



GOODNESS OF
COW'S MILK
FOR EVERY HOME.



all images are for illustration purpose only

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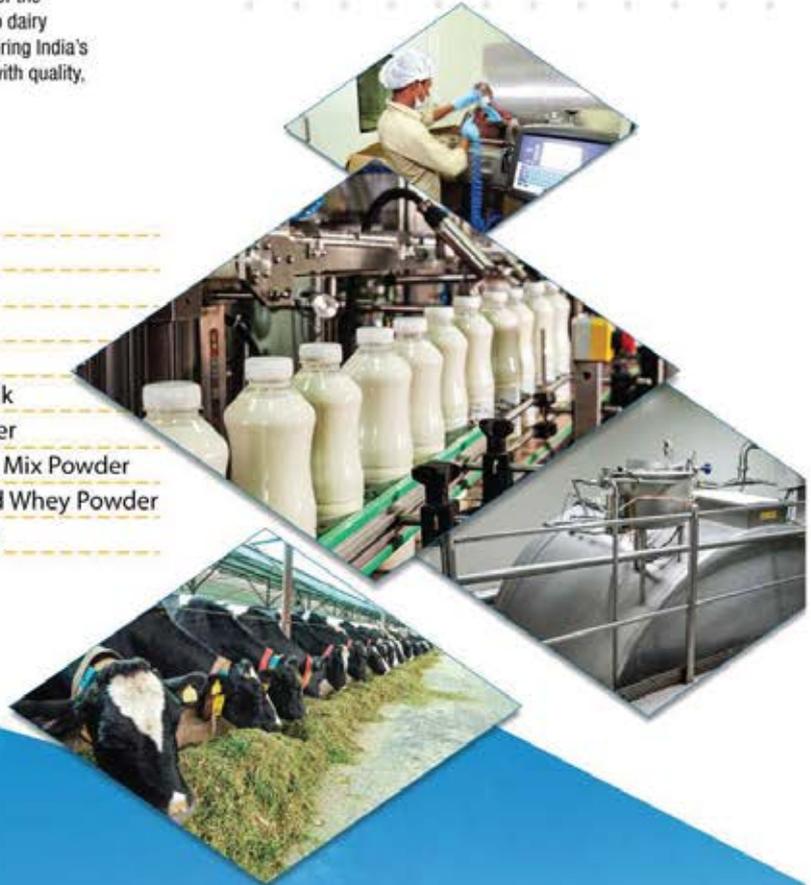


Who we are.

Parag Milk Foods Ltd. (PMFL) is one of India's largest dairy Fast-moving Consumer Goods (FMCG) player with an array of milk and milk-based products made from 100% cow's milk. It leads the dairy FMCG space with several innovative and unique value-added products that meet the customers' varied needs. Born of the "new-age milkman" Mr. Devendra Shah's vision to help dairy farmers by collecting surplus milk on 'milk holidays' during India's White Revolution days, PMFL is now a brand equated with quality, nutrition, integrity, and the Indian ethos.

Our brands have a huge portfolio of products like:

Ghee	UHT Milk
Paneer	Butter
Processed Cheese	Dahi
Cheddar Cheese	Fresh Milk
Mozzarella Cheese	Fresh Cream
Parmesan Cheese	Flavoured Milk
Gouda Cheese	Dairy Whitener
Colby Cheese	Gulab Jamun Mix Powder
Monterrey Jack Cheese	Skimmed and Whey Powder
Orange Cheddar Cheese	Go Milkshake



Milk and much, much more at PMFL.

Our unique customer value proposition distinguishes us in multiple ways, starting with our products made from 100% cow's milk. Our products provide health and wholesome nutrition with superior quality.

At PMFL, that is just where we begin. There is much more to milk and what we do with it.

Knowledge-driven

We own India's largest cow farm (Bhagalaxmi Dairy Farms, Manchar, Pune), which serves as an R&D Centre for developing the best practices in livestock management. We use this knowledge to educate farmers and help them improve their per cow yield.

We directly collect milk from more than 2 lakh farmers. Being in control of the supply gives us the ability to innovate and execute different product lines with greater ease and comfort.

Innovative

We continue to innovate on the products, packaging and marketing fronts to offer superior value additions that reflect the evolving preferences of our customers across various segments. We have achieved several firsts in the Indian dairy sector through our products and marketing initiatives.

Well-connected

We have nurtured our relationships with farmers and other channel partners over several decades, creating a community that has grown together. On the other side, growing the number of our retail touchpoints has helped improve our consumer connect and brand recognition. We are using new-age marketing initiatives and platforms to engage with the modern consumer of today.



Obsessed with Quality

With state-of-the-art technology at the heart of our manufacturing facilities, some of which are fully automated to eliminate human touch until the delivery stage. The quality of our products inspires trust. We are a grass-to-glass dairy company with the integration of technology throughout our value chain.

Integrated

We run an integrated value chain that allows us to control all key processes from procurement and supply to processing and distribution, maintaining the highest standards of quality and delivery throughout.

Growing

We have built world-class manufacturing and processing infrastructure, with facilities in Manchar (Maharashtra), Palamaner (Andhra Pradesh) and Sonipat (Haryana) strategically located to support the livestock-rich communities nearby. Also our milk-processing capacity of 2.9 million litres is strongly augmented by our distribution capabilities through two differentiated models - one for fresh products and another for value-added products - targeting various consumer segments.

