

1. INTRODUCTION

1.1 ABSTRACT

Billions of people around the world consume milk and dairy products every day. Not only are milk and dairy products a vital source of nutrition for these people, they also present livelihoods opportunities for farmers, processors, shopkeepers and other stakeholders in the dairy value chain.

India is the world's largest dairy producer. Demand for Diary Products has developed rapidly in both rural and urban areas in India as a main source. The Indian dairy industry has been grown substantively over the years. Dairy Industry plays a prominent role in Indian economy. The aim of the study was to gain a better understanding of knowledge and attitudes towards Dairy firm. The study mainly focuses on the areas like Human Resource, Production, Marketing and Finance.

The organized dairy sector (both cooperatives and private) is presently handles about 15 per cent of total milk production in the country. Thus, it indicates, there is a wide scope for processing of milk and manufacture of milk products for domestic consumption as well as export.

The Mini Project here is to understand the plan of action in the SRI VIJAYA VISAKHA MILK PRODUCERS COMPANY LIMITED from a different perspective. Further, proceeding this document will explain the various fields regarding the dairy firm to understand points regarding the importance of Human Resource, Production, Marketing and Finance within a firm.

Objective will be defined for acquiring the importance of understanding techniques, policies, strategies used by the organization to preserve the esteem.

Resource Person - R. B. Krishna (Ex-HR of Sri Vijaya Visakha Milk Producers Company Limited).

1.2 NEED OF THE STUDY

Visakha Dairy Imputes high image of supplying good quality of milk products at reasonable price to the consumers. It has huge turnover and profits as some other reason it gave birth to many other private dairies. Visakha dairy occupies very important place in our state. Visakha Dairy ensures the organization regarding customer satisfaction with their products.

1.3 OBJECTIVES OF THE STUDY

The most important objective of this study is that obligatory on the part of the student M.B.A Programme to undergo the fulfillment of M.B.A degree besides, it helps students to understand the Human Resource, Financial, Marketing and other streams related to the organization.

This study was conduct with an objective of getting an insight on functionality of the organization.
(The Visakha dairy firm)

- To discover the various products produced by Sri Vijaya Visakha milk producers.
- To study the Human Resource related aspects within the firm.
- To discover the different Marketing strategies.
- To study the production unit of the firm.

The fulfilment of above objectives is restricted to some limitations.

1.4 SCOPE OF THE STUDY

As Learning is a human activity and is a natural, as breathing. Despite the fact that learning is all pervasive in our lives, psychologists do not agree on how learning takes place. How individual Learn is a matter of interest. This study Imputes to learn about Sri Vijaya Visakha Milk Producers Company Limited that include their Products, Products Attributes, how to use, how to maintain,

and new products brought into picture that satisfies the customer's needs. The scope of my study is also restricting to Visakhapatnam region only.

1.5 METHODOLOGY

COLLECTION OF DATA

The data was collected from two different sources:

a. PRIMARY DATA:

- The Primary data was collected with the help of person who has worked in the Sri Vijaya Visakha Milk Producers Company as HR.

b. SECONDARY DATA:

- Secondary data is the data that is collected from different sources. It also helps to get elaborate information that is adequate to the study.
- Secondary data has been collected from various sources as mentioned below:
 - Internet.
 - Previous Studies on the company.
 - Research papers.
 - Government publications.

1.6 LIMITATIONS

Nothing in the universe is free from limitations and this study is not an exception to it. In spite of honest and sincere efforts there are bounded to be certain discrepancies and inconsistencies where the process has undergone few limitations that has bounded the study to some extent in which the main reasons are time constraint and the pandemic situation. The rest are as follows

- The whole study was carried out through different sources.
- Due to Covid Restrictions there is no chance of visiting the firm in person.
- It was very difficult to generalize the content to an extent.

2. INDUSTRY PROFILE

Milk producing animals have been domesticated for thousands of years. Initially, they were part of the subsistence farming that nomads engaged in. As the community moved about the country, their animals accompanied them. Protecting and feeding the animals were a big part of the symbiotic relationship between the animals and the humans.

Slowly people in agricultural societies owned dairy animals that they milked for domestic and local (village) consumption, a typical example of a cottage industry. The animals might serve multiple purposes (for example, as a draught animal for pulling a plough as a youngster, and at the end of its useful life as meat). In this case the animals were normally milked by hand and the herd size was quite small. This small cottage industry took the shape of Dairy farming. Dairy farming is a class of agricultural or an animal husbandry enterprise, for long-term production of milk, usually from dairy cows but also from goats and sheep, which may be either processed on-site or transported to a dairy factory for processing and eventual retail sale? Dairy farming has been part of agriculture for thousands of years. Until the late 19th century, the milking of the cow was done by hand. The first milking machines were an extension of the traditional milking pail. With the availability of electric power and suction milking machine, the production levels increased tremendously. With industrialization and urbanization, the supply of milk became a commercial industry, with the manufacture of many products like Cream and butter, Skimmed milk, Cheese etc.

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries is making all efforts to encourage investments in the business. It has approved proposals for joint ventures, foreign collaborations, industrial licenses, and 100 per cent export-oriented units.

The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. The Indian food processing industry accounts for 32 per cent of the country's

total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 8.80 and 8.39 per cent of Gross Value Added in Manufacturing and Agriculture respectively, 13 per cent of India's exports and six per cent of total industrial investment. The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate of 20 per cent. India's organic food market is expected to increase by three times by 2020.

The Government of India aims to boost growth in the food processing sector by leveraging reforms such as 100 per cent Foreign direct investment in marketing of food products and various incentives at central and state government level along with a strong focus on supply chain infrastructure.

In Union Budget 2017-18, the Government of India has set up a dairy processing infra fund worth Rs 8,000 crore (US\$ 1.2 billion).

The Government of India has relaxed foreign direct investment norms for the sector, allowing up to 100 per cent FDI in food product e-commerce through automatic route.

The Food Safety and Standards Authority of India plans to invest around Rs 482 crore (US\$ 72.3 million) to strengthen the food testing infrastructure in India, by upgrading 59 existing food testing laboratories and setting up 62 new mobile testing labs across the country.

The Indian Council for Fertilizer and Nutrient Research will adopt international best practices for research in fertilizer sector, which will enable farmers to get good quality fertilizers at affordable rates and thereby achieve food security for the common man.

The Ministry of Food Processing Industries announced a scheme for Human Resource Development in the food processing sector. The HRD scheme is being implemented through State Governments under the National Mission on Food Processing. The scheme has the following four components:

- Creation of infrastructure facilities for degree/diploma courses in food processing sector
- Entrepreneurship Development Programme (EDP)
- Food Processing Training Centers (FPTC)
- Training at recognized institutions at State/National level.

3. COMPANY PROFILE

Company Name: Sri Vijaya Visakha Milk Producers Company Limited (Visakha Dairy).

Chairman Name: Shri. A. TULASI RAO.

Established: 1973.

Level of Office: Head Office.

Phone No: (891) 2517230, 2517290, 2517555.

Website: <http://www.visakhadairy.com/#>

Industry: Food Processing.

City: Visakhapatnam – 5300112.

State: Andhra Pradesh.



3.0 Sri Vijaya Visakha Milk Producers Company Limited Logo.

Sri Vijaya Visakha Milk Producers Company Limited (Visakha Dairy) was established in the year 1973 under Co-operative Societies Act and commissioned dairy plant at Akkireddipalem, Visakhapatnam with 50,000 LPD handling capacity in the year 1977.

Sri Vijaya Visakha Milk Producers Company Limited (Visakha Dairy), is having their procurement operations in costal Andhra districts viz, Srikakulam, Vijaynagaram, Visakhapatnam and in East Godavari and sales operations across India. The government after considering dairying as one of the instruments for bring socio economic development in the rural areas, to overcome this object this firm is started in the year 1973.

With the introduction of MACS Act in 1995 by A.P State Government, Visakha Dairy was converted in to the said Act in the year 1999 and registered as "Sri Vijaya Visakha District Milk Producers Mutually Aided Cooperative Union Ltd".

To fulfil the growth aspirations while retaining cooperative ideology as core principles of governance, Visakha Dairy got converted into Producer Company with effect from 06 Jan 2006 under the name and style of "Sri Vijaya Visakha Milk Producers Company Limited".

This could be possible with the initiative taken by Government of India to enable co-operatives grow & operate on competitive platform, introduced Companies (Amendment) Act 2002, cooperative form of enterprises known as Producer Companies to be registered under Part IXA of the Companies Act 1956.

Visakha Dairy is one of the fastest growing Milk & Milk Products Manufacturing Company having plants at Visakhapatnam and Rangampeta in Andhra Pradesh. Both the plants are equipped with the State-of-the-Art Technology and are ISO 22000:2018 certified. Presently both the plants have capacity to handle up to 9 Lakh liters per day.

Visakha Dairy manufactures all variants of Dairy Products viz. Fresh Milk, UHT, Yoghurt, Milk Shakes, Aseptic Flavored Milk, Curd, Cream, Butter Milk, Lassi, Dhood peda, Badam Burfi, Milk Cake, Mysore Pak, Kalakand, Mistidoi, Ghee, Panner, Butter, SMP etc., and sold in Andhra Pradesh, Telangana, Orissa and Chhattisgarh markets. Visakha Dairy introduced Haldi Milk & Dry Ginger Milk to boost immunity & health support to fight Covid-19. Company crossed turnover of Rs.1400 crore in the year 2020 with CAGR of 12%.

Established Training Centre and imparting training to farmers in the areas of clean milk Programme, Nutritional aspects, Fodder requirements and Animal Health Care. Attaching importance to animal health, established 633 Veterinary Health Centers with required infrastructure, staff and supplying the veterinary medicines at subsidy rates. Necessary Infrastructure created to improve breed development thru Artificial Insemination with successful cross breed semen imported from National Dairy Development Board, Goushala. 10 Mobile Veterinary Service Vehicles equipped with medicines accompanied by veterinary doctors extending services covering more than 25 villages every day.

Cattle feed plants with more than 400 MT per day capacity are supplying cattle feed to farmers at subsidized rates.

To improve quality and reduce risk of spoilage, logistics, constructed more than 100 Bulk Milk Cooling Centers covering every 10 kms radius with total capacity of 900,000 liters.

Sri Vijaya Visakha Milk Producers Company Limited has significant economic and social contribution in the state and in spite of many challenges and inequalities related to animal husbandry we have seen continuous growth in milk production compared to others.

Milk Powder Plant with capacity of 13MTPD was constructed in the year 1998 to convert surplus milk into Skimmed Milk Powder in the flush season.

Constructed Aseptic Packing Station in the year 2001 with a capacity of 30,000 liters per day for UHT milk production and expanded to 3.0 lakh liters per day capacity in 2015. Visakha Dairy enjoys 10% market share in UHT Milk on pan India basis. Visakha Dairy sells Milk, Cream, Milk Shakes, Flavored Milk etc., in UHT segment.

To overcome power crisis and to utilize renewable energy sources, commissioned Solar power plant in record time with a capacity of 1.65 MW capacity at Vizianagaram for captive usage & supplying to APTRANSCO Grid.

Visakha Dairy is giving employment opportunity to more than 2000 employees including contract labor.

Visakha Dairy thru its Milk Producers Employees Educational Health and Medical Welfare Trust is extending medical services to farmers and their families at subsidized rates in the 400 bed Modern Hospital, apart from education to the farmer's children, irrigation projects, culverts, Kalyan mandapams, bridges, canals etc.

Visakha Dairy is growing consistently and paying highest procurement price to milk producers. Visakha Dairy aims procurement of 10 Lakh liters per day and turnover of Rs.2000 crores by the year 2025.

3.1 MISSION STATEMENT

“Visakha Dairy is committed to enhance the Milk Procurement through Technical inputs by providing Quality services to our Member Producers by ensuring economic viability to improve socio economic conditions of our members. Visakha Dairy is also committed to supply quality

milk and milk products to consumers.” Our Dairy shall become top dairy in the country with its inspired team of employees.

OBJECTIVE - Our main object is to serve the farmers and to give help to their economic development, and provide Quality Milk & Milk Products to the Consumers.

The inspired team members are dedicated to

- Co-operation.
- Honesty.
- Discipline & Time.
- Quality & Purity.
- Hard Working.
- Transparency.
- Trust & Belief on organization.
- Mutual Respect.
- Skill Development.
- Education.

3.2 CONTENDER INDUSTRIES

Amul - (Marripalem, Visakhapatnam-530018)

Having a corporate office in Anand, Gujrat, Amul was founded back in the year 1946. Belonging to the cooperative sector, the company makes sure to fulfil the milk and milk product needs of the nation. Some of the milk products that it offers are paneer, butter, chocolate and ghee among a lot of others. The company has over 3.6 million milk producers nationwide. Amul is operated and run by Gujarat Cooperative Milk Marketing Federation Limited.

