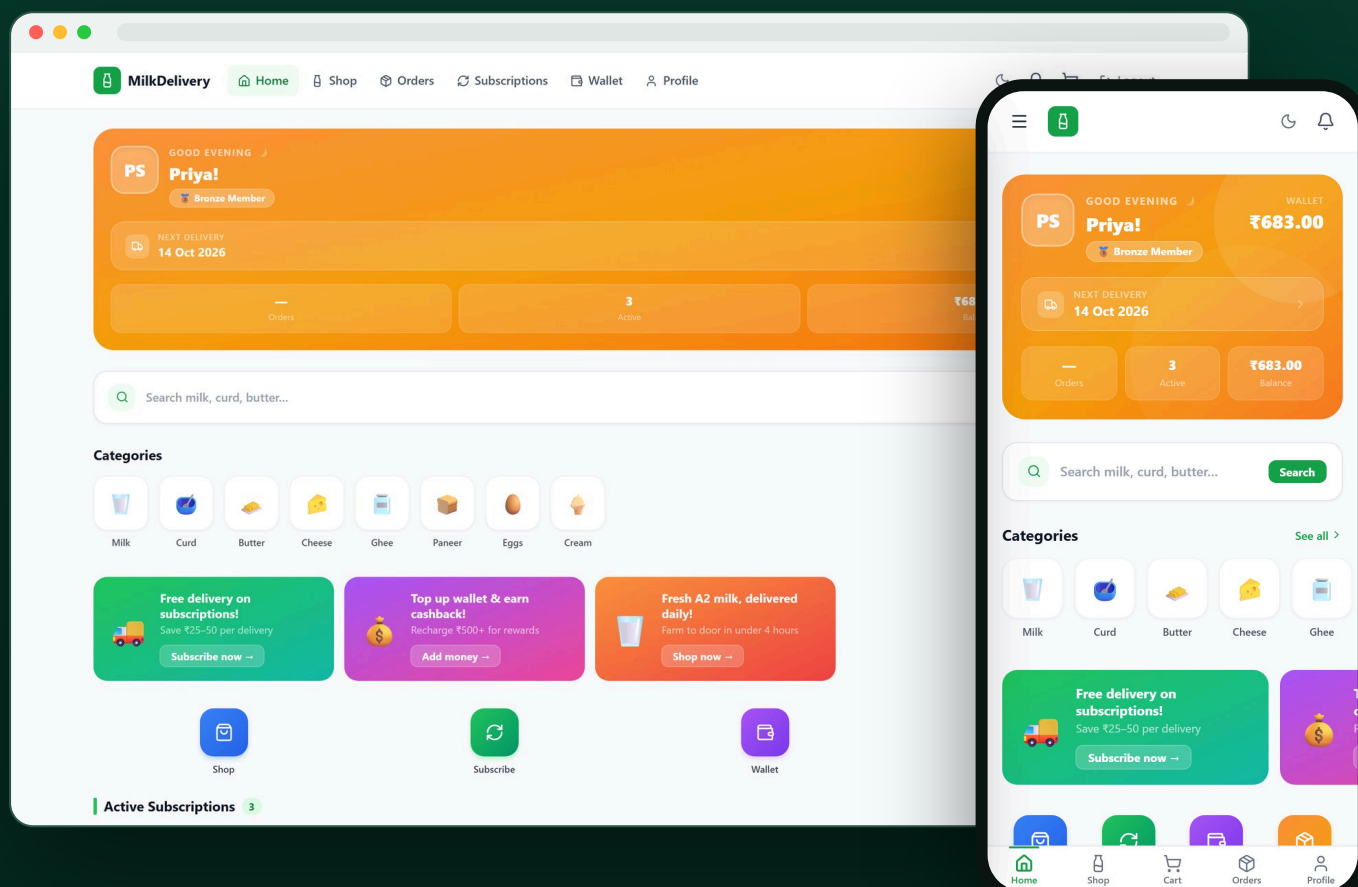




Fresh milk at every door, **every morning** — on autopilot.

Daily subscriptions, a dairy & grocery storefront, prepaid wallets, route-wise delivery and a full admin console — one platform that runs a modern milk-delivery business end to end.



WHY MILKDELIVERY

Everything a dairy delivery business needs.

Customers subscribe once and wake up to fresh milk every day. Your team plans routes, tracks stock and collects payments from one console — and every rupee flows through a prepaid wallet with a full ledger.

127

Orders on today's routes

119

Active subscriptions

97.1%

Delivery success, 30 days

4.3★

Avg rating · 124 reviews

● Live data · 13 Oct 2026

Figures pulled from the running demo database — not mock-ups.

**Smart Subscriptions**

Daily, alternate-day, weekday, weekend or a custom weekly plan — with pause, skip and resume.

**Dairy & Grocery Store**

35 products across 9 categories — milk, curd, paneer, ghee, bakery, eggs and more.

**Prepaid Wallet**

Auto-debit for every delivery, instant refunds and UPI, card or cash for one-time orders.

**Route-wise Delivery**

Morning, afternoon and evening slots, route assignment and a dedicated partner app.

**Inventory & Batches**

Multi-hub stock, batch & expiry tracking, stock ledger and low-stock alerts.

**Admin & Reports**

Orders, customers, subscriptions, coupons, staff and day-wise sales reports.

Built for the 6 AM rush

Subscription orders are generated automatically before dawn, paid from the wallet and grouped by route and slot — so the morning run is planned before anyone wakes up.

Money you can reconcile

Every recharge, debit, refund and cashback is a ledger entry with before/after balances — 6,199 orders and counting, all traceable to the paisa.

EVERYTHING IN ONE PLACE

The platform

Three apps share one database, one wallet and one catalogue — the customer app, the admin console and the delivery partner app.



Subscriptions

Daily / alternate / custom schedules, next-delivery calendar, pause & skip.



Online Store

Categories, search, MRP vs offer price, ratings and a smart cart.



MilkWallet

Quick top-ups, auto-debit, refunds and a full transaction history.



Delivery Slots

Morning, afternoon and evening slots with order cut-offs.



Delivery Partner App

Today's routes, order list, check-in/out, earnings and stats.



Route Planning

Assign partners to routes and slots; live progress per route.



Inventory

Hub-wise stock, batches with expiry, stock ledger, adjustments.



Customer CRM

Profiles, segments & tiers, wallet and order history per customer.



Coupons & Offers

Fixed, percentage and free-delivery coupons with usage limits.



Notifications

Order, delivery, wallet and offer alerts by push and SMS.