Responsible

We have the following health, environment and quality certifications - EMS ISO 14001:2015, FSMS ISO 22000:2005, EMS ISO 5001:2011 and OHSAS 18001:2007.





Because tradition begins with food.

Gowardhan is a brand that PMFL started its business with. It comprises products that are consumed daily in a traditional Indian family. It is targeted towards housewives, invoking a sense of festivity and associations with customs and traditions, adding life. Starting with 100% cow's milk, the brand underwent a category expansion into ghee, paneer (cottage cheese), curd, butter and dairy whitener. The core rationale for the brand is the nutrition available through cows' milk, and the promise of quality and purity.





Soft in texture. Rich in aroma.
Delicious in taste.

Gowardhan ghee is produced in a modern dairy plant using time-tested recipes to capture the full flavour and aroma of cow's ghee. What's more, with high levels of polyunsaturated fats, Gowardhan ghee isn't just tasty, it's healthy too.



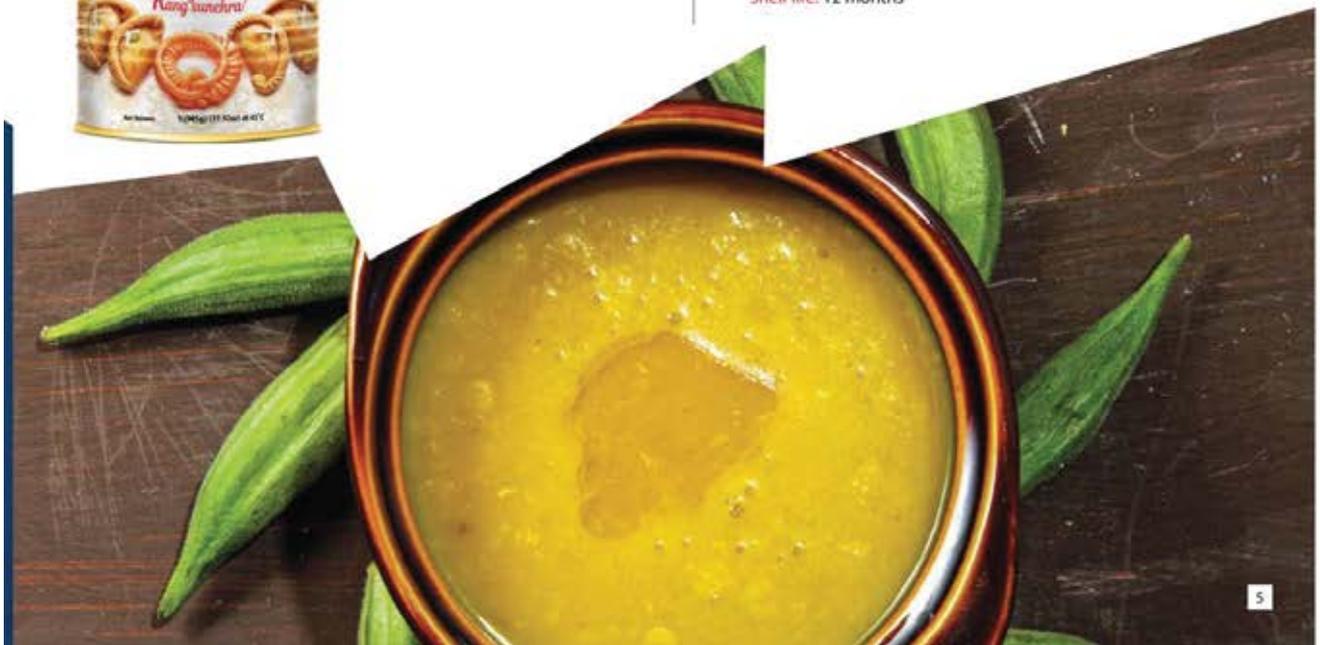
Gowardhan Swarna Ghee
Swarna Ghee is the sub brand of Gowardhan Ghee | Made from cow's milk procured from south India | Delightfully aromatic & distinctively granule | Rich source of natural vitamins & beta-carotene | Crafted with care in a high-tech dairy plant using a traditional recipe | Store at ambient temperature
Available in: 50ml, 100ml, 200ml, 500ml & 1ltr Jar
Shelf life: 12 months



Gowardhan Ghee
100% Pure clarified milk fat | Sweet aroma of pure ghee
No added colour | Store at ambient temperature
Available in: Jar - 100ml, 200ml, 500ml, 1ltr, 5ltr, 10kg | PP: 500ml & 1ltr | BB: 100ml | Tin: 500ml, 1000ml, 2000ml & 5000ml | Ceka pack: 500ml, 1000ml
Shelf life: 12 months



Gowardhan Ghee
100% Pure clarified milk fat | Sweet aroma of pure ghee | No added colour | Store at ambient temperature
Available in: Tin - 5kg & 10kg
Shelf life: 12 months





There is no substitute for milk.

Just as there are super foods, there are super drinks. And one of them is milk, especially from the Gowardhan range. From rich, thick and healthy to fresh toned and specially designed for tea/coffee drinkers, if it has to be milk it has to be Gowardhan.