Chandra Milk Foods - (Railway New Colony, Visakhapatnam- 530012)

Chandra Milk Foods makes sure to provide its customers with a wide variety of milk made products to choose from. Some of its most common products are ghee, paneer, ice creams and a few other cultured items as well. The company also provides some audible products apart from the dairy items.

Kwality Limited

Belonging to the private sector, Kwality Limited is a company founded in the year 1992, with a corporate office in New Delhi. By the means of its innovative and latest updated products, the company has been leading the industry. It has a strong networking and connection base across the nation which makes sure that the customers throughout the nation are provided with what they need. Not only India, but Kwality Limited has managed to expand and grow itself worldwide by operating successfully in 20 more countries.

Amma Milk Foods - (Isakathota, Visakhapatnam-530010)

The company was involved with processing, procuring and promoting a variety of milk made products. The common products of the company include lassi, curd, cheese, butter and a lot more. It also produces a variety of other edible products like jams, pickles, fruit juices and a lot more to name.

Heritage parlor - (Akkireddipalem, Railway New Colony, Old Gajuwaka)

The company produces good quality milk products and serves the same across the nation. APDDCF provides efficient pickup of milk and guarantees the minimum support price to the farmers. Under the brand name of Vijaya, the company provides all its milk products to the customers at an affordable price.

3.3 DAIRY CONTRIBUTION TOWARDS ECONOMY

Dairy is one of the biggest Agri- businesses in India and a significant contributor to Indian economy. It is the largest single agricultural commodity with 4 per cent share in economy.

PRIVATE SECTOR IN DAIRY

Dairy sector in India is fairly organized to the tune of 35 per cent compared to fruits and vegetables sector where we see processing levels to be around 3-5 per cent. This increased organized market drives multiple benefits for the sector. We find improved quality dairy products due to adherence to FSSAI guidelines. Good quality products ensure expanded market reach. India exported dairy products worth \$ 187 Million in 2019-20.

EMERGING CHALLENGES

Dairy may be a national industry, but it is also very much a regional one, with a highly fragmented supply - its industry environment is anything but basic. The fundamental challenge in dairy is maintaining quality and quantity within a diversified supply base. As a perishable, dairy requires more complex supply chain operations and logistics to ensure freshness and safety.

Indian markets with the greatest growth potential are also among the least developed in infrastructure and consumer awareness. Supply chain has become increasingly complex in cities with multiple retail outlets. In metro cities, new value-added segments and alternative products have taken off with surprising speed, intensifying competitive pressures and the need to innovate constantly.

CREATING OPPORTUNITIES IN DAIRY SECTOR

Dairy sector is dominated by fluid milk with emerging value-added products such as cheese, yogurt, flavored UHT milk growing at a faster rate than other products. This sub sector of value-added product is completely catered by organized players. Increased consumption of such innovative products and higher organized market is the main reason for growth in this segment.

The main areas that will be the focus for investment in dairy sector are as follows:

- **UPSTREAM SUPPLY MANAGEMENT:** Perhaps more than any other food product, dairy products' quality depends on upstream factors, from the very first input (the feed given to dairy cows) to supply variability to cold-chain management to shelf life. Substandard quality impacts are severe and can hurt both consumers and the brand. Sound upstream supply management thus calls for securing a reliable, high-quality milk procurement (a special challenge for processors not part of a cooperative).
- **MILK PROCESSING OPPORTUNITIES:** Considering that by 2025, Indian milk production will grow to 270 MMT, companies will need to invest in processing

infrastructure. Milk can be processed into a range of high-value-added products. This creates huge investment opportunities.

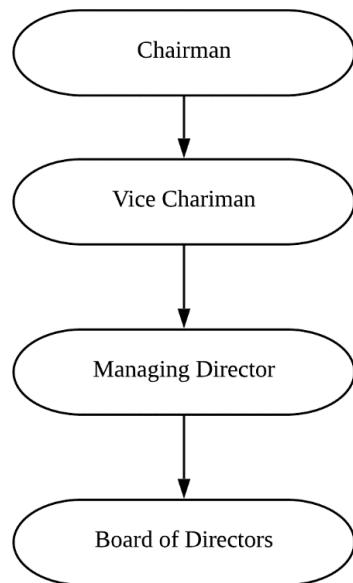
- **DOWNSTREAM SUPPLY MANAGEMENT:** Indian markets pose additional challenges to dairy companies: underdeveloped retail channels and a hard-to-reach rural consumer base. This portrays a rapidly and widely diversifying retail landscape that creates additional challenges and opportunities for the go-to-market strategy for private companies.

3.4 TOP MANAGEMENT

The top management is responsible for all the operations take place within the organization. The scheme for diary, farming should include information on land, livestock markets, availability of water, feeds, fodders, veterinary aid, breeding facilities, marketing aspects, training facilities, experience of the farmer and the type of assistance available from State Government, dairy society/union/federation.

The small/marginal farmers and land less agricultural laborer's play a very important role in milk production of the country. Dairy farming is now taken up as a main occupation around big urban centers where the demand for milk is high.

The heads of Sri Vijaya Visakha Milk Producers Company Limited are as mentioned below:



3.4.1 Flow Chart of Top Management.



Shri Adari Tulasi Rao.

Chairman.



Shri S V Ramana.

Managing Director.



Shri Adari Anand Kumar.

Vice Chairman.



Shri S Suryanarayana.

Board Director.



Shri K Katamayya.
Board Director.



Shri A Ramana Babu.
Board Director.



Shri M V Ramana.
Board Director.



Smt S Ammalu
Board Director.



Smt P Rama Kumari.
Board Director.



Smt Ch Raja Kumari.
Board Director.



Shri S Suryanarayana.
Board Director.



Shri R Rama Krishna.
Board Director.



Shri G Satyanarayana.
Board Director.



Shri D Ganga Raju.
Board Director.



Shri S V V Sankara Rao.
Board Director.



Shri S E P Gangadhar.
Board Director.

3.4.2 List of Top Management.

3.5 ORGANIZATIONAL STRUCTURE

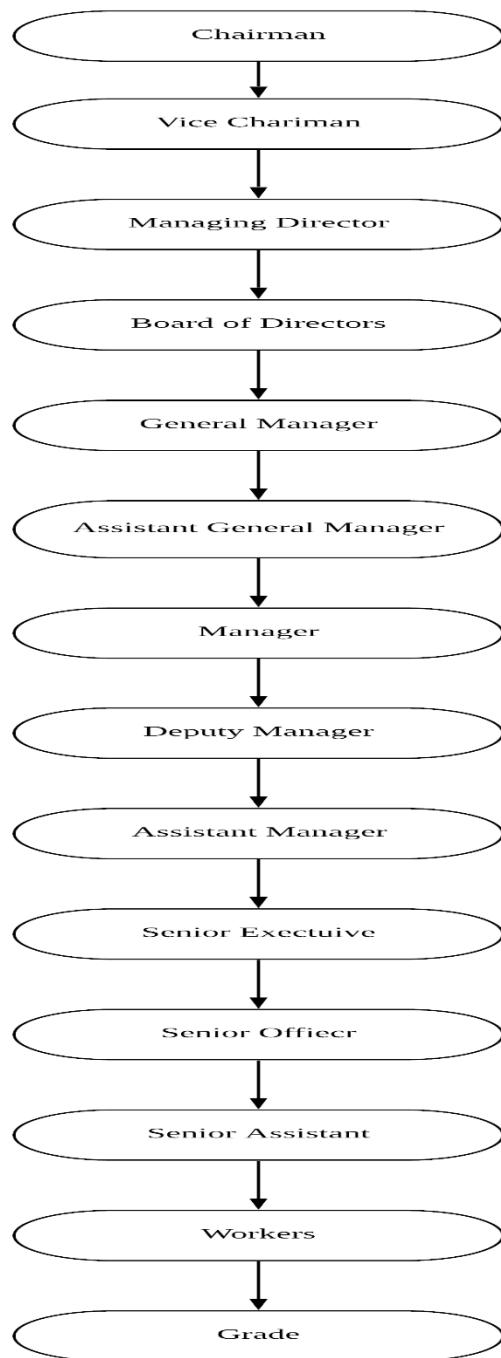
An organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. These activities can include rules, roles, and responsibilities.

The organizational structure also determines how information flows between levels within the company.

Without a formal organizational structure, employees may find it difficult to know who they officially report to in different situations, and it may become unclear exactly who has the final responsibility for what. Organizational structure improves operational efficiency by providing clarity to employees at all levels of a company. By paying mind to the organizational structure, departments can work more like well-oiled machines, focusing time and energy on productive tasks. A thoroughly outlined structure can also provide a roadmap for internal promotions, allowing companies to create solid employee advancement tracks for entry-level workers.

In Sri Vijaya Visakha Milk Producers Company Limited the organizational structure followed is line organization where the flow of authority will be from top to bottom. Where efforts of large number of people have to be controlled and discipline is of prime importance of line type organization structure will serve the purpose. This is also one of the oldest structures. However, in

present conditions this type of structure has less the applicability. In line structure directing is vertical. This means in this type boss is always right and his orders are to be obeyed at any cost.



3.5.1 Flow Chart of Organizational Structure.

3.6 CORPORATE SOCIAL RESPONSIBILITY

Visakha Dairy is not only concentrating on the farmer's cattle welfare but also giving priority for the welfare of farmer's families through the way and means as follows:

- Health.
- Education
- Socio-Economic Development.

To meet the above objectives Visakha dairy chairman Shri Adari Tulasi Rao established welfare trust viz Milk producers and Employee's Education Health, Medial Welfare Trust (MP & EEH & MW Trust) in the year 1989.

The main of the trust is to provide Medical Health and Educational facilities to farmers and their families. The trust has established its own hospital which is fully equipped with the latest technology and employed specialist and super specialist doctors. Further, it has established school and hostel for rural, poor and farmer's children.

The Trust's activities are being carried out in 8.25 acres of land in Visakhapatnam, various social welfare activities have been undertaken since its's inception. These activities are applauded by various Government officials, Chief Ministers, parliamentarians, Ministers and other prominent personalities, along with farmers, other competitors like Amul.

HEALTH:

Hospitals are important to treat minor and serious diseases, illnesses and disorders of the body function of varying types and severity. Hospitals also help promote health, give information on prevention of illnesses and as well offer curative services.

Generally, a health worker will be motivated and express job satisfaction if they feel that they are effective at their jobs and performing well. Factors contributing to motivation and job satisfaction also include strong career development, an adequate compensation, and adequate working and living conditions.

The performance of nurses, which is rooted in personal motivation, determines the quality of care. Therefore, it is important that nurses are motivated to provide high-quality care.

Krishi Trust Hospital is one of the well-equipped hospitals with 400 beds and modern multi-specialist hospital. To give patient best care around the clock, the hospital is aimed to provide best medical care. Krishi trust hospital is situated in a quiet and serene place at Sheela Nagar away from noise and pollution of the city.



3.6.1 Equipment in the Hospital.



3.6.2 View of the Hospital.

EDUCATION:

Trust provides the residential educational facility for Visakha dairy milk producers and employee children and general public as well. It provides free education to orphans recommended by the local village heads as well as to the children below poverty line.

Trust believes in value-based education. Teacher and Student ratio is 1:25 in true spirit. Students are disciplined and hard working. So, every year the has achieve the good results in general public exams.

There is well-equipped laboratory, library, multi-media computer lab, playground with sports facilities. Students are encouraged to participate in national sports as well sports academy in Andhra Pradesh.



3.6.3 View of the college.



3.6.4 View of the School.

SOCIO-ECONOMIC MEASURES:

Various social welfare activities have been taken up by the trust, Trust had provided drinking water to rural poor by digging bore wells in villages and arranging water channels for farmers by digging old and new reservoirs and also constructed bridges on rivers, where crossing rivers were impossible for rural people in rainy seasons.

Major task of the trust is identifying, training, providing employment to weaker sections who don't not have any support from the society. The trust has provided employment to more than 1000 people directly and indirectly.

The Socio-Economic services held by Sri Vijaya Visakha Milk Producers can be further viewed on: <http://visakhadairytrust.in/News.aspx#>



3.6.5 CSR Activity – Grade Wall.

3.7 AWARDS AND ACHIEVEMENTS

Honorable Chairman of Andhra Pradesh Electricity Regulatory Commission Dr. V. Bhaskar visited our Solar Power Plant Project Site Office, VSP. On 04-11-2013.

Honorable Governor of Andhra Pradesh Mr. Surjit Singh Barnala visited and appreciated the management of Visakha Dairy.