Reviews & Feedback

Verified-purchase ratings with automatic average scores.



Sales Reports

Day-wise revenue, order mix, discounts and subscription share.

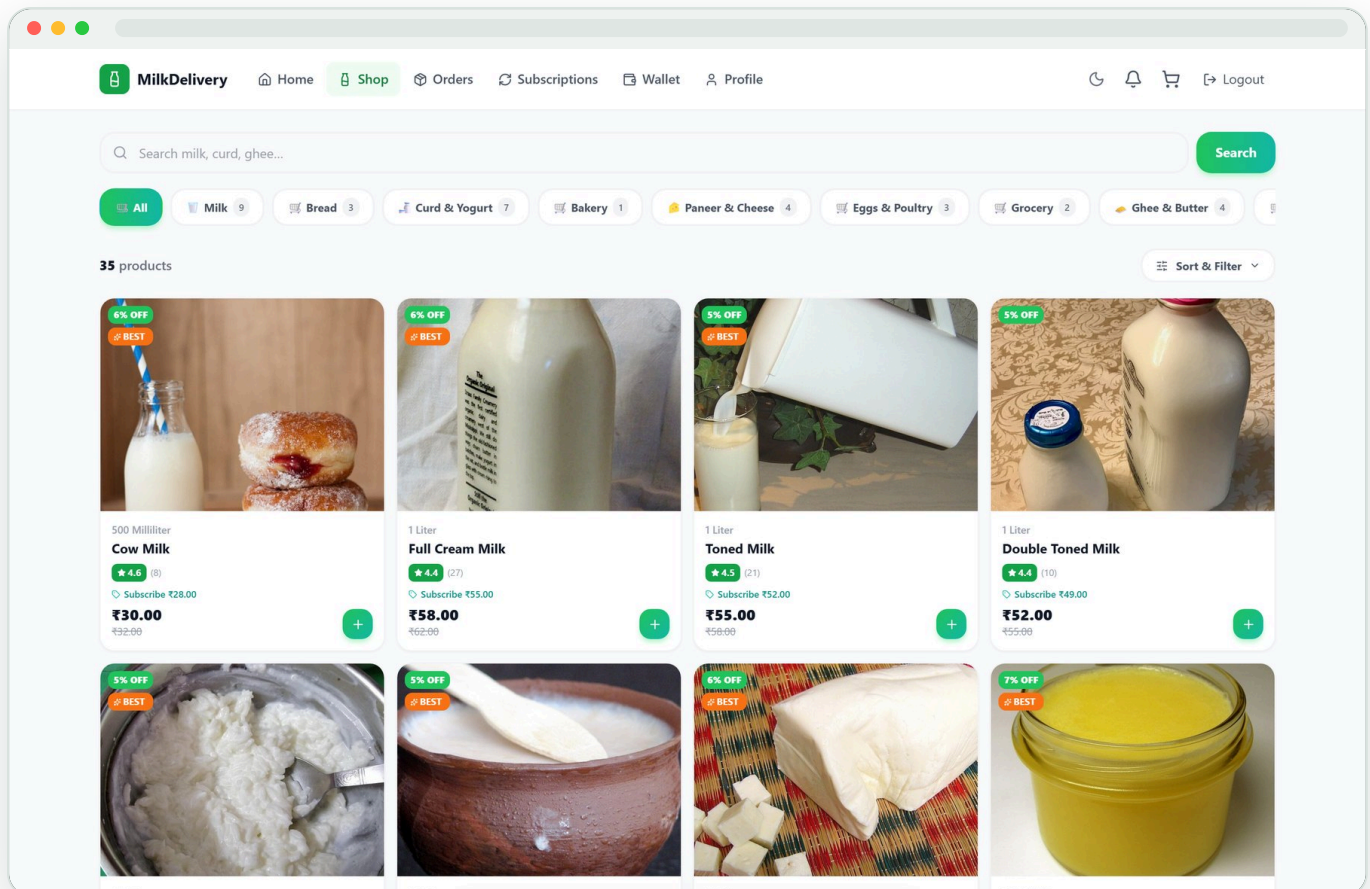


Three roles, one system — Customer, Admin and Delivery Partner logins are separated with JWT role-based access; every price, stock movement and payment is written through stored procedures on SQL Server.

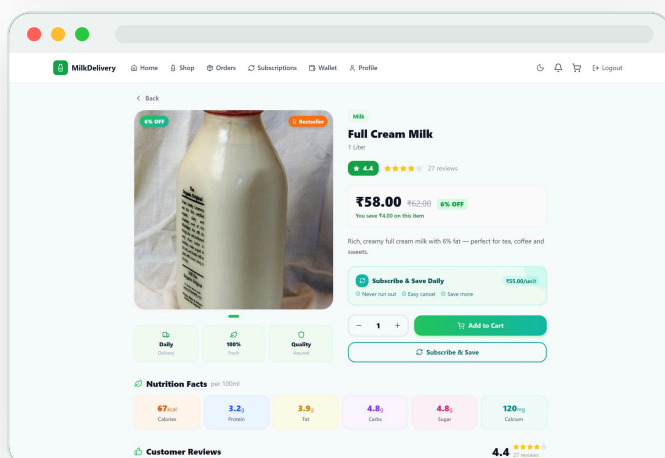
SHOP

A fresh dairy storefront.

Customers browse by category, compare MRP with the offer price, read verified reviews and add to cart or subscribe in one tap.



The shop — categories, offer badges, subscribe prices and one-tap add to cart.



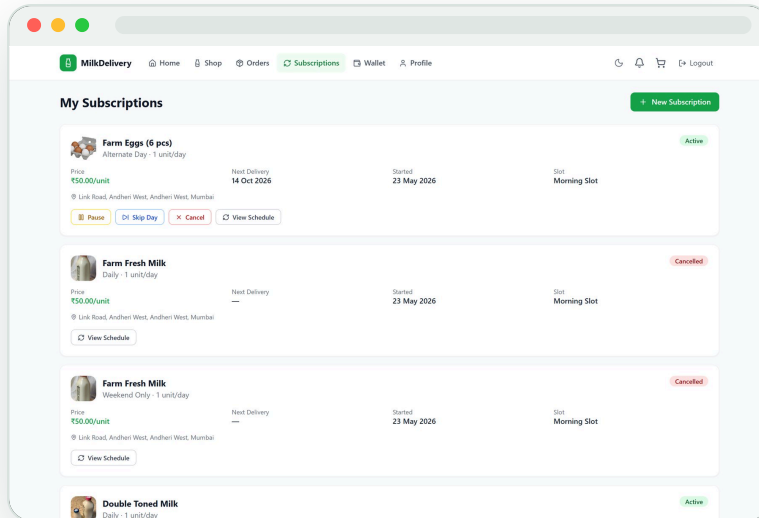
Product page — price, subscribe & save, nutrition facts and reviews.