Gold (West & South Region)
 Homogenized & pasteurized cow's milk having fat 3.5% & SNF 8.5% | High in calcium & rich in protein | Store under refrigeration at 4°C
Available in: 200ml, 250ml, 500ml, 1ltr & 6ltr.
Shelf life: 2 days



Pure (North Region)
 Homogenized & pasteurized cow's milk having fat 3.5% & SNF 8.5% | High in calcium & rich in protein | Store under refrigeration at 4°C
Available in: 200ml, 500ml & 1ltr
Shelf life: 2 days



Fresh
 Homogenized & pasteurized toned milk | Having fat 3.0% and SNF 8.5% | Made from pure cow's milk | High calcium content & rich in protein | Store under refrigeration at 4°C
Available in: 250ml, 500ml, 1ltr & 6ltr
Shelf life: 2 days



Tea Star
 Homogenized & pasteurized double toned milk having fat 1.8% & SNF 9.1% | Made from pure cow's milk | High in calcium & rich in protein | Store under refrigeration at 4°C
Available in: 250ml, 500ml, 1ltr & 6ltr
Shelf life: 2 days





Fit & Lite

Homogenized & pasteurized double toned milk having fat 1.8% & SNF 9.0% | Made from pure cow's milk | High in calcium & rich in protein | Store under refrigeration at 4°C
Available in: 500ml
Shelf life: 2 days



Vital

Homogenized & pasteurized standardized milk having fat 4.5% and SNF 8.5% | Made from pure cow's milk | High calcium content & rich in protein | Store under refrigeration at 4°C
Available in: 200ml, 500ml & 1ltr
Shelf life: 2 days



Vital Plus

Homogenized & pasteurized standardized milk having fat 4.5% and SNF 8.5% | Made from pure cow's milk | High calcium content & rich in protein | Store under refrigeration at 4°C
Available in: 180ml, 500ml & 1ltr
Shelf life: 2 days





Buttermilk
 Made from pasteurized cow's skimmed milk | Contains active culture | Store under refrigeration at 4°C
Available in: 400ml, 500ml & 6ltr
Shelf life: 3 days



Masala Buttermilk
 Made from pasteurized cow's skimmed milk | Contains active culture, jeera & salt | Store under refrigeration at 4°C
Available in: 200ml, 400ml
Shelf life: 5 days



Fresh Curd
 Made from pasteurized toned milk | Contains active culture | Store under refrigeration at 4°C
Available in: Poly pack - 200gm, 500gm, 1kg & 5kg
 Bucket - 2kg & 10kg
Shelf life: 10 days



Star Dahi
 Made from pasteurized cow's skimmed milk | Contains active culture | Store under refrigeration at 4°C
Available in: Poly pack - 200gm, 500gm, 1kg & 5kg
 Bucket - 10kg
 Matka - 5kg, 15kg
Shelf life: 10 days



Star Dahi
 Made from pasteurized toned milk | Contains active culture | Store under refrigeration at 4°C
Available in: 2kg, 5kg and 10kg.
Shelf Life: 10 days.



Star Dahi
 Made from pasteurized cow's skimmed milk | Contains active culture | Store under refrigeration at 4°C
Available in: 5kg and 15kg.
Shelf Life: 10 days





Gowardhan Dahi
 Made from pasteurized toned milk & active culture | Contains 3% fat | Thick and natural taste | 0% Cholesterol | Store under refrigeration at 4°C
 Available in: 80gm, 200gm, 400gm, 1kg & 2kg
 Shelf life: 15 days



Go Dahi
 Made from pasteurized skimmed milk and active culture | Rich in calcium | Light & healthy | 1.3% Cholesterol | Low fat | Store under refrigeration at 4°C
 Available in: 150g & 400g
 Shelf life: 15 days



Gowardhan Butter
 Pasteurized table butter | Made by continuous butter making machines | 100% Natural, no added colours | Low salt content | Store under refrigeration at 4°C
 Available in: 100gm, 200gm, 500gm
 Shelf life: 12 months





Milkrich

Made from cow's milk that is instantly chilled and processed to give you that consistently fresh and creamy rich taste | It is partially skimmed powder with added sugar | Ideal for making tea, coffee, milk and beverages, breakfast cereals, ice cream and sweets

Available in: 500gm Jar, ₹5 & ₹10 Sachet, 200gm, 500gm & 1kg Pouch
Shelf life: 12 months



Skimmed Milk Powder

Obtained from spray dried non-fat milk | Special chenna grade specifications | Store at ambient temperature

Available in: 500gm & 1kg Pouch
Shelf life: 12 months

Skimmed Milk Powder (Institutional)

Non-fat milk powder | No added sugar | Suitable for tea, coffee, sweets, bakes & more | Meets ADPI extra grade | Store at ambient temperature

Available in: 25kg Bag (Institutional)
Shelf life: 12 months



Milko

Contains 18% fat (vegetable fat) | Added sugar | Ideal for tea, coffee & sweetened milk | Store at ambient temperature

Available in: 10kg Jar
Shelf life: 12 months

Dairy Whitener

Contains 18% fat | Sweetened powder | Made from partially skimmed spray dried milk | Store at ambient temperature

Available in: 1kg Pouch, 10kg Jar & 25kg Bag
Shelf life: 12 months





Life is short. Make it sweet.

Now celebrate all of life's occasions with India's favourite choice – gulab jamun and rasgulla. Soft and delicious in taste, you can enjoy this Indian delicacy with Gowardhan ready to eat Gulab Jamun & Rasgulla. If you enjoy cooking, you can even make it in the comfort of your own home, with the Gowardhan Gulab Jamun Mix.



Gulab Jamun Mix
Store at ambient temperature
Available in: 200gm, 1kg
Shelf life: 12 months





Good on taste. Great for health.

