from Mumbai, was not waiting for anyone. During June 2020, the peak of Covid-19, the team was busy developing milk products to cater large Indian population having the growing aspiration to consume healthy dairy products. Keeping in mind the challenges faced due to loss of income during a pandemic, cost-effectiveness was an important factor for new product development.

Moowing Dahi at a price of milk in 1 kg poly pack was launched on Jiomart's online platform. This followed with the launch of a product on offline stores of India's largest retailer, Reliance in Mumbai. Now company's brand Moowing, products like Dahi, Cow milk, Cheese, Cheddar, Cow Ghee, and Paneer are available in most of the western Indian States. Promoted by Dairy Veterans and a group of angel investors, the company is a good growth example of low-cost, high-quality products. That's why we say,

Moowing is Moving.

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