- ◆ **Category chips & search** across the whole catalogue.
- ◆ **Subscribe & Save** price shown right next to the one-time price.
- ◆ **Nutrition facts** and shelf-life for every SKU.
- ◆ **Verified reviews** with automatic average ratings.
- ◆ **Bestseller & new badges** driven by product flags.

SUBSCRIPTIONS

Set it once. Delivered every day.

The subscription engine turns each plan into an order on every delivery day, pays it from the wallet and keeps a calendar the customer can pause or skip.



My Subscriptions — next delivery, slot, address, pause / skip / cancel.

Active plans by schedule

● Live data · 13 Oct 2026

Daily	81
Alternate Day	17
Custom	15
Weekdays Only	3
Weekend Only	3

119 active subscriptions · 80% of the last 30 days' orders came from subscriptions.

Subscribe

Pick product, quantity, schedule & slot.

4 AM order

Delivery-day order created automatically.

Auto-debit

Paid from MilkWallet, no checkout.

Delivered

Partner delivers with OTP / photo proof.

Monthly bill

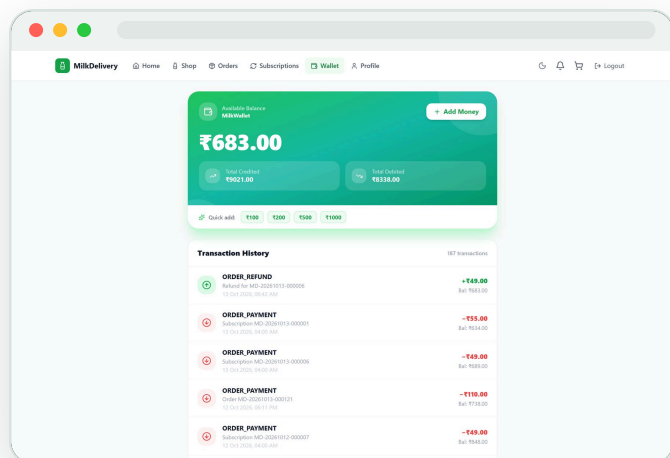
Statement per subscription, per month.

- ◆ **Five schedule types** — daily, alternate day, weekdays, weekends or custom days.
- ◆ **Subscription pricing** lower than the one-time price, set per product.
- ◆ **Vacation pause** with a resume date; skip any single day.
- ◆ **Delivery calendar** shows the next 7 days for every plan.

WALLET & PAYMENTS

Prepaid, cashless, reconciled.

MilkWallet is the heart of recurring revenue: customers top up once, every delivery is debited automatically, and refunds land back instantly.



MilkWallet — balance, quick top-ups and the full transaction history.

Orders by payment mode · last 30 days

• Live data · 13 Oct 2026

Wallet	2,929
UPI	302
Cash on Delivery	177
Credit Card	47
Debit Card	28
Net Banking	19

₹1,17,554 is currently held as prepaid wallet balance across customers.



Auto-debit

Subscription orders never wait for payment — the wallet is charged at order creation.



UPI, cards & COD

One-time orders accept UPI, credit/debit cards, net banking, PhonePe, Paytm or cash.



Double-checked ledger

Every credit and debit stores balance-before and after; negative balances are blocked in the database.

BUSINESS AT A GLANCE

Every number, live from the database.

The demo business below runs on the platform right now — orders, revenue and growth are queried straight from SQL Server.

₹3.15 L

Delivered revenue, 30 days

3,502

Orders, 30 days

₹261

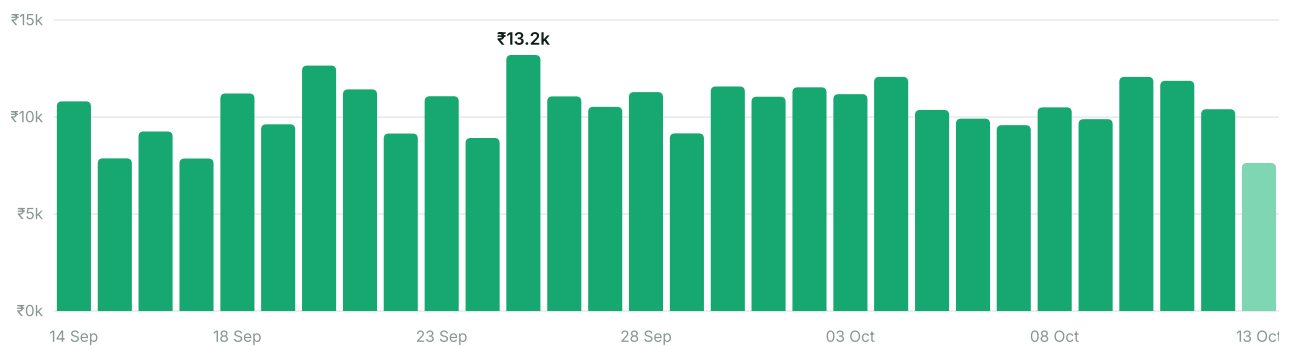
Avg one-time basket

150

Customers in 3 cities

Delivered revenue per day · last 30 days (light bar = today, routes still running)

● Live data · 13 Oct 2026



Top products by revenue



Toned Milk

836 units

₹43,811



Full Cream Milk

759 units

₹42,180



A2 Gir Cow Milk

269 units

₹27,057



A2 Cow Ghee

49 units

₹22,785



Desi Ghee

29 units

₹19,720



Matka Dahi

178 units

₹12,720

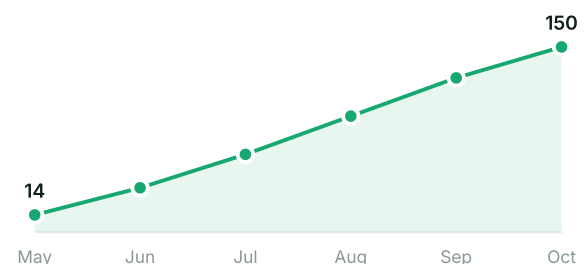
Customers by city

Mumbai 73

Bengaluru 54

Pune 23

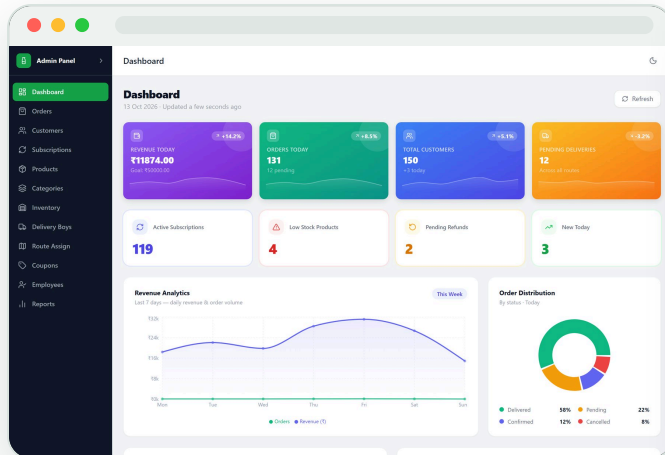
Customer growth



FOR YOUR TEAM

A complete admin console.