From fresh to frozen paneer, Gowardhan has your paneer needs covered. You can now opt for soft, fresh and easy to cut into – or ready cut – cubes. Either way, enjoy the treat and stay healthy.



Gowardhan Paneer
Soft, fresh & easy to cut into blocks |
High in calcium & protein | Store under
refrigeration at 4°C
Available in: Block - 100gm, 200gm, 500gm
Shelf life: 75 days



Gowardhan Frozen Paneer
Ready cut cubes | High in calcium & protein |
Low fat content |
Store under refrigeration at 18°C
Available in: 200gm & 1kg
Shelf life: 12 months



Gowardhan Fresh Paneer
Soft, fresh & easy to cut into blocks |
High in calcium & protein | Store under
refrigeration at 4°C
Available in: 1kg
Shelf life: 30 days





Life is great. Cheese makes it better.

Make some amazing pizzas with our processed cheese or go exotic with our fine mozzarella variant - best suited for food stalls and eateries. Either way, your taste buds are going to have the time of their lives.



Gowardhan Processed Cheese
Made from blends of cheddar cheese | Easy to shred | Low melting properties | Store under refrigeration at 4°C
Usage: Making bambaia sandwich, kacha pizza, road side sandwich stall
Available in: 200gm, 400gm & 1kg
Shelf life: 9 months



Gowardhan Mozzarella Cheese Block
Made from pasteurized cow's milk | High melting point | Store at -18°C
Available in: 1kg & 2kg





To keep gen-next on the Go.

Go is the embodiment of innovation, fun, health and lifestyle, and caters to the youth of today. From a wide range of cheese products, to a variety of health foods, Go is the go to brand for the modern family.





**Indian taste. International attitude.
Go, the modern way to consume milk.**

Brand 'Go' is a modern, new-age interpretation of the traditional. It is the fun and innovative, yet healthy way of enjoying the goodness of milk.

Our products under this brand provide tasty, delicious options for making a mundane, daily diet more interesting.

Go products are made with a focus on ensuring longer shelf life, as they cater to the new-age consumer leading busy lifestyles in larger towns and cities. Ease and convenience are a priority for these consumers.





Go Cheese Slice - Plain
 Made from processed cheddar cheese |
 UHT Technology aids in longer
 shelf life & natural taste |
 Store under refrigeration at 4°C
 Available in: 100g & 200g, 476g & 750g
 Shelf life: 9 months



Go Cheese Flavoured Slice
 Made from processed cheddar cheese |
 Store under refrigeration at 4°C
 Flavours: Green Chutney, Schezwan, Piri Piri, Chocolate
 Available in: 100g (Chutney) & 200g
 Shelf life: 9 months





Go Processed Cheese Squares
 Made from processed cheddar cheese |
 UHT Technology aids in longer shelf life & natural taste |
 Store under refrigeration at 4°C
 Available in: 200g and 1kg
 Shelf life: 9 months



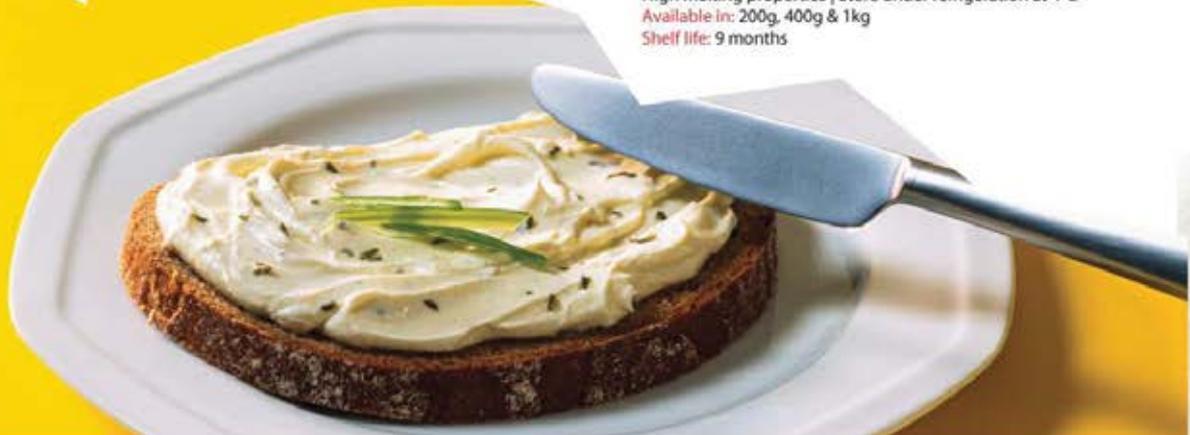
Go Processed Cheese Spread
 Made from blends of cheddar cheese | Soft and easy to spread |
 Smooth texture | Store under refrigeration at 4°C
 Available in: 200g
 Shelf life: 6 months
 Flavours: Plain, Garlic, Jalapeno, Olive & Herbs, Smoked Paprika and
 Four Pepper



Go Pizza Cheese
 Blend of mozzarella & cheddar cheese |
 High melting point | Store under refrigeration at 4°C
 Available in: 200g, 400g & 1kg
 Shelf life: 9 months



Go Processed Cheese
 Made from blends of cheddar cheese |
 High melting properties | Store under refrigeration at 4°C
 Available in: 200g, 400g & 1kg
 Shelf life: 9 months





Go Nacho Cheese Dip

Made from blends of cheddar cheese |
 Added mustard for tangy taste | Ready & easy to
 use | Goes well with nacho chips & Mexican dishes
 | Store under refrigeration at 4°C
 Available in: 180g
 Shelf life: 6 months