Visakha Dairy produces many Milk Products to cater to the consumer needs. It supplies quality milk of different variants round the clock through its 1500 exclusive outlets and became dearer to the consumers because of the quality and purity. Visakha Dairy name has become synonymous with quality.

1966	Started Dairy with a handling capacity of 10000 LPD (Liters. Per Day) operations in Visakhapatnam.
1973	Union registered under cooperatives Act.
1977	Inauguration of 50000 LPD Visakha Cooperative Modern Dairy. By Sri.Jalagam Vengala Rao Chief Minister of AP.
1980	Inauguration of 25000 LPD MCC (Milk Chilling Center) at Narasipatnam.
1981	Joined as member of the AP Dairy Development Coop Federation Ltd. At AP level.
1982	Operation area of the Union extended to Srikakulam and Vizianagaram districts and the name changed to Sri Vijaya Visakha District Cooperative Milk Producers Limited.

1985	MCC Srikakulam merged with Visakha Coop Dairy & capacity expanded from 12000 to 20000 LPD.
1986	Expansion 50000 to 100000 LPD.
1987	NMG (National Milk Grid) milk sales started.
1989	Expansion plant 100000 to 150000 liters per day. Establishment of milk producers & employees' education, health and medical welfare trust.
1991	Expansion of 150000 to 200000 LPD.
1996	Inauguration of 30000 LPD chilling center at Vizianagaram.
1998	Inauguration of 13 MT powder plant at Visakhapatnam.
1999	Converted to Mutually Aided Cooperative Act'95. Name also changed as "Sri Vijaya Visakha District Milk Producers Mutually Aided Cooperative Union Limited"
2000	Dairy expansion 200000 to 300000 LPD Commenced milk procurement in East Godavari District Commissioning of milk packing station at MCC Kakinada
2001	Inauguration of Aseptic packing station (APS) Commissioning of milk packing station at Hyderabad & sales started at Rajahmundry & Hyderabad.
2002	Dairy expansion 300000 to 500000 LPD Inauguration of milk pouch packaging station.

2003	ISO 9001:2000 & HACCP certification.
2004	Upgradation of HACCP to revised standard.
2006	Converted to Company Act'56. Name also changed as “Sri Vijaya Visakha Milk Producers Company Limited”
2008	Inauguration of Aseptic packing station (APS) with New Tetra pack A1 Machine
2010	Inauguration of New Elester Aseptic packing station
2013	Inauguration of New Visakha dairy Rangampeta Unit

**For waste segregation,
dairy installs plastic
collection bins in units**

Reshma.Jain@timesgroup.com

Visakhapatnam: In order to reduce plastic waste being generated in the city and promote the idea of segregation of waste among people, Visakha Dairy, one of the fastest growing milk and milk products manufacturer in the state has decided to provide plastic collection bins in their units.

The decision to put up plastic waste collection bins by Visakha Dairy came in the wake of guidelines by the Pollution Control Board and the Greater Visakhapatnam Municipal Corporation (GVMC).

Amidst the plastic waste generated in the city, a sizeable portion consists of milk packets.

There are around 2,500 Visakha Dairy retail outlets in and around the city. As many as 200 bins have been placed in the outlets yet. The plastic waste is then gathered in a space and sent to Autonagar and given over to scrap dealers for recycling.

Speaking to **TOI**, managing director of Visakha Dairy, SV Ramana said, "Milk

TOM



TAKING THE ONUS: Visakha Dairy has decided to install plastic waste collection units in its retail outlets in a bid to encourage waste segregation at source. Around 200 bins have already been placed

packets constitute a chunk of plastic waste. We hope this initiative will help in source segregation of waste. We will provide 1,000 more bins by next month."

He further said that depending on the volume of the plastic generated at each retail outlet, the waste will be collected once or twice a week.

THE TIMES OF INDIA, Dated : July 21-07-2019

3.7.1 Publication in The Times of India.

Training at Visakha Dairy



Visakha Dairy recently conducted a training programme on "Fortification of Milk and Milk products" for the benefit of all dairies in AP. This training programme was conducted in cooperation and assistance of KHPT, Bangalore and Andhra Pradesh State Food Safety Department. **Mr. S.V.Ramana**, MD of Visakha Dairy, spoke on the importance of fortification of Milk and informed that all the Visakha Dairy milk variants are fortified with Vitamin A & D and labelled with the +F logo on all milk packets.

VIZAG INDUSTRIAL SCAN, Dated : February 1-15 2019

3.7.2 Publication about Training at Visakha Dairy.

THE HINDU
SATURDAY, OCTOBER 20, 2018

Visakha Dairy donates ₹1 cr. for Titli victims, steels

SPECIAL CORRESPONDENT
VISAKHAPATNAM

The Visakha Dairy has donated ₹1 crore to the Chief Minister's Relief Fund to undertake relief and rehabilitation works in the areas affected by cyclonic storm Titli, in Sri-

kakulam and Vizianagaram districts.

The decision on the gesture was taken by Visakha Dairy Chairman Adari Tulasirao considering the extent of damage experienced by the farmers.

The cheque for the amount was presented to Chief Minister N. Chandrababu Naidu by Visakha Dairy Managing Director S.V. Ramana at Palusa.

Power Minister Kala Venkata Rao and MP Kinjarapu

Rammohan Naidu and Visakha Dairy Directors A. Rama- na Babu and Reddy Ramakrishna were present.

RINL gesture

Meanwhile, Rashtriya Ispat Nigam Limited (RINL) Chair-

man-cum-Managing Director P.K. Rath has made an appeal to all to donate liberally for taking up relief and rehabilitation works in the Titli-hit areas in Srikakulam and Vizianagaram districts.

Already, the RINL manage-

THE HINDU , Dated : October 20, 2018

3.7.3 Donated Money to Titli Victims.

3.8 SWOT ANALYSIS

SWOT Analysis is nothing but analysis of a company or organization on the basis of its Strength, Weakness, Opportunity and Threat (SWOT).

SWOT analysis is used to identify and categories significant internal factors (i.e., strengths and weaknesses) and external factors (i.e. opportunities and threats) faced by the organization. It provides information that is helpful in matching the firms' resources and capabilities to the competitive environment in which it operates and is therefore an important contribution to the strategic planning process. It should not be viewed as a static method with emphasis solely on its output, but should be used as a dynamic part of the management and business development process.

SWOT analysis involves the collection and portrayal of information about internal and external factors that have, or may have, an impact on the evolution of an organization or business. It generally provides a list of an organization's Strengths and Weaknesses as indicated by an analysis of its resources and capabilities, plus a list of the Threats and Opportunities identified by an analysis of its environment. Strategic logic requires that the future pattern of actions to be taken should match strengths with opportunities ward off threats and seek to overcome weaknesses.

People directly involved in various hierarchical levels of decision making in an organization or business, or a wider sample of actors are involved if the SWOT analysis concerns a whole region or nation. Representatives from a variety of stakeholder's groups should be involved, as they would bring in the analysis their own particular perspectives. At least one expert in SWOT analysis should take part or moderate the process.

Strengths:

- Enhanced milk production with consequently increased availability of milk processing.
- Improved purchasing power of the consumer.
- Improved transportation facilities for movement of milk and milk products. Increased availability of indigenously manufactured equipment.
- Large number of dairy plants in the country.

- Vast pool of highly trained and qualified manpower available to the industry.
- Country's vast natural resources offer immense potential for growth and development of dairying.

Weakness:

- Lack of appropriate technologies for tropical climate conditions.
- Erratic power supply.
- Lack of awareness for clean milk production.
- Underdeveloped raw milk collection systems in certain parts of the country.
- Seasonal fluctuations in milk production pattern.
- Regional imbalance of milk supply.
- Species-wise variation in milk quality received by dairy plants.

Opportunities:

- Greatly improved export potential for milk products of western as well as traditional types.
- Expanding market for traditional dairy products.
- Increasing demand for fluid milk as well as value added products.
- Byproduct utilization for import substitution.
- Employment generation.
- Availability of animal production technologies for faster development and effective implementation.
- Integrated structure of marketing for milk and milk products.
- Integrated structure of livestock marketing through regulated markets.
- Improved collection of data on contract basis through agencies.

Threats:

- Increasing chemical contaminants and residual antibiotics in milk.
- Poor microbiological quality of milk.
- Export of quality feed ingredients particularly cakes under the liberalization policy.

- Deficiency of molasses, a rich source of energy and binding agent in feed industry and constituent of urea molasses mineral lick.
- Excessive grazing pressure on marginal and small community lands resulting in complete degradation of land.

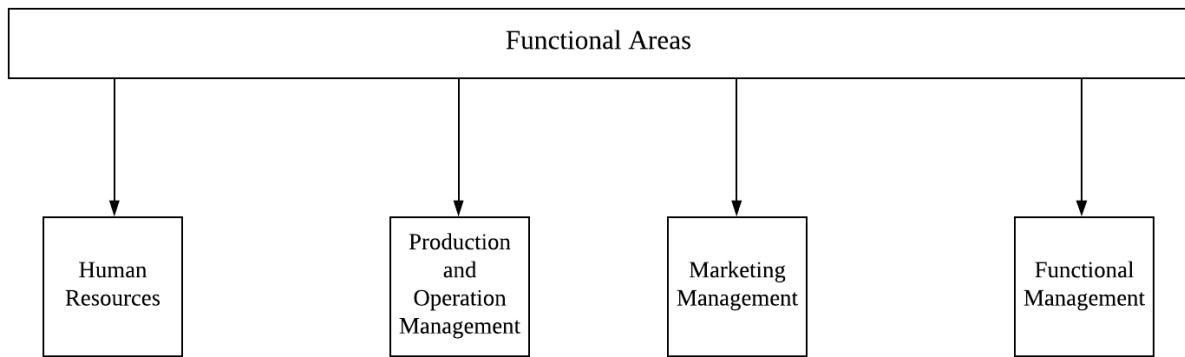
4. FUNCTIONAL AREA ANALYSIS

Just as different functions in the human body are performed and regulated by different organs, different functions within a business are performed and controlled by different parts of the business.

One of the reasons for separating business operations into functional areas is to allow each to operate within its area of expertise, thus building efficiency and effectiveness across the business as a whole. Functional areas in a business vary according to the nature of the market and the size of the business.

In general, the key functional areas of a business are the following:

- 4.1 Human Resource Management.
- 4.2 Production and Operations Management.
- 4.3 Marketing Management.
- 4.4 Financial Management.



4.0 Functional Areas Classification.

The main purpose of functional areas is to ensure that all-important business activities are carried out efficiently. This is essential if the business is to achieve its aims and objectives.

Situations why functional areas are important can be illustrated as follows:

- Sales and marketing will be involved in achieving targets linked to developing new markets or increasing sales.
- Human resources will be involved in arranging staff training activities and supporting the continuous professional development of all staff.
- Finance will be expected to monitor and support aims and objectives linked to keeping costs low to improve profitability.
- Production will be set targets relating to quality or meeting planned production schedules.

4.1 HUMAN RESOURCE MANAGEMENT

Land, labor and capital are the three primary resources in a dairy farm. So, Labor is one of the most critical resource and cost of the labor which makes up around 15-20% of total farm expenses is second to the cost of feeding.

As labor is one of the most crucial factor Sri Vijaya Visakha Milk Producers Company Limited has considered Human Resource as one of the most important function in the organization that include planning, recruitment, selection, induction, performance appraisal, job evaluation, conflict management, health and safety so on.

Sri Vijaya Visakha Milk Producers Company Limited Embedded Human Resource in such a way that it will manage the life cycle of employee (entry to exist) within the organization. It discusses about both skilled and un-skilled employees.

In Visakha dairy the work of Human Resource is to attract and retain the employees of various sections.

HR department in Sri Vijaya Visakha Milk Producers Company Limited has classified the Labor force on the basis of skill and training as follows:

- **UNSKILLED:** An unskilled employee is one who doesn't have knowledge about the farm, they are just ordered to do operations or activities that involve the performance of simple duties, which require the experience of little or no independent judgment. For example, Farm laborers for cleaning, for watering etc.
- **SEMISKILLED:** His/ Her work is limited to the performance of routine operations of limited scope, where important decisions made by others. For example, Truck or tractor drivers, grass cutting operator, recorder etc.
- **SKILLED:** A skilled employee is one who is capable of working efficiently of exercising considerable independent judgment and of discharging his duties with responsibility. She/he must possess through and comprehensive knowledge of the farms. For example, Technical Officer/ Assistant
- **HIGHLY SKILLED:** A highly skilled worker is one who is capable of working efficiently and supervises efficiently the work of skilled employees. For example, administrative officer, Farm manager etc.