Run the whole operation from one place — today's revenue and orders, pending deliveries, low-stock alerts and refunds the moment you log in.



Dashboard — live revenue, orders, customers and pending deliveries.

ORDER #	CUSTOMER	DATE	ITEMS	TOTAL	PAYMENT	STATUS
MD-20201014-000013	Priya Sharma	13 Oct 2020	2	₹210.00	Pending	Confirmed
MD-20201014-000010	Pooja Agarwal	13 Oct 2020	1	₹130.00	Paid	Placed
MD-20201014-000014	Manish Iyer	13 Oct 2020	2	₹127.00	WalletUsed	Confirmed
MD-20201014-000002	Pallavi Pali	13 Oct 2020	2	₹186.00	Pending	Confirmed
MD-20201014-000003	Rohan Sawant	13 Oct 2020	2	₹320.00	Paid	Placed
MD-20201014-000004	Kerthik Reddy	13 Oct 2020	2	₹148.00	WalletUsed	Confirmed
MD-20201014-000007	Dheepak Mahotra	13 Oct 2020	2	₹220.00	Paid	Confirmed
MD-20201014-000017	Manish D Souza	13 Oct 2020	1	₹110.00	Pending	OutForDelivery
MD-20201014-000012	Kiran Moha	13 Oct 2020	2	₹100.00	WalletUsed	Confirmed
MD-20201014-000019	Swati Shetty	13 Oct 2020	3	₹1853.00	Paid	OutForDelivery
MD-20201014-000016	Priyanka Bhatia	13 Oct 2020	1	₹173.00	Paid	OutForDelivery

Orders — filter by status, search by order, phone or customer.

- ✦ **Orders** — every one-time and subscription order with status timeline and payment state.
- ✦ **Subscriptions** — all plans by status with next delivery date and price.
- ✦ **Coupons** — fixed, percentage and free-delivery offers with limits and validity.

- ✦ **Customers** — segments, tiers, wallet balance, order history and wallet credits.
- ✦ **Products & categories** — prices, subscription prices, variants and images.
- ✦ **Staff** — employees, roles and delivery partners in one directory.

CUSTOMER	PHONE	SEGMENT	WALLET	ORDERS	JOINED	STATUS
Pooja Pawar	9820105969	Regular	₹0.00	0	13 Oct 2020	Active
Meera Shetty	9820105143	Regular	₹500.00	0	13 Oct 2020	Active
Pooja Nair	9820105106	Regular	₹500.00	0	13 Oct 2020	Active
Kiran Pillai	9820101887	Trial	₹0.00	1	12 Oct 2020	Active
Ajay Moha	9820101591	Regular	₹0.00	0	12 Oct 2020	Active
Ajman Khanna	9820100259	Trial	₹951.00	1	12 Oct 2020	Active
Akash Nair	9820101073	Trial	₹945.00	1	12 Oct 2020	Active
Aditi Chopra	9820103256	Regular	₹896.00	3	11 Oct 2020	Active
Gauri Desai	9820104958	Trial	₹445.00	1	11 Oct 2020	Active
Meera Kulkarni	9820101110	Trial	₹445.00	1	11 Oct 2020	Active
Harshad Kulkarni	9820101443	Trial	₹1090.00	2	10 Oct 2020	Active
Kiran Bhatia						

Customers — segment, wallet, orders and join date.