Queso Cheese Sauce

Store under refrigeration at 4°C
 Flavours: Hot & Spicy,
 Tikka & Mexican
 Available in: 200g
 Shelf life: 9 months



Go Cheezooz

Creamy cheese spread |
 Made from blends of cheddar cheese |
 Smooth texture | Easy to spread | Squeeze
 tube | Store under refrigeration at 4°C
 Flavours: Plain, Tomato Salsa & Chocolate
 Available in: 100g
 Shelf life: 6 months





Go Processed Cheese Spread
 Made from blends of cheddar |
 Easy to spread | Smooth texture | Store
 under refrigeration at 4°C
 Available in: 200g
 Shelf life: 6 months



Go Cheese Wedges
 Soft and creamy | Made from blends of
 processed cheddar cheese | Easy to
 spread or bite | Tasty | Store under
 refrigeration at 4°C
 Comes in 2 packs:
 Plain and pack of 4 flavours - Mexican
 Twist, Tomato Salsa & Black Pepper
 Available in: 140g
 Shelf life: 6 months



Go Cheese Angles
 Made from blends of cheddar of different ages |
 High melt | Smooth texture & firm consistency |
 Easy to shred | Store under refrigeration at 4°C
 Available in: 200g
 Shelf life: 9 months



Go Natural Cheese Shredded
 Ready shredded cheese |
 Packed in re-sealable plastic pouch |
 Ready to use | No grating | Store
 under refrigeration at 4°C
 3 Specially blended flavours:
 Pizza Italiano: Made from blends of
 mozzarella and mild cheddar Italian
 Pasta: Made from blends of
 mozzarella and gouda cheese
 Mexican Style: Made from blends of
 cheddar cheese, monterey jack,
 mozzarella & colby cheese
 Available in: 200g
 Shelf life: 9 months



Go Gourmet Cheese Selection
 Mild & creamy fresh cheeses |
 Thin-skinned | Creamy soft,
 buttery cheese | Store under
 refrigeration at 4°C
 Flavours: Orange Cheddar,
 Colby, Monterey Jack,
 Gouda & Mild Cheddar
 Available in: 200g, 2kg
 Shelf life: 6 months



Institutional Range



Mozzarella Cheese Diced
Made from pure cow's milk |
Proper melt | Buttery cheese |
Store at -18°C
Available in: 1kg & 2kg
Shelf life: 6 months



Mozzarella Cheese Shredded
Made from cow's milk |
Stretchability on melting with 20% fat |
Store at -18°C frozen
Usage: Used in pizza making
Available in: 1kg & 2kg
Shelf life: 9 months



Cheese Blend Diced
Made from cow's milk |
Stretchability on melting with 20% fat | Store at
-18°C frozen
Usage: Used in pizza making
Available in: 1kg & 2kg
Shelf life: 9 months





Pizza Blend Shredded/Diced
 Made from cow's milk | Low cost mozzarella | Low milk fat mozzarella | Good taste | Store at -18°C
Usage: Used in pizza making
Available in: 1kg & 2kg
Shelf life: 6 months



Cheddar Cheese Diced
 Made from cow's milk | Less moisture with 21% fat | Store at -18°C frozen
Usage: Can be used in pizza making
Available in: 2kg
Shelf life: 6 months



Go Processed Cheese
 Made from blends of cheddar cheese | High melting properties | Store under refrigeration at 4°C
Available in: 200g, 400g & 1kg
Shelf life: 9 months



Filler Cheese
 Made from cow's milk | Liquid form of processed cheese | Easy to spread
Usage: To make cheese pizza, pasta, cheese sauce | Store under refrigeration at 4°C
Shelf life: 9 months





Orange Filler Cheese

Made from cow's milk | Matured cheddar cheese | 18 - 20% Fat |
More spreadability, more shine & UHT | Store under refrigeration at 4°C

Usage: To make cheese pizza

Shelf life: 9 months



Go Nacho Cheese Dip

Made from processed cheddar cheese | Added
mustard for tangy taste |
Store under refrigeration at 4°C

Usage: Should be heated before serving with
canopies and crackers and nachos

Available in: 900gm

Shelf life: 6 months



Go Cheese Slices - Plain

Made from processed cheddar cheese | UHT Technology aids in longer shelf life
& natural taste | Processed cheese slice good in taste with high melting point |
Used in making burgers and sandwiches |
Store under refrigeration at 4°C

Available in: 750gm

Shelf life: 9 months



Sandwich Cheese Slice

Made from cow's milk | Processed cheese slice | High melting point
| Easy handling | Used in sandwiches & burgers |
Store under refrigeration at 4°C

Available in: 900gm





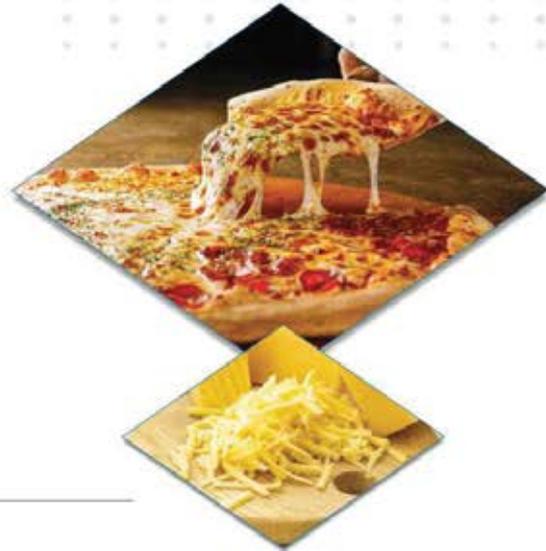
Milko Cheese Block

Made from cow's milk | Low cost processed cheese of high melting point | Can be used for making sandwiches & pizzas | Store under refrigeration at 4°C