4.1.1 HUMAN RESOURCE POLICIES

HR policies are continuing guidelines on by approach. The organization intends to adopt in managing its people.

They represent specific guidelines to HR manager regarding various matters concerning employees. It states the intend of organization about different aspects of HRM such as recruitment, promotion, compensation, training, selection and so on

As this study is carried out with limitations. HR policies within the Sri Vijaya Visakha Milk Producers company limited are partially closed. As of now the secondary data collected will explain few basic policies within the Visakha dairy.

- a) Policy Name: CODE OF CONDUCT.

Approval Status: Approved.

Purpose of the Policy: To define the basic standards of company conduct.

Key Concepts: corporate values, the protection of corporate property, dealing with corruption and conflicts of interest.

Eligibility: Entire Organization.

- b) Policy Name: POLICY ON EQUALITY.

Approval Status: Approved.

Purpose of the Policy: Protection against discrimination (like POSH act) and harassment in the workplace and helps to promote diversity.

Key Concepts: Basis of race, ethnicity, origin, gender, age, religion, disability or sexual orientation.

Eligibility: Entire Organization.

- c) Policy Name: POLICY ON HEALTH AND SAFETY AT WORK.

Approval Status: Approved.

Purpose of the Policy: To prevent accidents at work place and promote good health of employees.

Key Concepts: company responsibilities and duties to ensure safety of employees.

Eligibility: Entire Organization.

d) Policy Name: POLICY ON THE USE OF SOCIAL MEDIA AND THE INTERNET.

Approval Status: Approved.

Purpose of the Policy: What employees may and may not share online about the company.

Key Concepts: Balance between employee's personal rights and employer's interests.

Eligibility: Entire Organization.

e) Policy Name: POLICY ON WORKING TIMES, ABSENCES AND HOLIDAYS.

Approval Status: Approved.

Purpose of the Policy: What will the minimum and maximum weekly working time is, what are the rules for taking breaks, how working time can be arranged and what should be recorded.

Key Concepts: Company will clarify any possible ambiguities concerning working hours, absences and holidays, thus preventing potential disputes.

Eligibility: Entire Organization.

4.1.2 HUMAN RESOURCE PLANNING

Human resource planning (HRP) is the first step in the HRM process. HRP is the process by which an organization ensures that it has the right number and kind of people, at the right place, at the right time, capable of effectively and efficiently completing those tasks that will help the organization achieve its overall objectives.

HRP will be performed at all levels in the organization with the help of KRA'S, KPA'S.

It gives the company the right kind of workforce at the right time frame and in right figures.

In striking a balance between demand-for and supply-of resources, HRP helps in the optimum usage of resources and also in reducing the labor cost.

Cautiously forecasting the future helps to supervise manpower in a better way, thus pitfalls can be avoided.

It helps the organization to develop a succession plan for all its employees. In this way, it creates a way for internal promotions.

It compels the organization to evaluate the weaknesses and strengths of personnel thereby making the management to take remedial measures.

The following is the HRP for Sri Vijaya Visakha Milk Producers Company Limited to manage the cattle field. This HRP plan is a rough view of how Visakha dairy manages the labor in the cattle field: (Labor utilization/Labor requirement of different types of cattle field activities)

S. No	Operation to be Performed	Labor Requirement
A. Milking		
1	Hand Milking	1 Milker for 10-12 cows/ buffaloes for 3 times milking or 15-18 cows/ buffaloes for 2 times milking.
2	Machine Milking	40 Cows per Milk.
3	Cleaning of Milk Byre	One sweeper for 100 animals.
4	Collection of Milk	One attendant.
5	Supply of Concentrates	One attendant for 400 animals.
6	Cleaning, Washing, Collection & Securing of Milking animals	One attendant for 150 animals.
7	Milk recording	One recorder.
8	Washing of Milk Utensils	One attendant for 100 cow unit.
B. Feed Handling		
1	Chaffing of fodder, Power driven chaff cutter	One attendant for 40 quintals.
2	Supply of chaffed fodder to various classes of animals & distribution of fodder in to the manager	One attendant for 200 adult animals or 300 young stock.
3	Distribution of feed among the animals	One attendant for 400 animals.

C. Cleaning of Sheds & Care of Stock		
1	Bulls: cleaning of bull pens & bulls, feeding of concentrates and fodder, grooming and exercise of bulls & semen collection	One attendant for 4-5 bulls.
2	Down calves: Cleaning of pens. Cleaning & feeding of pregnant animals and training of pregnant heifers	One attendant for 15-20 animals.
3	Cows-in-milk: Cleaning of pens, feeding, washing and bathing	One attendant for 30-35 animals.
4	Calving and care of new born calves	3 attendants for round the clock duty (8 hours each).
5	Milking of colostrum, feeding of new born calves up to 5 days, cleaning of calf pens	One attendant for 10-15 calves/cows/buffaloes.
6	6 days to 1-month old calves cleaning of pens, cleaning and feeding of calves	One attendant for 20 calves
7	1 month to 3-month-old calves: cleaning of pens, grooming & cleaning of calves, feeding of concentrates, fodder and milk to the calves	One attendant for 15-16 calves.
8	3 months to 6 months old calves: cleaning of pens, cleaning and feeding of calves	One attendant for 25 calves.
D. Veterinary Dispensary Treatment Work		

1	Collection of sick animals, securing, helping in treatment and their feeding as indoor patient	One attendant for 10 animals.
2	Helping in post-mortem and disposal of carcass	One sweeper.
E. Heat Detection		
1	Heat detection in the paddock taking the animals for insemination	2 attendants, 1 for day time and another for night time (500 adult animals).
F. Maintenance of Farm Machinery		
1	Chaff cutter. Bullock cart, lawns, roads	3 helpers and one machine.
G. Office Work		
1	Distribution & collection of dak correspondence, cleaning of office, helping in supply store material	One attendant.

4.1.3 RECRUITMENT & SELECTION

Once the HRP is planned. According to the requirement for a particular position where an individual need to perform defined set of activities. To attract the individual to apply for that position is all about recruitment. The key aspect of recruitment (attracting a candidate to apply for a particular position) is Job Analysis.

Job Design is the process deciding on the content of the job in terms of its duties and responsibilities. The main objective here is to meet the organization requirement such as higher productivity, operational efficiency, quality of the product and To satisfy the needs of individual employees.

Job design has three approaches like work simplification (less trained and less paid employees can perform), job rotation (movement of employees from one position to another position), job enlargement (adds more difficulty in job to provide greater variety at workplace).

Job Analysis is a procurement function that describes about the specific duties and responsibilities of an individual or group of employees.

Job Analysis is further classified into two elements:

- a) Job Description - organized statement of the duties and responsibilities of a specific job.
For example, job - title, location, department, unit, authority and responsibilities.
- b) Job specification - written statement of qualification, traits, physical and mental characteristics that an individual must have to perform the job effectively. For example, education, experience, ability to plan, emotional stability, judgement levels and so on.

For employers, writing and maintaining job descriptions must be an ongoing task. In the same way companies must re-evaluate budgets, workflows, and processes, they should also re-assess job descriptions, at least annually, to ensure those position requirements are up to date and consistent with current industry trends. It's important to regularly review and update job descriptions on a recurring basis.

Following is the job description for the post “farm manager” at Sri Vijaya Visakha Milk Producers company limited (source of the job description Naukri.com)

Job description

Job Description

Plans, develops, and implements policies, procedures, and practices for operation of dairy farm to ensure compliance with company's standards for farm production.

Directs and coordinates, through subordinate supervisory personnel, farm activities, for example breeding and rearing livestock, feeding and milking of cows, storage of milk, and sterilizing and maintaining facilities and equipment.

Maintain high quality healthy dairy herds. Identify and respond to health, environmental and nutritional requirements of cows, heifers, and calves when appropriate.

Manage the feed and inventory of the facility

Disease prevention and animal health

Ensure that animals are milked regularly using consistent milking techniques

Maintain high quality healthy dairy herds. Identify and respond to health, environmental and nutritional requirements of cows, heifers, and calves when appropriate. Follow Dairy Farm Manager directives and veterinarian program

Ensure all organic dairy sanitation procedures are followed, to include the use of gloves when milking, disposing of treated cows milk properly, and checking the cooler to verify it is cooling properly.

Key Skills

training reservation planning

Role Medical Officer

Industry Type Recruitment / Staffing

Functional Area Healthcare & Life Sciences

Employment Type Full Time, Permanent

Role Category Doctor

Education

UG : Any Graduate

PG : Post Graduation Not Required

Key Skills

Training

Reservation

Compliance

Routing

Management

Inventory

4.1.3.1 Job Description from Naukri.com.

In Recruitment job analysis is very important because it describes what are the roles and responsibilities for a particular job. Job description will vary as the position changes because the employee requirement changes.

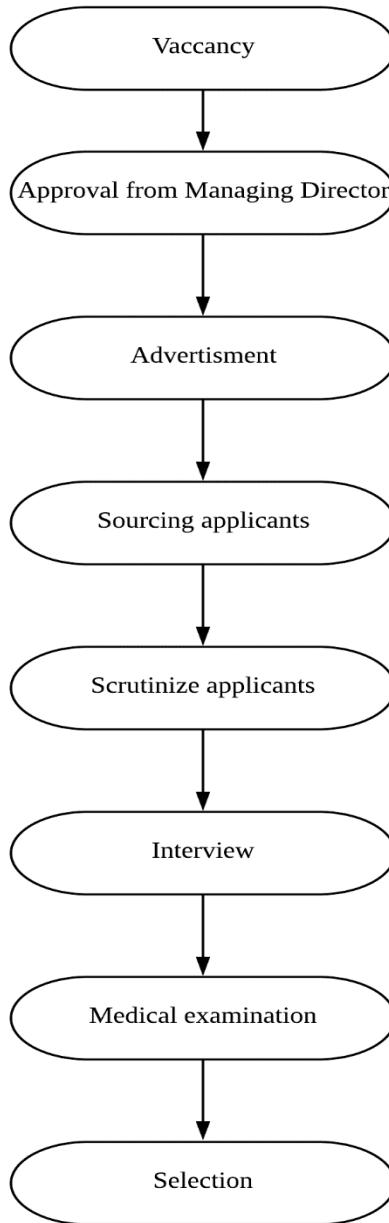
As, said recruitment is attracting people to apply for the post. The phrases used in job analysis is very important. For example, looking for a candidate to fill the receptionist position or hiring the candidates for the position Front Desk Manager. Both are same but the one that attracts candidate to apply for the job is second sentence.

As soon as the recruitment process is finished. That means there are bunch of candidates in our bucket from which one or two or more candidates are selected as per the vacancy. Here, the main important thing is picking right candidate for right position at right time with less cost that process is termed as selection.

There are two types of recruitment sources followed by Sri Vijaya Visakha Milk producers company limited as shown:

- a) Internal sources - It includes selecting the candidates for a position within the organization. Here, the list of eligible candidates for a position will already be registered in company payroll with some position. The internal sources obtained by Sri Vijaya Visakha Milk Producers company limited are as followed:
 - In - Bucket permanent employees.
 - Referrals from employees.
 - Former employee.
- b) External sources - It includes every individual who is eligible for particular position who is not a member of organization till now. The external sources obtained by Sri Vijaya Visakha Milk Producers company limited are as followed:
 - Campus Recruitment.
 - Placement Agencies.
 - Walk-in individuals.

Sourcing is followed with selection process. Here, the main objective is to determine whether an applicant meets the qualification for a specific job and choose the applicant that is more likely to perform well in the assigned job. The selection process followed in Sri Vijaya Visakha Milk Producers company limited as shown below:



4.1.3.2 Flow Chart of Selection Process at Visakha Dairy.

After selection, Applicant will be turned into employee who will have a prohibition period. In Sri Vijaya Visakha Milk Producers Company limited each employee holding different position will have different duration of prohibition period. Likewise, officers - 12months, Assistant - 6months, Workers - 3months.

4.1.4 TRAINING AND DEVELOPMENT

These are the sessions organized within the organization to deliver the knowledge that helps employee to know more about the organization and to attain the goal with maximum productivity.

Sessions for entry-level/ freshers/ beginners are referred as Training sessions. Whereas sessions for Mid-level/ experience candidates in the organization is referred as Development sessions.