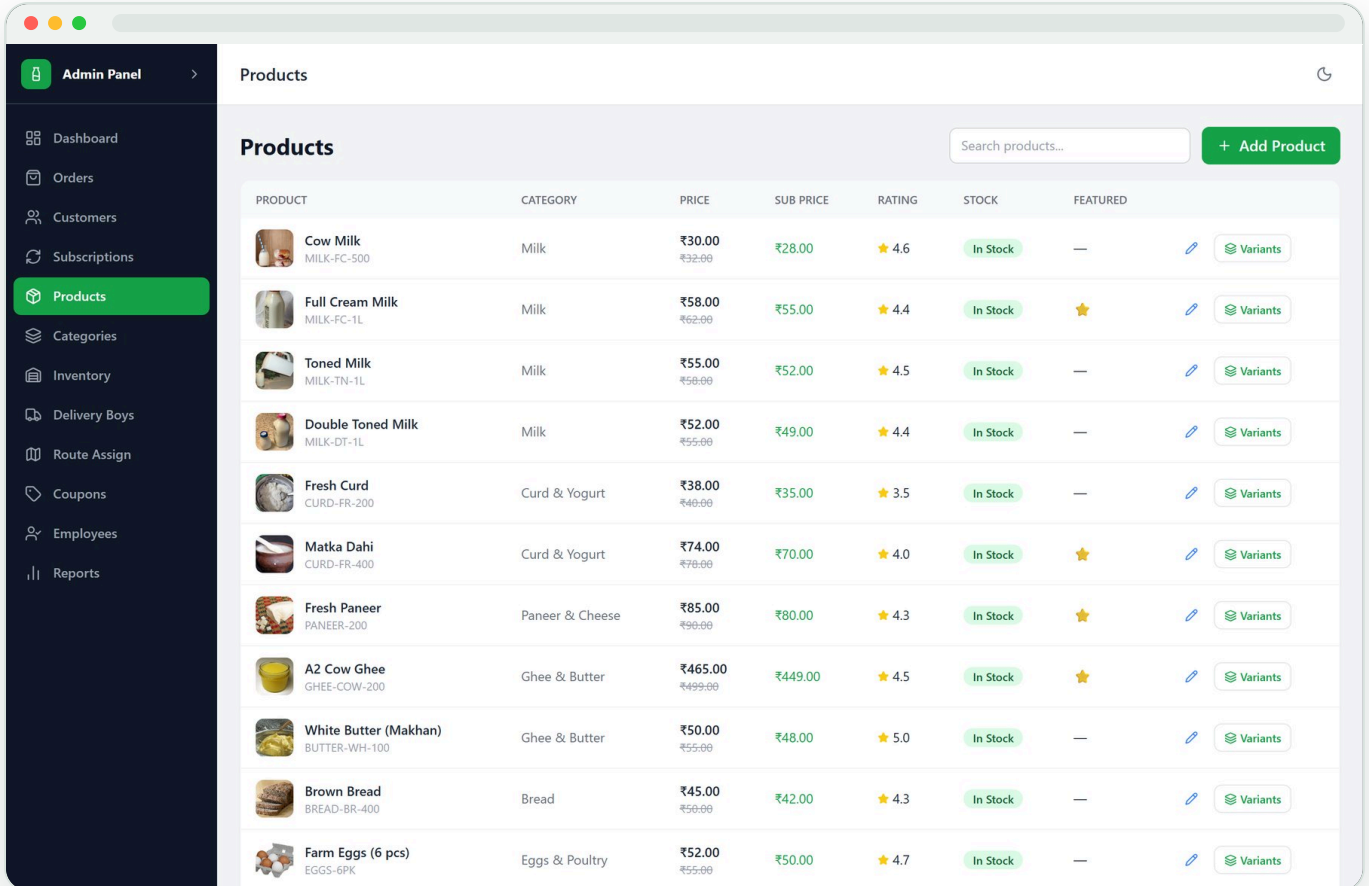
PRODUCT	CUSTOMER	TYPE	QTY	PRICE	NEXT DELIVERY	STATUS
Double Toned Milk	Ajman Khanna	Daily	1	₹49.00	14 Oct 2020	Active
Full Cream Milk	Akash Nair	Daily	1	₹55.00	14 Oct 2020	Active
Full Cream Milk	Meera Kulkarni	Daily	1	₹55.00	14 Oct 2020	Active
Sandwich Bread	Aditi Chopra	Custom	1	₹36.00	—	Pending
Full Cream Milk	Kiran Bhatia	Daily	1	₹55.00	14 Oct 2020	Active
Full Cream Milk	Gauri Desai	Daily	1	₹55.00	14 Oct 2020	Active
Toned Milk	Aditi Chopra	Daily	1	₹52.00	14 Oct 2020	Active
Cow Milk	Ajman Murthy	Alternate Day	2	₹28.00	15 Oct 2020	Active
Toned Milk	Nehal Iyer	Daily	1	₹52.00	14 Oct 2020	Active
Masala Chai	Gauri Mahotra	Daily	1	₹20.00	14 Oct 2020	Active
Farm Eggs (6 pcs)	Vivak Iyer	Daily	1	₹50.00	14 Oct 2020	Active

Subscriptions — every plan with schedule, price and status.

CATALOGUE & INVENTORY

Stock you can trust, hub by hub.

Manage the catalogue and know exactly what is on the shelf in every hub — with batch numbers, expiry dates and a movement ledger behind every number.

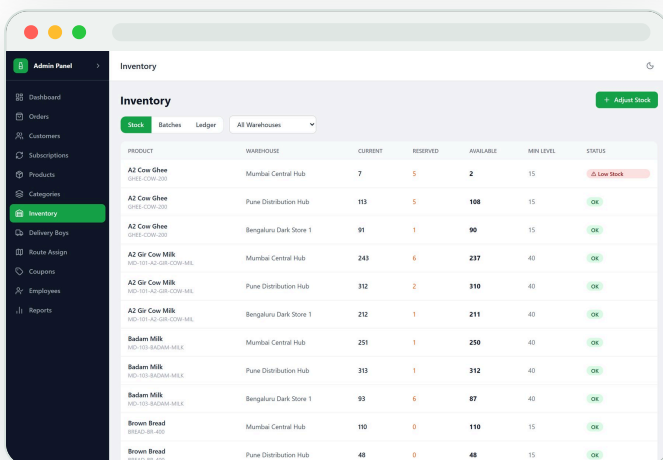


Products

Search products... [+ Add Product](#)

PRODUCT	CATEGORY	PRICE	SUB PRICE	RATING	STOCK	FEATURED		
Cow Milk MILK-FC-500	Milk	₹30.00 ₹32.00	₹28.00	★ 4.6	In Stock	—		Variants
Full Cream Milk MILK-FC-1L	Milk	₹58.00 ₹62.00	₹55.00	★ 4.4	In Stock	★		Variants
Toned Milk MILK-TN-1L	Milk	₹55.00 ₹56.00	₹52.00	★ 4.5	In Stock	—		Variants
Double Toned Milk MILK-DT-1L	Milk	₹52.00 ₹55.00	₹49.00	★ 4.4	In Stock	—		Variants
Fresh Curd CURD-FR-200	Curd & Yogurt	₹38.00 ₹40.00	₹35.00	★ 3.5	In Stock	—		Variants
Matka Dahi CURD-FR-400	Curd & Yogurt	₹74.00 ₹76.00	₹70.00	★ 4.0	In Stock	★		Variants
Fresh Paneer PANEER-200	Paneer & Cheese	₹85.00 ₹90.00	₹80.00	★ 4.3	In Stock	★		Variants
A2 Cow Ghee GHEE-COW-200	Ghee & Butter	₹465.00 ₹499.00	₹449.00	★ 4.5	In Stock	★		Variants
White Butter (Makhan) BUTTER-WH-100	Ghee & Butter	₹50.00 ₹55.00	₹48.00	★ 5.0	In Stock	—		Variants
Brown Bread BREAD-BR-400	Bread	₹45.00 ₹50.00	₹42.00	★ 4.3	In Stock	—		Variants
Farm Eggs (6 pcs) EGGS-6PK	Eggs & Poultry	₹52.00 ₹55.00	₹50.00	★ 4.7	In Stock	—		Variants

Products — photo, category, price vs subscription price, rating, stock and featured flag.