Available in: 1kg block

Milko High Melting Cheese Block

Available in: 1kg



Cheese Topping Block

Made from pure cow's milk | Cheddar cheese | 25% - 27% Fat | 20% - 22% Protein | Rest, minerals | Store under refrigeration at 4°C

Usage: Can be used for making sandwiches & pizzas

Shelf life: 6 months





Quality products begin with quality thinking.

To ensure Indians lead quality lives, we have put great thought in curating products to meet the objective. From superior quality milk and cream, to lassis and dahi; now life couldn't get healthier.



Go Cream
Low fat cream (25%) |
Made from pure cow's milk |
Long shelf life of 120 days
Available in: 200ml & 1ltr
UHT Bricks
Shelf life: 4 months



Go Slim Milk
Skimmed milk - 99.8% fat free |
100% Natural | 0% Preservatives |
Extra protein & calcium |
Made from pure cow's milk |
Store at ambient temperature |
Fat - 0.2% & SNF - 8.5%
Available in: 1ltr
Shelf life: 6 months



Go Daily Milk
Double toned milk |
100% Natural | 0% Preservatives |
Protein & calcium |
Made from pure cow's milk |
Store at ambient temperature
Available in: 1ltr & 200ml
Shelf life: 6 months

Fino pack: 200ml & 500ml
Shelf life: 3 months



Go Supremo Milk
Cow's milk | 100% Natural |
0% Preservatives |
Extra protein & calcium |
Made from pure cow's milk |
Store at ambient temperature |
Fat - 3.5% & SNF - 8.5%
Available in: 1ltr
Shelf life: 6 months





Go Buttermilk

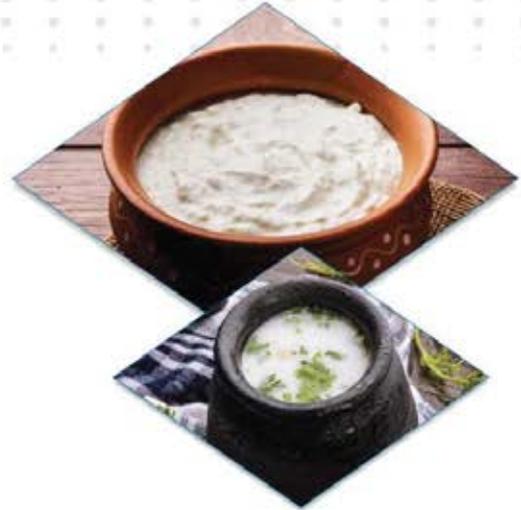
Traditional Indian drink with salt & spices provides a lactic taste | Ideal appetizer as well as being pro-biotic, aids in digestion & prevents gastric ailments

Masala Chaas: Garnished with ginger & jeera

Southern Spice: Garnished with ginger, curry leaves, coriander, green chilli, black pepper & jeera

Available in: UHT Brick 200ml & 1000ml

Shelf life: For UHT Brick 180 days when stored under cool & dry conditions | For fino pack 90 days when stored under cool & dry conditions



Go Lassi

Lassi is a refreshing Indian drink | Deliciously thick lassi with Rose flavour | Ideal replacement for carbonated beverages

Available in: 200ml UHT Brick

Shelf life: Long shelf life of 6 months at room temperature



Go Badam Milk

Rich & delicious blend of creamy milk, with crushed badam, wonderful flavour of Kesar & Elaichi | Made from cow's milk in a convenient can

Available in: 180ml Can

Shelf life: 6 months at room temperature



Super delicious. Super nutritious.

Celebrating India's love for flavoured milk, Topp Up has emerged as the healthier and tastier alternative to aerated drinks. Made from fresh cow's milk, and with a high protein content, it also offers additional nutrition. It comes in seven delicious flavours and has a shelf life of six months.



ZABARDAST ENERGY. MAZEDAAR TASTE.

**TOPP
UP**



Super delicious. Super nutritious.

Celebrating India's love for flavoured milk, Topp Up has emerged as the healthier and tastier alternative to aerated drinks. Made from fresh cow's milk, and with a high protein content, it also offers additional nutrition. It comes in seven delicious flavours and has a shelf life of six months.

Topp Up
Milk based instant energy drink | 10% Extra protein |
Made from 100% cow's milk |
Unique taste | Long shelf life of 6 months at room temperature
Available in: 200ml pet bottles
Distinct Indian flavours: Rose, Mango, Elaichi, Strawberry,
Butterscotch, Pista & Badam



Go
Protein
power 100% COW'S MILK PROTEIN

Go Protein Power
 Milk protein concentrate |
 Made from pure cow's milk |
 Rich & healthy fats and essential
 micro nutrients
 Available in: 200gm and 400gm
 Flavour: Vanilla & Chocolate



Go
ColoPower
 IMMUNITY BOOSTER

Go ColoPower
 Immunity booster |
 Made from cow's first milk | Contains antibodies
 Available in: 200gm (20g x Sachet)
 Flavour: Vanilla