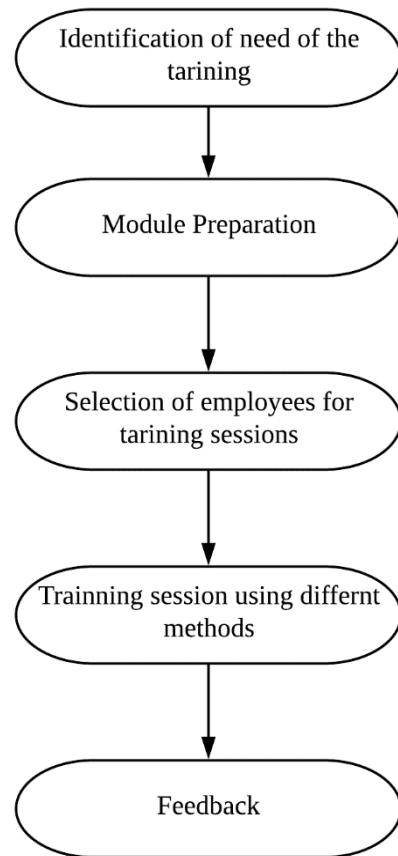
Sri Vijaya Visakha Milk Producers Company limited have obtained four methods of training as mentioned below:

- a) ON-THE JOB method: This is the most common method of training in which a trainee is placed on a specific job and taught the skills and knowledge necessary to perform it. On the job methods obtained by Sri Vijaya Visakha Milk Producers Company limited are Job rotation, Job instructions, Committee assignments, Internship Trainings.
 - JOB ROTATION: This training method involves movement of Employee from one job to another gain knowledge and experience from different job assignments. This method helps the trainee understand the problems of other employees. Likewise, Department transfer from milk procurement unit to milk processing unit.
 - JOB INSTRUCTIONS: It is step-by-step training in which the trainer explains the way of doing the jobs to the trainee and in case of mistakes, corrects the employee. Likewise, letting the employee give adequate inputs required to process specific liters of milk to obtain the desired quantity of output like milk shake.

- **COMMITTEE ASSIGNMENT:** A group of trainees are asked to solve a given organizational problem by discussing the problem. This helps to improve team work. Likewise, launching new line of business from existing one.
 - **INTERNSHIP TRAININGS:** In this method instructions through theoretical and practical aspects are provided to the trainees. Usually, students/ new entries will receive this type of training for a small stipend. Likewise, to check whether candidate is right for that job or not.
- b) **OFF-THE JOB** method: On the job training methods have their own limitations, and in order to have the overall development of employee's off-the-job training can also be imparted. Off the job methods obtained by Sri Vijaya Visakha Milk Producers Company limited are Case Study, Incident Study, Business games.
- **CASE STUDY:** case study deals with any problem confronted by a business which can be solved by an employee. The trainee is given an opportunity to analyze the case and come out with all possible solutions. This method can enhance analytic and critical thinking of an employee. Likewise, new machines are studied and based the study results the compatibility of that particular machine is checked with capacity of the organization.
 - **INCIDENT STUDY:** Incidents are prepared on the basis of actual situations which happened in different organizations and each employee in the training group is asked to make decisions as if it is a real-life situation. Later on, the entire group discusses the incident and takes decisions related to the incident on the basis of individual and group decisions. Likewise, failure of any machine is considered and study will be performed on it to analyze the root cause and come up with proper solution.
 - **BUSINESS GAMES:** According to this method the trainees are divided into groups and each group has to discuss about various activities and functions of an imaginary organization. They will discuss and decide about various subjects like production, promotion, pricing etc. This gives result in co-operative decision-making process. Likewise, recently the change has brought in packing pattern of the products of Sri Vijaya Visakha Milk Producers Company limited.

- c) IN-HOUSE method: Though in-house training, the host organization has the option of tailoring the training Programme to their particular operational needs. In-house training allows hosts to fulfill their organization's objectives for staff development in a cost effective and quality driven manner.
- d) OUT-HOUSE method: External training is conducted by experts or influencers from outside of your company. They may be someone your company already has a relationship with – such as a supplier – who has been brought in to give more information on a product or feature, or an industry expert who can share the latest trends to help teams stay ahead of competitors.

Training process followed in Sri Vijaya Visakha Milk Producers Company limited is:



4.1.4.1 Flow chart of Training Process at Visakha Dairy.

4.1.5 PERFORMANCE APPRAISAL

Performance appraisal is the process of evaluating performance of an employee within the organization. It can be viewed as the process of assessing and recording employee performance for the purpose of making judgements about employees that lead to affective decision making.

The data collected from this task is used for strategic decisions such as releasing on Increments in pay, Promotions, Transfers on promotions as well demotion if the performance is not up to the mark.

It also acts as source for identification of need of the training in training process followed in Sri Vijaya Visakha Milk Producers Company limited. Improves performance through rewards, awards, motivation and feedback.

The appraisal system in Sri Vijaya Visakha Milk Producers Company limited is designed as shown below:

Promotion period	Organ of Appraisal
3 years	Officers
1.5 year	Temporary Workers
1 year	Managers
1 year	Workers

Final conformation will be given with the approval of Managing Director. Employee work is assessed using different appraisal methods. They are:

- a) SELF APPRAISAL: If an individual employee understands the objectives, they are expected to achieve the standard by which they can be evaluated. To a great extent they appreciate their own performance.

- b) Manager's APPRAISAL: The general practice is that superiors appreciate the performance of their subordinates once they reach their benchmark. That motivates and encourages employee to put their maximum affords to reach their benchmark.

Few attributes taken into consideration in Sri Vijaya Visakha Milk Producers Company limited for the purpose of performance appraisal are:

- Job Knowledge.
- Output Efficiency,
- Quality of work.
- Past Records.
- Initiatives.
- Seniority towards work.
- Loyalty towards organization.

Sri Vijaya Visakha Milk Producers Company limited sometimes follow rating scale to appreciate once performance with attributes like Outstanding, Good, Satisfactory, Poor. Where, Outstanding will be appreciated by Increase in pay, Promotions. Good will be get Increase in pay. Satisfactory will go under some training process. Poor will be given another chance to meet the benchmark or to perform better than before (undergo more training under high monitoring).

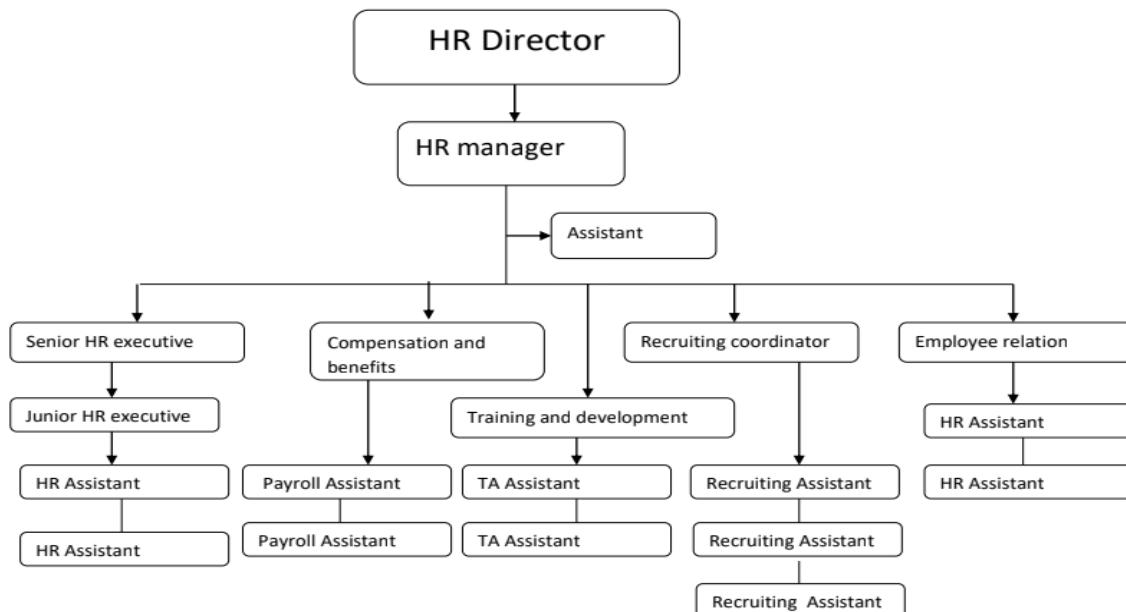
Even though the Employees under satisfactory and good categories didn't not meet the benchmark after second session of training also there is a chance for demotion also which means remove that particular employee from organization.

4.1.6 HUMAN RESOURCE STRUCTURE

The internal structure of an HR department is hierarchical with different specialization units. Explore the functions of an HR department including recruiting, training and development, compensation and benefits administration, health and safety, and employee and labor relations.

HR structure vary company to company based on the employee count. If the number of employees within an organization is 100 HR structure may be designed in one way. Whereas if number of employees are 1000 or more than that HR structure is designed in another way.

The below chart gives a clarity on how an organization designed its HR structure based on its employee count. (Overview for an organization with 1000 Employees)



4.1.6.1 Human Resource Structure for 1000 Employees.

4.1.7 EMPLOYEE ATTRITION

Employee attrition is defined as the natural process by which employees leave the workforce – for example, through resignation for personal reasons or retirement – and are not immediately replaced.

$$\text{Attrition Rate} = \frac{\text{Number of Attritions}}{\text{Average Number of Employees}} \times 100$$

Employee count in Sri Vijaya Visakha Milk Producers Company limited in 2019 is 2,000 members. 2019 Attrition rate is 3% that is employees joined is 3 and employee left is 1.

4.2 PRODUCTION AND OPERATIONS MANAGEMENT

The conversion of inputs to outputs is called production and operations management. The inputs are Men, Machine, Material, Methods, Money, Technology etc. The process of happening is production.

Sri Vijaya Visakha Milk Producers Company limited uses batch production technique for manufacturing the products. Which mean a form of manufacturing in which the job passes through the functional departments in batches and each lot may have a different routing. But, here in Sri Vijaya Visakha Milk Producers Company limited each lot of same products will have same routing. For example, a lot of Mysore Pak will undergo same process which will have same applications, expired date for all the pieces in that particular lot.

4.2.1 PRODUCTION TECHNOLOGY

The production technology used in Sri Vijaya Visakha Milk Producers Company limited are:

- ROBOTIC MILKING: Machines have arms or cups with sensors that can be individually attached to cows' teats.

- MILK FRESHNESS: Using technology it is possible to detect the freshness of milk and store it for a long time.
- AUTOMATED CATTLE TRAFFIC MANAGEMENT: It provide computer control gates which will open and close by managing the switches.

4.2.2 STAGES IN PPC

In Sri Vijaya Visakha Milk Producers Company limited they embed the PPC (production, planning, control) to control the production process.

- PLANNING PHASE: They develop different aspects related to different products like developing the design of the product (appearance or expected output), Forecasting the demand of the product or future willingness of a customer to buy that particular product, Aggregate planning (for all product that are manufactured from milk with some common similarities will have overall plan), The raw materials or inputs required to process are planned accordingly using material requirement planning. Once, all the above actions are performed the further actions like equipment planning, loading, scheduling are performed.
- ACTION PHASE: Real phase of the production control. That is planned things are taken into action. Here, time tickets are used to record actual time taken to perform the action.
- CONTROL PHASE: Timely reports are recorded; Progress here is accountable to top management as well as per the observations the corrective measures are taken.

4.2.3 POM CONCEPTS USED IN SRI VIJAYA VISAKHA MILK PRODUCERS

Following is the example that explains the usage of various production and operations management system in Sri Vijaya Visakha Milk Producers Company limited

Product Name: PANEER		
1	Inputs	Milk Solids, Citric Acid.

2	Output	Panner.
3	Production system	Batch.
4	Technology Used	Microfiltration.
5	Production Planning and Control	<p>Planning: Quantity, Time period (lot number). Heating, Cooling, Citric acid.</p> <p>Routing: Heating - Addition of citric acid - Cooling - Moulding.</p> <p>Scheduling: Time required to perform each operation described in Routing.</p> <p>Loading: Who have to perform the operations.</p> <p>Dispatching: The production process starts and end product will be in hand which is ready to deliver the customer. (Panner is ready)</p> <p>Follow-Up: Progress of work will be checked. That is Final output will be compared with Planned output with respect to some competencies.</p> <p>Inspection: Quality check will be performed in accordance with the quality control policy/standards.</p> <p>Corrective Measure: If the attained output didn't match the desired output at any point the corrective actions are taken. If, not it is delivered to end customers</p>
6	Aggregate Planning	Based on the Forecasting demand result for panner from the customer next lot of production for panner is planned in advance.

7	Rough-Cut Planning	It helps check the production plan prior so that they will be no issues in the production process. Like presence of enough inputs or not.
8	Master Production Schedule	It is mandatory to make there is no under or over loading aspects included in production plan. So, that inputs are utilized to attain maximum output.
9	Material Requirement Planning	To meet the demand of panner from the customer in time without shortage. The raw materials/ inputs required are planned properly.
10	Capacity Requirement Planning	The infrastructure required for that organization to undergo the production processes to meet the customer need.
11	Maintenance Management	In-time maintenance is required to avoid failure of equipment. So, that there will be less disturbance during production.