Inventory

[Stock](#) [Batches](#) [Ledger](#) [All Warehouses](#) [+ Adjust Stock](#)

PRODUCT	WAREHOUSE	CURRENT	RESERVED	AVAILABLE	MIN LEVEL	STATUS
A2 Cow Ghee GHEE-COW-200	Mumbai Central Hub	7	5	2	15	⚠ Low Stock
A2 Cow Ghee GHEE-COW-200	Pune Distribution Hub	113	5	108	15	OK
A2 Cow Ghee GHEE-COW-200	Bengaluru Dark Store 1	91	1	90	15	OK
A2 Gir Cow Milk MD-101-A2-GIR-COW-MIL	Mumbai Central Hub	243	6	237	40	OK
A2 Gir Cow Milk MD-101-A2-GIR-COW-MIL	Pune Distribution Hub	312	2	310	40	OK
A2 Gir Cow Milk MD-101-A2-GIR-COW-MIL	Bengaluru Dark Store 1	212	1	211	40	OK
Badam Milk MD-101-BADAM-MILK	Mumbai Central Hub	251	1	250	40	OK
Badam Milk MD-101-BADAM-MILK	Pune Distribution Hub	313	1	312	40	OK
Badam Milk MD-101-BADAM-MILK	Bengaluru Dark Store 1	93	6	87	40	OK
Brown Bread BREAD-BR-400	Mumbai Central Hub	110	0	110	15	OK
Brown Bread BREAD-BR-400	Pune Distribution Hub	48	0	48	15	OK

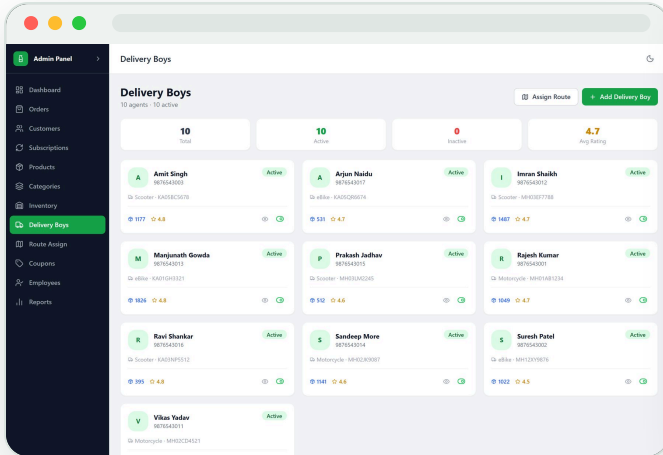
Inventory — current, reserved and available stock per hub with low-stock flags.

- ◆ **Multi-hub stock** — Mumbai, Pune and Bengaluru hubs tracked separately.
- ◆ **Batches & expiry** for perishables, received fresh every morning.
- ◆ **Stock ledger** — every IN, OUT and adjustment updates stock automatically.
- ◆ **Low-stock alerts** — 4 SKUs flagged on today's dashboard.
- ◆ **Variants** — sell 500 ml, 1 L and family packs of the same product.

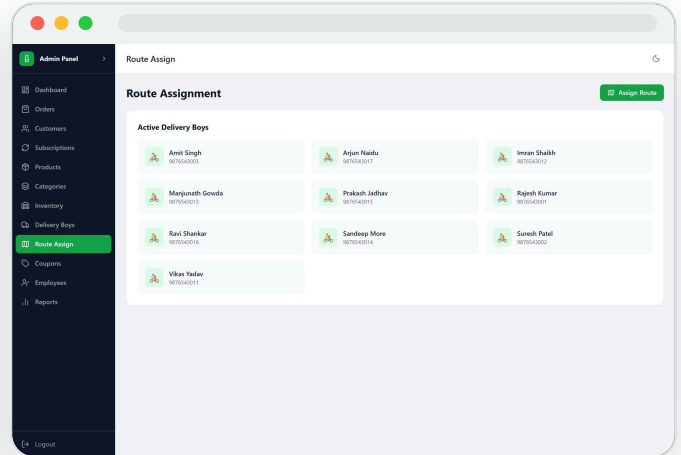
DELIVERY OPERATIONS

Routes, slots and a partner app.

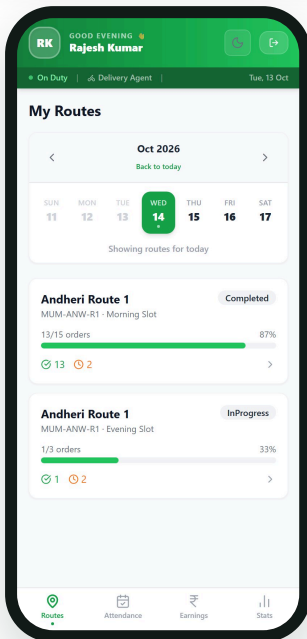
Assign partners to routes and slots, follow progress through the morning, and give every rider a simple mobile app for their day.



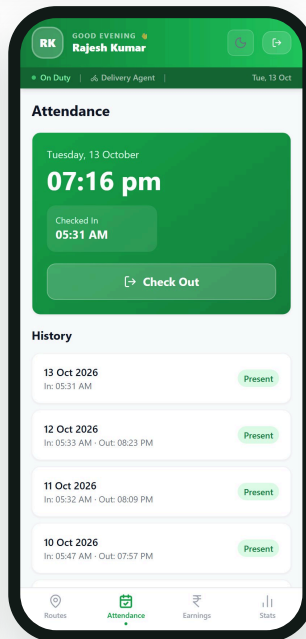
Delivery partners — vehicle, deliveries, rating and status.



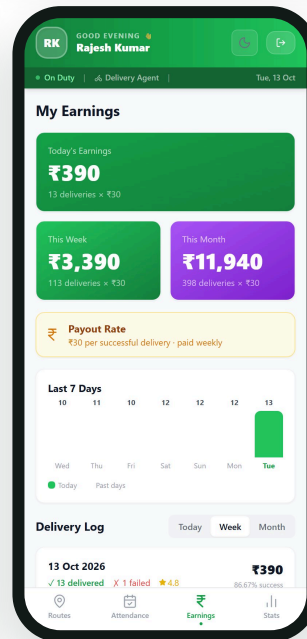
Route assignment — today's partners per route and slot.