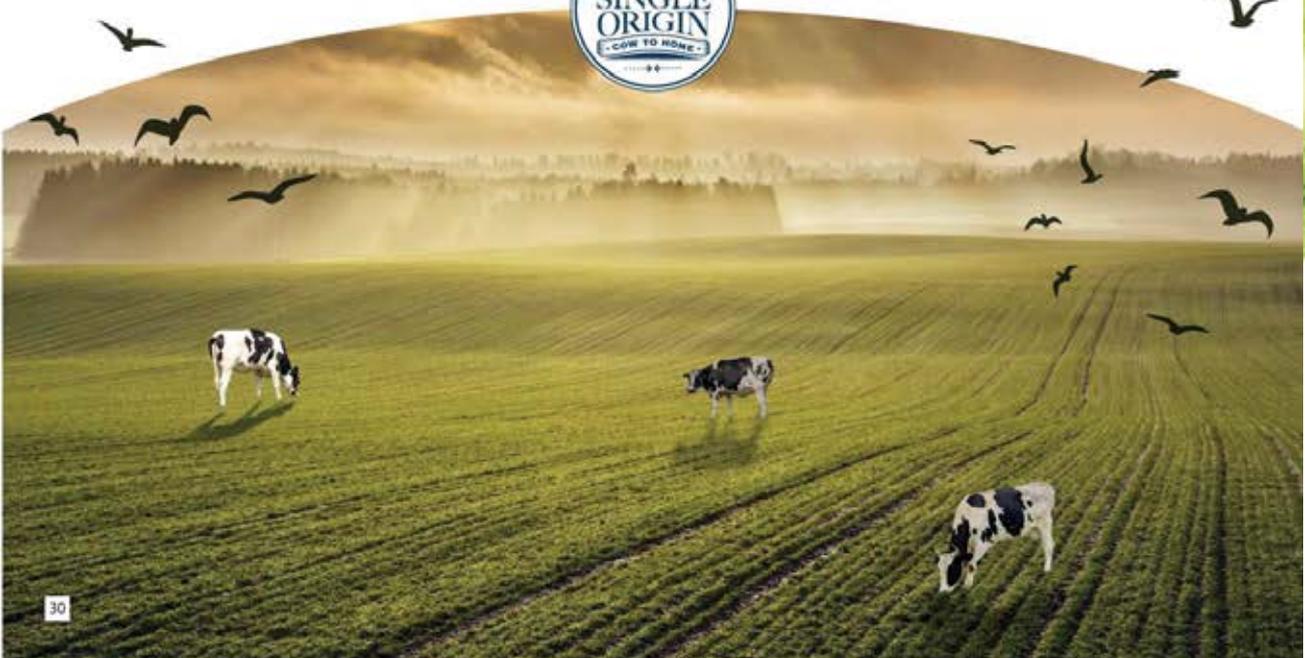
Premium Dairy Products delivered with love.
From our farm to your home.

The world of Pride of Cows

Perched between the Bheema River and the Bheemshwari Hills is our 35 acre Bhagyalakshmi Dairy Farm, a place we call home. Here we nurture our cows with love who deliver the best quality milk. Equipped with advanced International technology, we ensure that everything we create is pure and simply the best.

Nothing is better than Single Origin

To enhance the taste & deepen the purity of our premium dairy range, our Pride of Cows Milk is procured from our pampered, pedigreed perfect cows. All our dairy products are made completely in our very own Bhagyalaxmi Dairy Farm. Starting from the milking process to packaging, everything is carefully monitored to maintain high quality standard. This helps us deliver products just how they are meant to be. All this without any additives & preservatives making Pride of Cows products a complete farm to home range made full of love. Enjoy the distinct & delicious flavour of a Single Origin, premium quality dairy product.



Our nurturing:

We nurture our cows in the best possible manner so that they produce high quality milk. These cows are given a wholesome meal, which includes high quality alfalfa, pennisetum, greens, soya, bran, seasonal crops and the right balance of minerals and vitamins. Besides a trained team ensuring the comfort and health of our cows, we also have beds along with covered green areas for them. After all, happy cows give better milk.

Our farm:

Bhagyalaxmi Dairy Farm is situated in the serene, lush green surroundings of Manchar. Equipped with cutting-edge dairy technology for feeding, milking and processing – conforming to international dairy practices – our farm has in place a fully computerised process which ensures that every drop of Pride of Cows is of the highest quality.

Our technology:

We have a modern 50-point mechanised rotary parlour and strict processes in place to ensure that the milk is hygienically procured. Each cow undergoes a personal health check every time it is milked. Only the ones in perfect health are milked. This milk is then instantly pasteurised, homogenised and packaged in tamperproof bottles. The milk that leaves the dairy is always fresh and 100% antibiotic free.



Our Products Full of Love



Pride of Cows Milk

Untouched by human hands, our Pride of Cows Milk is bottled and delivered fresh within 8-10 hours of milking, at 4° to maintain perfect taste and quality till the last leg of delivery.



Pride of Cows Fat-free Milk

Pride of Cows Milk with just 0.2% fat. Enriched with vitamins and proteins, our Pride of Cows Fat-Free Milk is just the choice for someone who is seeking an active and healthy lifestyle.

Pride of Cows Curd

Our Pride of Cows Curd is thick, creamy, and made from pure Pride of Cows Milk. Perfect scent and taste is what we promise to deliver in every jar of our Curd Full of Love.