4.2.4 QUALITY CONTROL

The basis of Sri Vijaya Visakha Milk Producers Company Limited quality control unit follows a slogan – “Quality and Safety from Grass to Glass”.

Their milk and milk products contain essential nutrients such as proteins, fats, milk sugars, vitamins and minerals, which help to create healthy and delicious dairy products, which are sustainably produced. We take utmost care to ensure safe production to manufacture high quality products. They have a single approach to guarantee the safety and quality of the entire chain, from collection of milk right through to distribution. They call it is a focus of the system

4.2.5 INSPECTION, MONITORING AND TRANSPARENCY

Inspection, monitoring and auditing are essential within food safety and quality and our approach to food safety covers the entire supply chain, starting with farmers and suppliers. We follow rigorous procurement and auditing processes to ensure we select safe, high quality raw materials. This includes defining specifications for the materials we use, and performing checks to ensure they always comply with the most stringent regulations and the latest scientific knowledge. If they do not comply, we reject them.

The product which leaves from the factory shall pass 18 tests (chemical and microbiology) to confirm the food is safe to consume. The testing procedures verify the product compliance with internal and external standards, including for harmful compounds or microorganisms in the materials we use. We have so many stringent, inbuilt controls to guarantee safety.

Packaging plays a vital role in ensuring the product reaches consumers in a safe condition. It also carries clear information about how to store and use the product, with information regarding ingredients and nutritional aspects of the products. We make sure that best-before and use-by dates are correct so consumers understand when the product will be past its best. It tries its best to do service.

They use unique batch codes, to tell us exactly when a product was manufactured, what ingredients went into it and where those ingredients came from. We ensure effective traceability of our process by maintaining batch codes.

4.2.6 FOOD SAFETY MANAGEMENT SYSTEM

Visakha Dairy's "Food Safety Management System" is the platform that we use to guarantee food safety compliance with quality standards and to create value for consumers. Our internal Quality Management System is audited and verified by independent certification bodies to prove conformity to internal standards, ISO norms, statutory and regulatory requirements.



4.2.6.1 Food Safety Management System Certificate.

4.2.7 MANUFACTURING PRACTICES

Sri Vijaya Visakha Milk Producers Company Limited apply GMP recognized by FSSAI to ensure quality and food safety. GMP covers all aspects of manufacturing, including standard operating procedures, people management and training, equipment maintenance and handling of materials.

GMP Stands for good manufacturing practices. The role of GMP in food industry success is critical – they help food and beverage companies maintain food safety and quality while increasing their productivity. All relevant food legislation, including the FDA's Food Safety Modernization Act (FSMA), emphasizes these practices, including customer certification requirement.

4.2.8 HAZARD ANALYSIS & CRITICAL CONTROL POINT

Sri Vijaya Visakha Milk Producers Company Limited apply internationally recognized HACCP system to ensure food safety. This preventive and science-based system identifies, evaluates, and controls hazards that are significant for food safety. It covers the entire production process from raw materials to distribution and consumption. Our Food Safety Management System, HACCP plans are verified by external certification bodies against the international ISO 22000:2018 standards.



4.2.8.1 Management System Certificate.

4.2.9 PLANT LAYOUT AND PLANT LOCATION

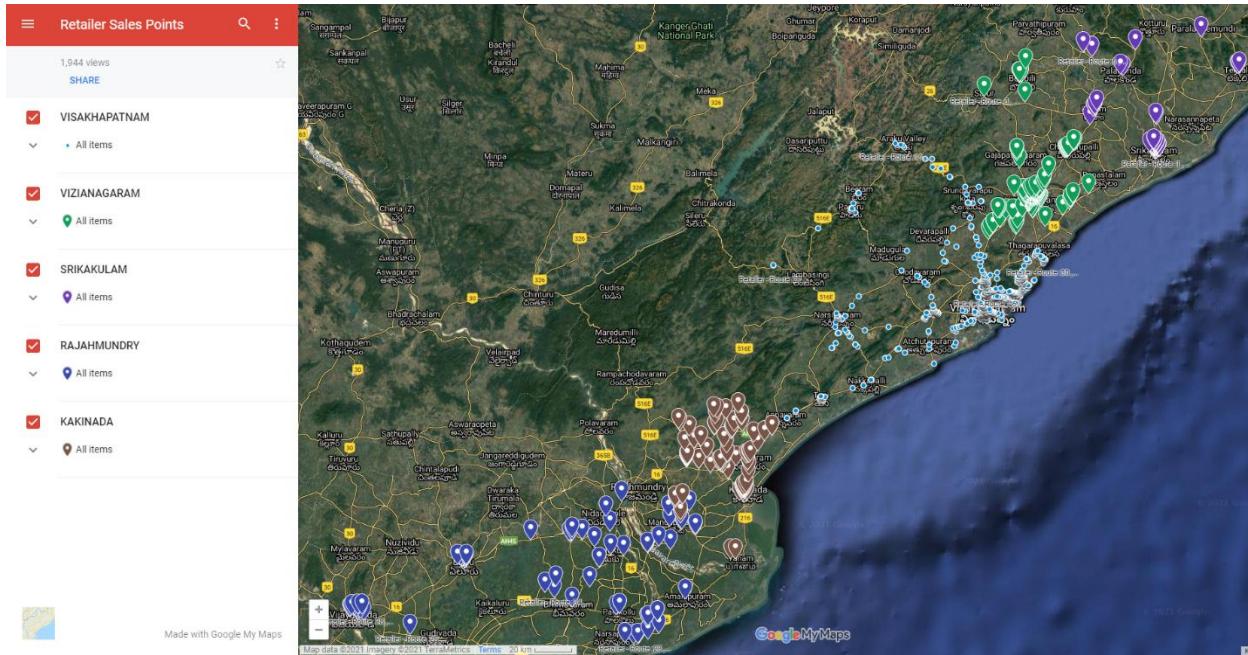
Location of an industry is an important management decision. It is a two-step decision: first, choice of general area or region and second, the choice of site within the area selected. Location decision is based on the organizations long-term strategies such as technological, marketing, resource availability and financial strategies.

Plant layout is a plan for effective utilization of facilities for the manufacture of products; involving a most efficient and economical arrangement of machines, materials, personnel, storage space and all supporting services, within available floor space.

Of all the pieces of the planning puzzle, facility location is the most strategic and critical. Once you build a new manufacturing facility, you have made a substantial investment of time, resources, and capital that can't be changed for a long time. Selecting the wrong location can be disastrous.

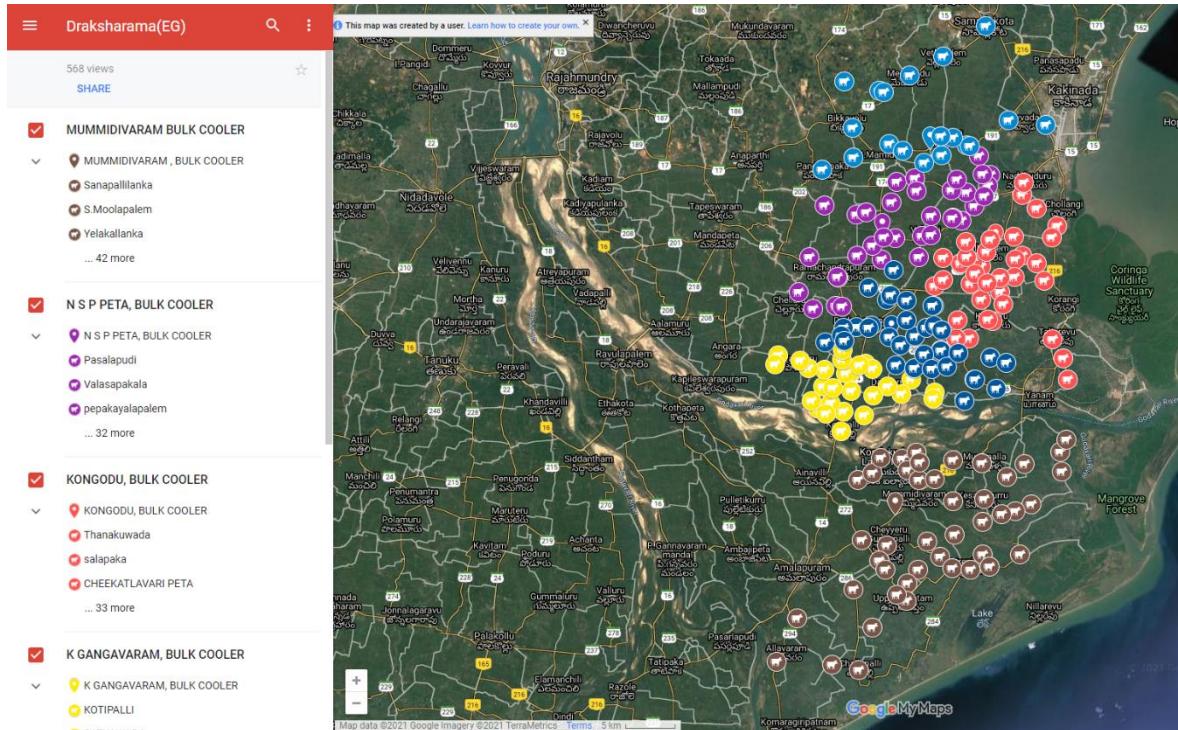
Many situations give rise to the problem of plant layout. Two plants having similar operations may not have identical layouts. This may be due to size of the plant, nature of the process and management's calibers.

Parlour Outlet at Visakhapatnam		
Name	Address	Contact No.
Visakha Dairy Parlour	Akkireddipalem	0891-2517230
Visakha Dairy Parlour	Dwarakanagar	9949897245
Visakha Dairy Parlour	Maharanipeta	9963553772
Parlour Outlet at Anakapalli		
Visakha Dairy Parlour	Pudimadaka Road	9603714727

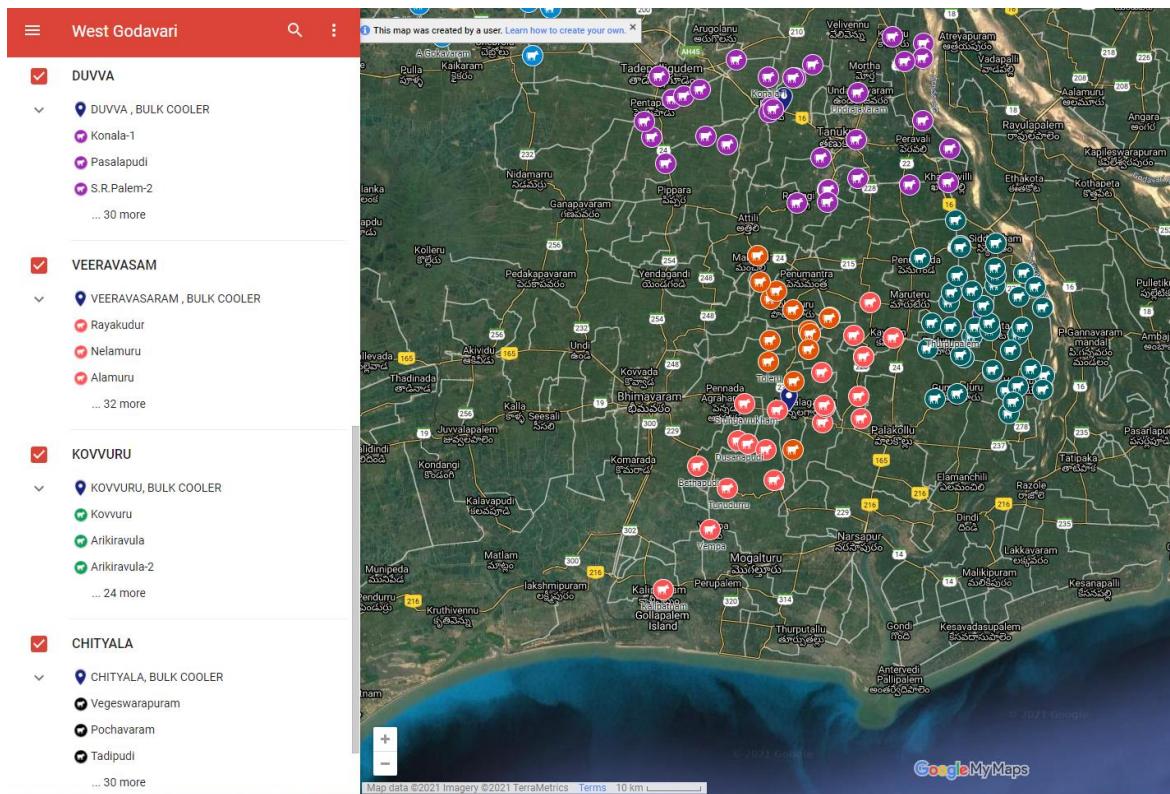


The Images attached here will project the Retailer Sales Points, Stocks Sales Points, Bulk Coolers, West Godavari Milk Collection Centers, Draksharama Milk Collection Centers, Rajahmundry Milk Collection Centers.