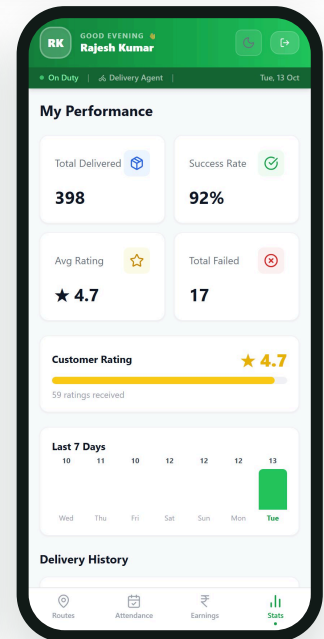
Today's routes



Check-in / out



Earnings



Performance

Top delivery partners · last 30 days

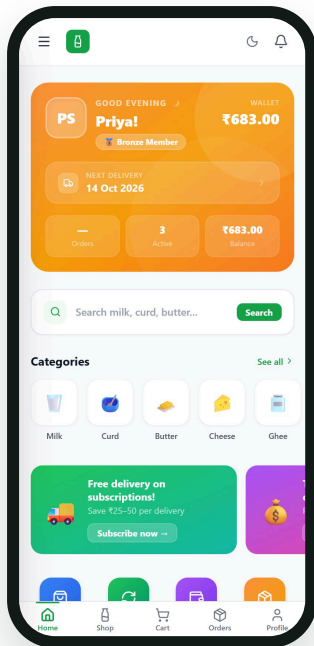
● Live data · 13 Oct 2026

#	Partner	Delivered	Success	Rating
1	Manjunath Gowda	643	95.8%	4.71★
2	Imran Shaikh	594	94.6%	4.70★
3	Amit Singh	457	92.9%	4.75★
4	Suresh Patel	441	95.0%	4.71★
5	Rajesh Kumar	398	92.3%	4.73★

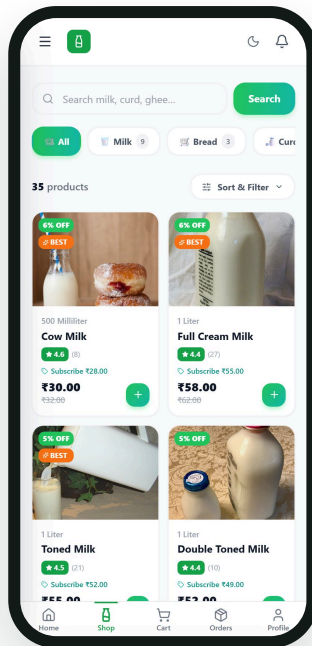
ON THE GO

Made for the phone in your customer's hand.

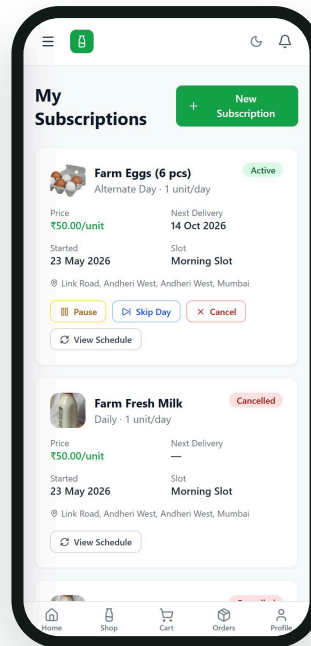
The customer app is fully responsive — order, subscribe, pause and top up from any device, with a bottom bar built for thumbs.



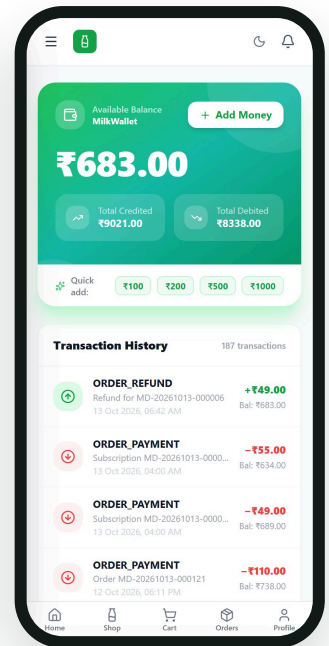
Home



Shop



Subscriptions



Wallet

- ◆ **Home at a glance** — greeting, wallet balance, next delivery and active plans.
- ◆ **Light & dark themes** built in.
- ◆ **One-tap reorder** from any past order.
- ◆ **Notifications** for out-for-delivery, delivered, refunds and offers.

HOW IT WORKS

From sign-up to the doorstep.

The everyday journey on MilkDelivery — every step is live in the demo, end to end.

1

Sign up in seconds

Phone number and password; a wallet is created automatically with the account.

Phone login

Auto wallet

Saved address

2

Top up & subscribe

Add money to MilkWallet and choose products, quantity, schedule and delivery slot.

UPI top-up

5 schedules

3 slots

3

Orders generate themselves

Every delivery day at 4 AM the engine creates the order and debits the wallet.

Auto-order

Auto-debit

Skip / pause

4

Route-wise delivery

Orders are grouped by route and slot; partners deliver with OTP, photo or contactless proof.

Route plan

OTP proof

Live status

5

Track, rate & repeat

Customers get notifications, rate products and receive a monthly statement per plan.