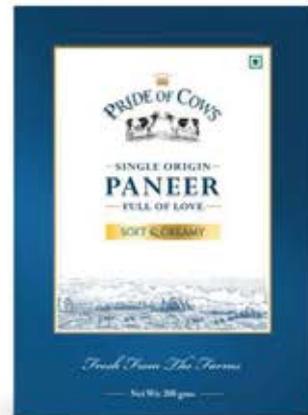
Pride of Cows Ghee

Our ghee is made only when an order is placed. That's how fresh it is. It is carefully crafted with Pride of Cows Milk to give you the perfect taste, aroma and granular texture.



Pride of Cows Paneer

Made fresh with Pride of Cows Milk, our paneer is soft with a rich texture and unlike any other paneer, you have ever tasted. It's packed with proteins and hygienically packed for delicious flavour in every bite.





SPORTS NUTRITION

We at Parag Milk Foods Ltd., would like to use our years of expertise in dairy to enhance the nutrition factor in your journey of remoulding your body. So, after nourishing India with our finest milk products like Gowardhan, Go and Pride of Cows, we proudly present Avvatar sports nutrition - a premium range of sports nutrition supplements, to help you achieve the performance and strength you desire.

As human beings, we are capable of doing extraordinary things. And one of them is transforming our bodies to be at our fittest and strongest self. The most important aspect of the transformation is the rock solid will to transform which, combined with superior nutrition, can deliver astounding results.

It's time you add more firepower to your nutrition stack. It's time for you to take your game to the next level. It's time you #ReconstructYourself.

A perfect product for gym goers, bodybuilders, cross-fit athletes, endurance runners and fitness freaks.





Avvatar Absolute 100% Whey Protein

High quality complete whey protein supplement, that provides 24gm of whey protein which is rich in naturally occurring essential amino acids like BCAA & glutamine that are primarily required for ideal muscle growth and repair. Must be introduced by individuals involved in any kind of physical activity. Aiming for any kind of body transformation.

Available in: 500g, 1kg, 2.27kg, 4.5kg

Flavours: Belgian Chocolate, Café Mocha Swirl, Vanilla Snow Crème, Raw Unflavoured

Shelf life: 2 yrs



Avvatar Advanced Muscle Gainer

A perfect lean muscle gainer that provides a combination of sustained and fast released energy giving carbohydrates and high-quality muscle repairing whey protein. It is enriched with 21 essential vitamins and minerals that take care of your daily micro nutrient needs. Best suited for individuals aiming at a lean physique while maintaining muscle mass.

Available in: 1.5kg, 3kg & 4.5kg

Flavours: Rich Chocolate, Café Frappe, Banana Magic

Shelf life: 2 yrs



Avvatar Advanced Mass Gainer

A unique formulation that helps in real weight gain, rich source of energy boosting carbohydrates and proteins that ensure real weight gain amongst individuals who have difficulty getting their nutrition needs from just food; enriched with 21 essential vitamins and minerals to ensure that your micro nutrient needs are fulfilled.

Available in: 1.5kg, 3kg & 4.5kg

Flavours: Chocolate

Shelf life: 2 yrs



Avvatar Absolute Isorich

Avvatar Absolute Isorich is the purest form of whey protein isolate extracted by an advanced filtration process that helps in rapid absorption of protein in the trained muscles. It is the perfect choice for the individuals looking at fulfilling their protein needs while keeping the carbohydrates and fats low.

Available in: 1kg & 2kg

Flavours: Chocolate & Cardamom

Shelf life: 2 yrs



Avvatar Rapid Instant Hydration Formula

A sports series product that provides an edge to the high intensity workouts of athletes; rich in electrolytes that are lost during strenuous activities, it provides quick absorbing carbohydrates to give an instant energy burst. Best suited for gym goers, endurance athletes like runners, swimmers, cyclists and for individuals in the armed forces.

Available in: 500gm

Flavours: Watermelon, Orange & Lemon

Shelf life: 1 yr





Modern Trade:

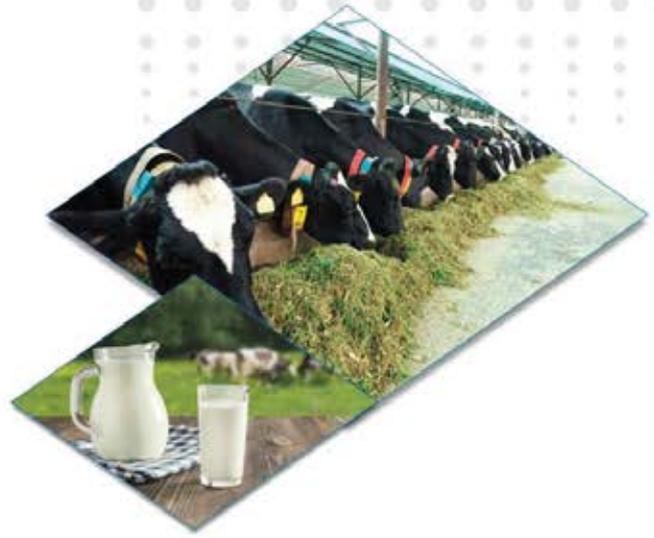
- Walmart
- Metro
- DMart
- Reliance CNC
- Reliance Fresh
- More Retail
- Big Bazaar
- Booker India
- Food World
- Hyper City
- Max Hyper
- Namdhari Fresh
- Sahakari Bhandar
- Spencers
- Star Bazaar

Ecommerce List:



Key Clientele:





High Quality Dairy Products.





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