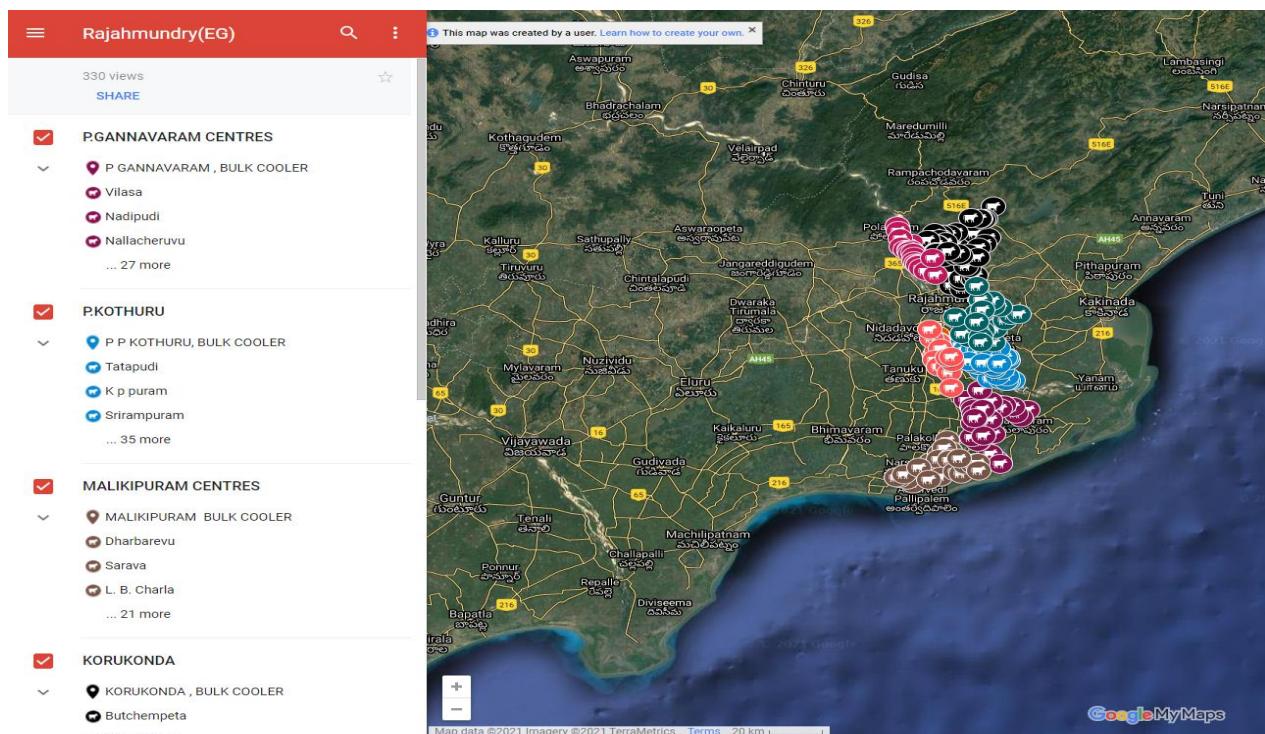
4.2.9.1 Retailer Sales Point



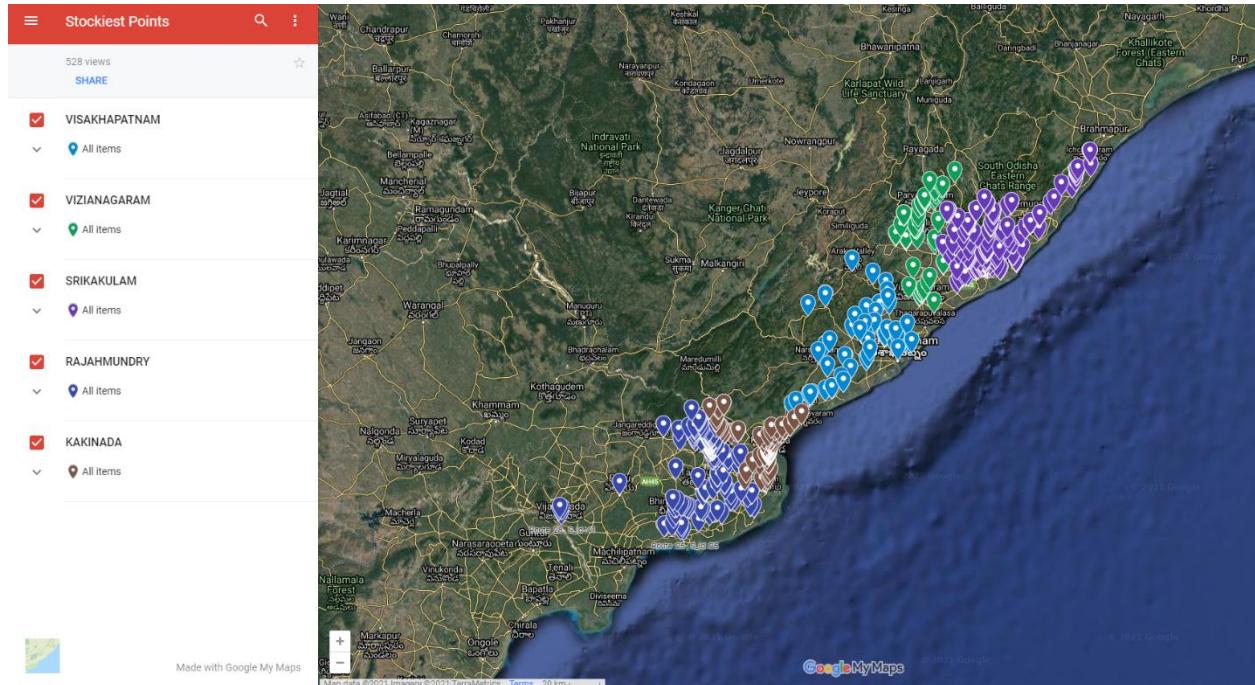
4.2.9.2 Draksharama Milk Collection Centers.



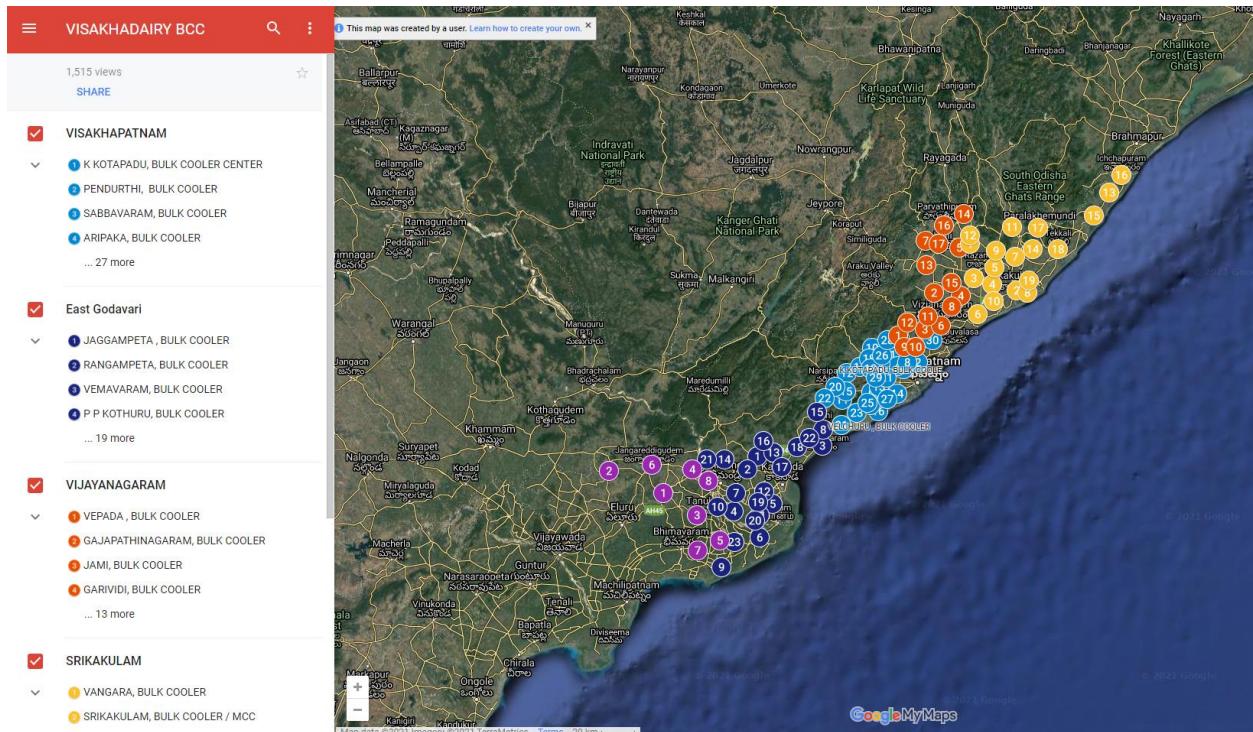
4.2.9.3 West Godavari Milk Collection Centers.



4.2.9.4 Rajahmundry Milk Collection Centers.



4.2.9.5 Stockiest Points.



4.2.9.6 Bulk Coolers

4.2.10 SATISTICAL QUALITY CONTROL

The use of statistical methods in the monitoring and maintaining of the quality of products and services. One method, referred to as acceptance sampling, can be used when a decision must be made to accept or reject a group of parts or items based on the quality found in a sample. A second method, referred to as statistical process control, uses graphical displays known as control charts to determine whether a process should be continued or should be adjusted to achieve the desired quality. Sri Vijaya Visakha Milk Producers Company Limited uses this method to find out which lot of products are to be accepted and which are to be rejected. Due, to some limitations its not possible to get the values from the firm so let us consider some sample size and apply to concept to know how the products are accepted or rejected. With the help of control charts for variables that is using mean (\bar{x}) chart and range (R) chart.

Sample size (n)	Sample mean (\bar{x})	Sample range (R)
1	21.5	2.1
2	22.2	1.1
3	22.7	0.4
4	22.5	1.3
5	23.5	1.6
6	21.6	2.5
7	22.1	3.5
8	22.9	3.8
9	22.1	3.7
10	22.9	2.1
Total	224	221/10

$$\bar{\bar{x}} = \bar{x}/n = 224/10 = 22.4.$$

$$\bar{R} = \text{Total sample range}/n = (221/10)/10 = 2.21.$$

\bar{x} - chart

Control limit (cl) = $\bar{\bar{X}} = 22.4$.

Upper control limit (UCL \bar{x}) = $\bar{\bar{X}} + A_2 \bar{R} = 22.4 + (0.58)(2.21) = 23.681$.

Lower control limit (LCL \bar{x}) = $\bar{\bar{X}} - A_2 \bar{R} = 22.4 - (0.58)(2.21) = 21.118$.

R-chart

Control limit (cl) = $\bar{R} = 2.21$.

Upper control limit (UCL \bar{R}) = $D_4 \bar{R} = 2.11(2.21) = 4.6631$.

Lower control limit (LCL \bar{R}) = $D_3 \bar{R} = 0(2.21) = 0$.

By observation, the obtained values from both mean and range charts it shows that the assumed sample mean and sample range value lie between upper control limit and lower control limit of both mean and range chart so the entire lot is accepted. If, in case any value in the assumed sample mean and sample range move out of the upper control limit or lower control limit then the lot is rejected.