Notifications

Reviews

Monthly bill

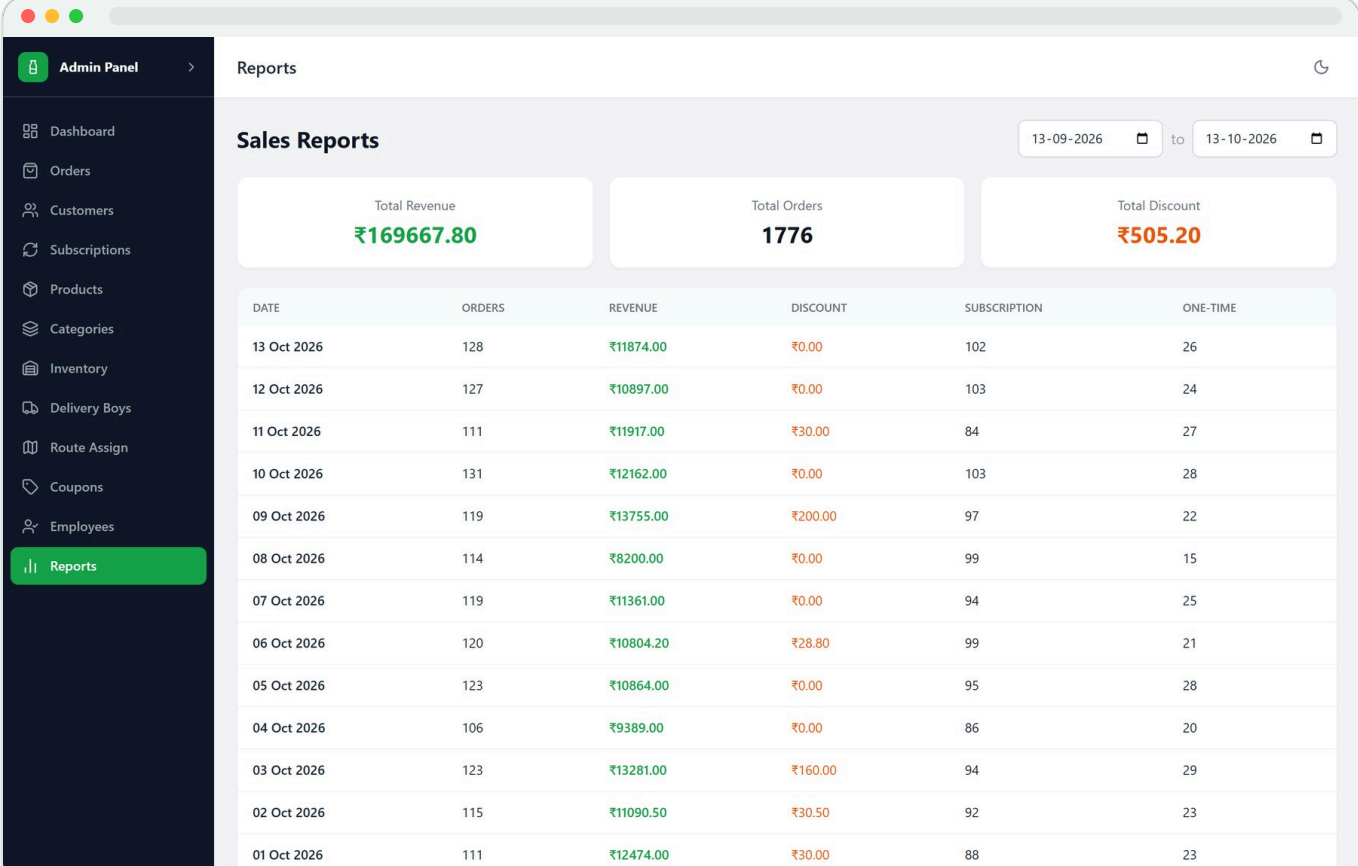
**Reliable at every step**

Role-based logins, server-side pricing, wallet balances that can never go negative, refund tracking and a full status history on every order — so customers and your team always see the same truth.

REPORTS & GROWTH

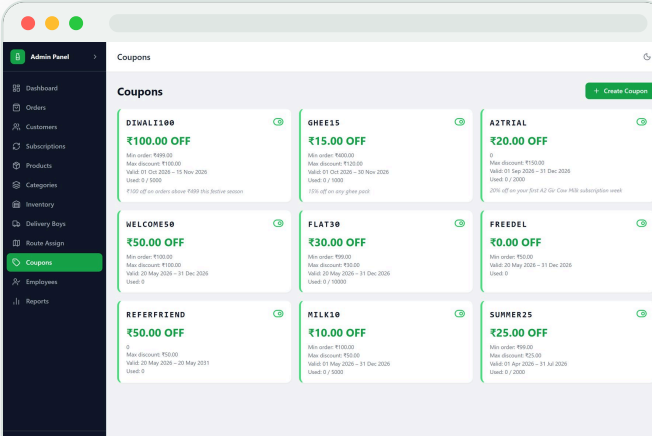
Know what sells. Grow what works.

Day-wise sales reports show revenue, order mix and discounts; coupons and notifications bring customers back.



DATE	ORDERS	REVENUE	DISCOUNT	SUBSCRIPTION	ONE-TIME
13 Oct 2026	128	₹11874.00	₹0.00	102	26
12 Oct 2026	127	₹10897.00	₹0.00	103	24
11 Oct 2026	111	₹11917.00	₹30.00	84	27
10 Oct 2026	131	₹12162.00	₹0.00	103	28
09 Oct 2026	119	₹13755.00	₹200.00	97	22
08 Oct 2026	114	₹8200.00	₹0.00	99	15
07 Oct 2026	119	₹11361.00	₹0.00	94	25
06 Oct 2026	120	₹10804.20	₹28.80	99	21
05 Oct 2026	123	₹10864.00	₹0.00	95	28
04 Oct 2026	106	₹9389.00	₹0.00	86	20
03 Oct 2026	123	₹13281.00	₹160.00	94	29
02 Oct 2026	115	₹11090.50	₹30.50	92	23
01 Oct 2026	111	₹12474.00	₹30.00	88	23

Sales report — revenue, orders and discounts per day, subscription vs one-time.



Coupon Code	Discount	Min Order	Max Discount	Valid From	Valid To
DIWALI100	₹100.00 OFF	₹499.00	₹100.00	01 Oct 2026	15 Nov 2026
GHEE15	₹15.00 OFF	₹400.00	₹15.00	01 Oct 2026	30 Nov 2026
A2TRIAL	₹20.00 OFF	₹100.00	₹20.00	01 Sep 2026	31 Dec 2026
WELCOME50	₹50.00 OFF	₹100.00	₹100.00	01 May 2026	31 Dec 2026
FLAT30	₹30.00 OFF	₹50.00	₹30.00	01 May 2026	31 Dec 2026
FREEDOLL	₹0.00 OFF	₹50.00	₹0.00	01 May 2026	31 Dec 2026
REFERFRIEND	₹50.00 OFF	₹100.00	₹50.00	01 May 2026	31 May 2027
MLK10	₹10.00 OFF	₹100.00	₹10.00	01 May 2026	31 Dec 2026
SUMMER25	₹25.00 OFF	₹50.00	₹25.00	01 Apr 2026	31 Jul 2026

Coupons — festive offers, first-order and free-delivery codes.

- ◆ **Date-range sales reports** with totals for revenue, orders and discount.
- ◆ **Subscription vs one-time** split for every day.
- ◆ **Festive coupons** like DIWALI100 with min-order and per-user limits.
- ◆ **Referral codes** for every customer.
- ◆ **Push & SMS offers** straight to the customer's phone.

GET STARTED

See MilkDelivery live.

We walk you through the platform, set it up with your brand, products and areas, and support you through launch.

1

Live demo

A guided walkthrough of the customer app, admin console and partner app on real data.

2

Setup & branding

Your logo, colours, products, prices, hubs, routes and delivery slots configured.

3

Launch & support

Deployment, data migration and hands-on support after go-live.

COMPANY

Sysfo Software Solutions Pvt Ltd

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+91 76074 20009

EMAIL

info@sysfosolutions.com

PRODUCT

MilkDelivery

- ✓ Subscriptions with pause & skip
- ✓ Dairy & grocery storefront
- ✓ Inventory with batches & expiry
- ✓ Prepaid wallet with auto-debit
- ✓ Routes, slots & partner app
- ✓ Admin console & sales reports