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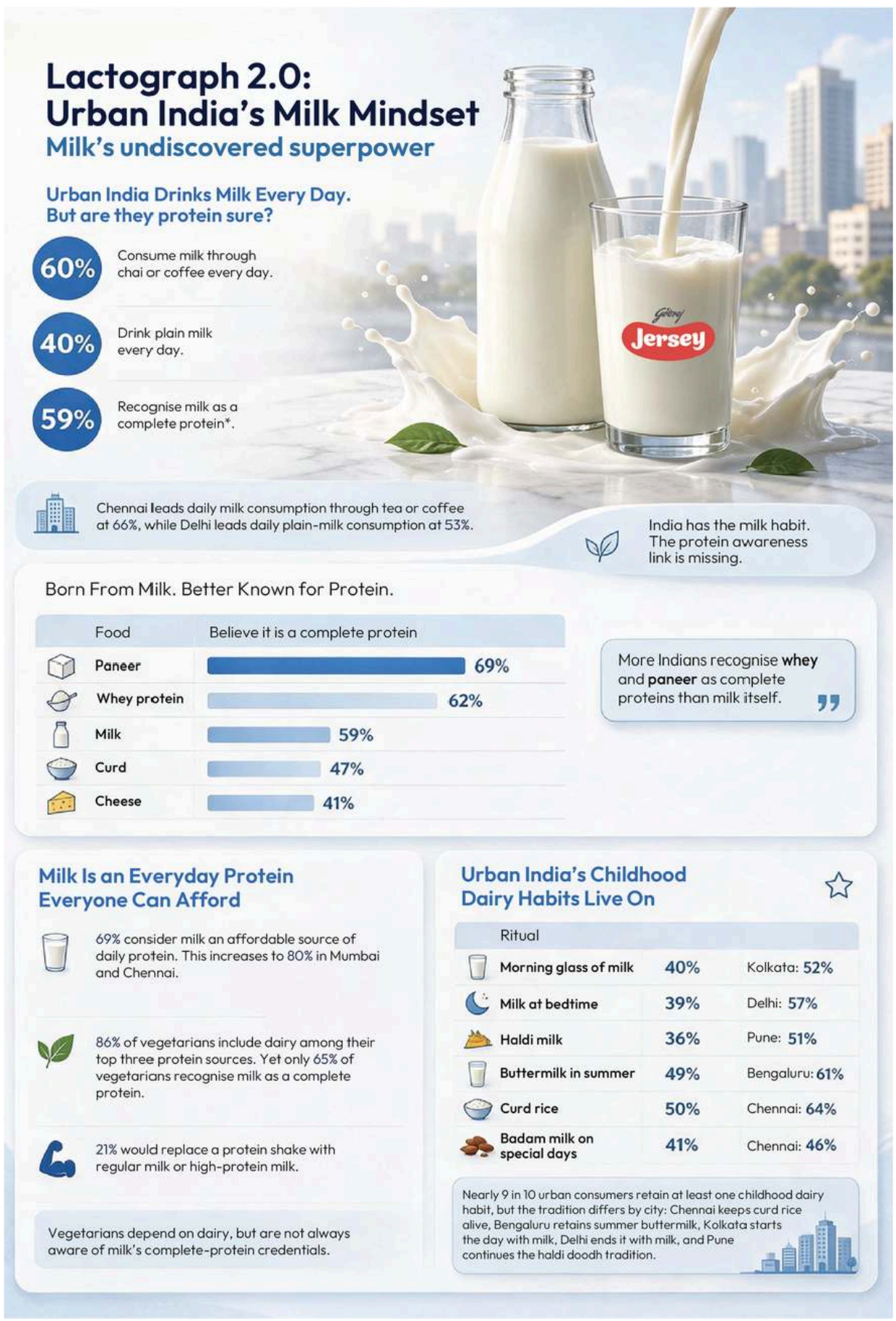
Godrej Jersey's Lactograph 2.0 Finds 8 in 10 Chennai Consumers See Milk as an Affordable Everyday Protein

CHENNAI – 28 Nov, 2026 Milk runs through the day in Chennai, from the morning filter coffee to a glass at bedtime. On National Milk Day, Godrej Jersey released Lactograph 2.0, the new edition of its Lactograph report, which follows the edition released in the previous year. The study, conducted by YouGov, looks at dairy consumption habits across eight Indian cities. In Chennai, the findings show a city that sees milk as an affordable, everyday source of protein.



affordable enough to consume as a daily protein source. The habit behind it is strong too: 66% have milk through tea or coffee every day, the highest level among the major surveyed cities, and 47% drink plain milk every day. 61% recognise milk as a complete protein, one that carries all the essential building blocks the body cannot make on its own. This leaves room to help more households see how much the milk they already have every day can contribute to their daily protein.

Chennai is also ahead on high-protein milk, with 31% consuming it regularly compared with 25% across the overall sample. Tradition stays strong as well: 49% retain the childhood habit of having milk at bedtime.

Gaurav Pande, CEO, Godrej Jersey, says: "Chennai shows how deeply milk is built into everyday life, from the morning filter coffee to a glass at bedtime. With 80% of consumers seeing milk as an affordable daily protein, the habit and the trust are already in place. The opportunity now is to help more households recognise the complete protein in the milk they already have, and to build on Chennai's lead in high-protein milk."

This National Milk Day, Lactograph 2.0 shows that Chennai already has the habit, the affordability and the openness to protein in milk. The next step is knowing how much protein is already in the glass.

Key Findings

80% of Chennai consumers consider milk affordable enough to consume as a daily protein source.

66% have milk through tea or coffee every day, the highest level among the major surveyed cities, and 47% drink plain milk every day.

61% recognise milk as a complete protein, one that carries all the essential building blocks the body cannot make on its own.

31% consume high-protein milk regularly, compared with 25% across the overall sample.

49% retain the childhood habit of having milk at bedtime.