Efficient Production and Operations management in an organization will lead to maintain:

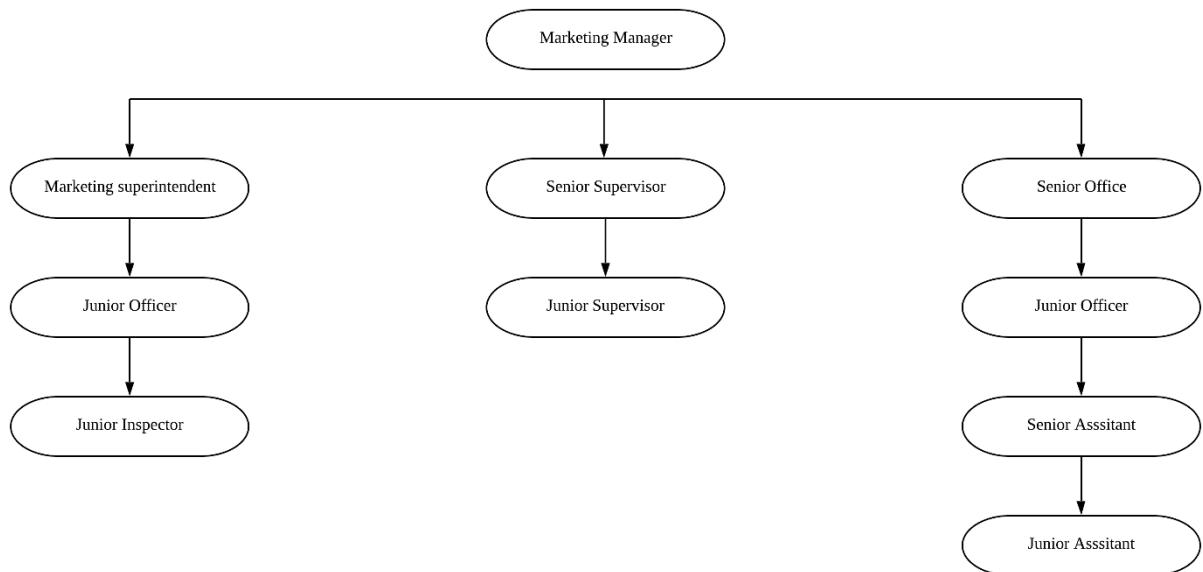
- Product Quality.
- Productivity.
- Customer Satisfaction.
- Reduce Operation cost.

4.3 MARKETING MANAGEMNT

Marketing is the activity, set of instructions and processes for creating, communicating, delivery and exchanging offerings that have value for customers, clients, partners and society at large.

Sri Vijaya Visakha Milk Producers Company Limited

- What is marketed - goods which are physical in nature to meet the demand of the customers.
- Who markets – Management who seeks a response: attention, a purchase.



4.3.0 Marketing Department Structure.

When marketing a dairy product, the most important aspect of your strategy is determining your competition and audience. By establishing these parameters, you can decide what aspect of your dairy business to highlight and where will be the most effective place to advertise to capture your target audience. Understanding the dairy business and products thoroughly will help you discern your advertising assets and weaknesses.

4.3.1 MARKETING STRATEGIES IMPLEMENTED FOR MILKING

Ways followed by Sri Vijaya Visakha Milk Producers Company Limited to build up efficient marketing unit in terms of Milk:

- a) **SPLIT YOUR HERD:** Moving your herd from place to place in search of pasture and water makes it difficult to keep supplying milk to a collection point or dairy. One way to get around this problem is by splitting your herd as explained below. Divide your herd into milking and non-milking animals. Keep the milking animals close to the milk-collection point and feed them on stored forage or bought feed. Keep the milk herd in good health and disease-free. Drive the rest of the herd off in search of pasture.
- b) **ORGANIZE A MARKETING GROUP:** you have only a few animals giving milk at any one time, you will have only a small surplus to sell. Dairies and retailers, on the other hand, require a reliable daily supply of milk, in a sufficient quantity and of a reliable quality. Thus, organizing a marketing group may be a good idea. Organize a group of producers to produce and sell your milk. Together, you can produce enough milk to make it worthwhile for a trader to pick up, process and sell it. You will have a stronger bargaining position with the buyer, and you can share tasks, exchange information and get services such as credit and training.
- c) **SET UP A MILK COLLECTION POINT:** It is costly and time-consuming for a dairy to pick up small amounts of milk from scattered locations. Setting up a collection center will encourage traders or dairies to buy your milk and get you higher prices.
 - Set up a collection center with your milk producers' group at a convenient location.
 - Arrange for all members of your group to deliver their milk to the collection center each morning, and for the milk to be picked up quickly by a refrigerated truck.
 - Make sure the milk that members bring to the collection center is fresh and uncontaminated.
 - Equipment you will need: cans, pots, buckets, stirrers, funnel and a strainer, all made from aluminum or stainless steel; a spring balance to weigh the milk that members deliver; aluminum cans to transport the milk; testing equipment and

- supplies such as test tubes, glassware, spoons, paraffin burner, pipettes, measuring cylinder, lactometer and chemicals; nets to keep flies off; clean, running water and cooling facilities (if possible). 5. Get advice on how to set up and manage a collection center from the government or a development organization.
- d) IMPROVE FEEDING IN DRY SEASON: The amount of milk delivered to dairies varies hugely from season to season, as pastoralists move their animals around, and production rises and falls along with the growth of grass. That makes it difficult to keep dairies running at capacity, harming their profitability and viability – and their ability to keep buying milk.
 - e) IMPROVE ANIMAL HEALTH CARE: Healthy, well-fed animals produce more milk than those that are thin and ill. And certain diseases, such as tuberculosis, brucellosis and mastitis, can also affect the quality and safety of the milk. However, many drugs on sale in the drylands are expired or fake.
 - f) IMPROVE HYGIENE: Milk can be contaminated in various ways: through dirty hands and teats, unhygienic milking containers, plastic jerry cans, and deliberate dilution. Bacteria can multiply rapidly in warm milk and in hot weather.
 - g) DELIVER IT QUICKLY: Milk is highly perishable, especially in a hot climate. So, speed is everything: the milk has to get from udder to dairy (and to the retailer) as fast as possible before it goes off.

4.3.2 MARKETING MIX

The 4Ps of marketing is a model for enhancing the components of your "marketing mix" – the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.

The main aim of marketing is to properly attain 4P's of marketing. Which are described as below:

PRODUCTS: Product refers to a good or service that a company offers to customers. Ideally, a product should fulfill an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand. To be successful, marketers need to understand the life cycle of a product, and business executives need to have a

plan for dealing with products at every stage of their life cycle. The type of product also partially dictates how much businesses can charge for it, where they should place it, and how they should promote it in the marketplace.

They are wide range of products that are produced by Sri Vijaya Visakha Milk Producers Company Limited. The products are displayed in detail below:

YOGHURT																					
Available in sizes	100 g																				
Available in Flavors	Vanilla, Mango & Strawberry																				
Nutritional Information	Per 100 grams of product (Approx.) <table border="1"> <tr> <td>Description</td><td>Value</td></tr> <tr> <td>Energy</td><td>85.3 Kcal</td></tr> <tr> <td>Energy from Fat</td><td>27 Kcal</td></tr> <tr> <td>Fat</td><td>3.0 g</td></tr> <tr> <td>Saturated Fat</td><td>1.9 g</td></tr> <tr> <td>Carbohydrates (Sugar)</td><td>15.6 g(7g)</td></tr> <tr> <td>Protein</td><td>5.5 g</td></tr> <tr> <td>Calcium</td><td>247.5 mg</td></tr> <tr> <td>Sodium</td><td>87.5 mg</td></tr> <tr> <td>Phosphorus</td><td>197.5 mg</td></tr> </table>	Description	Value	Energy	85.3 Kcal	Energy from Fat	27 Kcal	Fat	3.0 g	Saturated Fat	1.9 g	Carbohydrates (Sugar)	15.6 g(7g)	Protein	5.5 g	Calcium	247.5 mg	Sodium	87.5 mg	Phosphorus	197.5 mg
Description	Value																				
Energy	85.3 Kcal																				
Energy from Fat	27 Kcal																				
Fat	3.0 g																				
Saturated Fat	1.9 g																				
Carbohydrates (Sugar)	15.6 g(7g)																				
Protein	5.5 g																				
Calcium	247.5 mg																				
Sodium	87.5 mg																				
Phosphorus	197.5 mg																				
Shelf life	Ten days from the date of packing if kept under refrigeration below 5°C																				
Storage condition	Under refrigeration below 5°C																				
Application	1) For health & weight conscious people. 2) High Protein content. 3) Taken it as in regular meal.																				

HALWA													
Available in sizes	250 gm & 500 gm												
Ingredients	Wheat Flour, Sugar, Pure Ghee and Cashew Nuts (Spices and Condiments)												
Nutritional Information	Per 100g of product (Approx.) <table border="1"> <tr> <td>Description</td><td>Value</td></tr> <tr> <td>Energy, K. Cal</td><td>628.5</td></tr> <tr> <td>Proteins</td><td>2.20 g</td></tr> <tr> <td>Carbohydrates</td><td>27.64 g</td></tr> <tr> <td>(of which sugar)</td><td>17.35 g</td></tr> <tr> <td>Fat</td><td>32.97 g</td></tr> </table>	Description	Value	Energy, K. Cal	628.5	Proteins	2.20 g	Carbohydrates	27.64 g	(of which sugar)	17.35 g	Fat	32.97 g
Description	Value												
Energy, K. Cal	628.5												
Proteins	2.20 g												
Carbohydrates	27.64 g												
(of which sugar)	17.35 g												
Fat	32.97 g												
Shelf life	BEST BEFORE 15 DAYS FROM THE DATE OF MANUFACTURE												
Storage condition	Store in Cool, Dry and Hygienic Condition												
Application	1) Ready to eat 2) Instant serving of sweet after lunch or dinner 3) Halwa can be used to serve as a dessert in festivals, auspicious function and also for gifting purpose.												

MYSORE PAK



Available in sizes	250 gm & 500 gm	
Ingredients	Bengal Gram Powder, Sugar, Ghee	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	600.0
	Energy from Fat, K. Cal	369.0
	Carbohydrates	54.0 g
	Milk Fat	41.0 g
	Protein	1.4 g
	Saturated Fat	28.0 g
	Trans Fat	0.9 g
	Sucrose	40.0 g
	Ash	2.0 g
Shelf life	7 days from the date of packing	
Storage condition	Ambient Temperature	
Application	1) For direct consumption 2) Distribution as gift packs during festivals & Occasions	

MILK CAKE



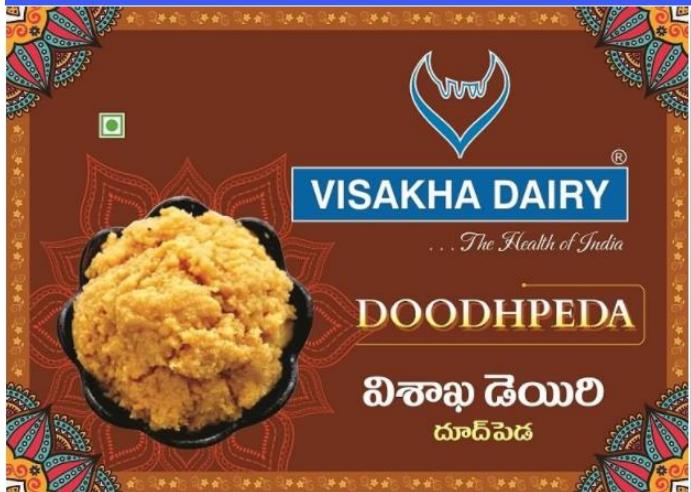
Available in sizes	250 gm & 500 gm	
Ingredients	Skim Milk Powder, Sugar & Ghee	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	560.0
	Energy from Fat, K. Cal	315.0
	Carbohydrates	52.0 g
	Milk Fat	35.0 g
	Protein	6.0 g
	Saturated Fat	25.0 g
	Trans Fat	0.9 g
	Sucrose	30.0 g
	Ash	1.3 g
Shelf life	10 days from the date of packing	
Storage condition	Ambient Temperature	
Application	1) For direct consumption 2) Distribution as gift packs during festivals & Occasions	

KALAKHAND



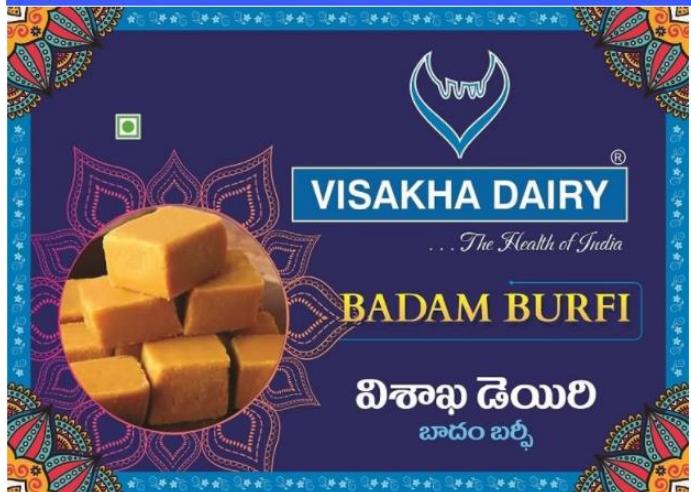
Available in sizes	250 gm & 500 gm	
Ingredients	Milk, Sugar	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	480.0
	Energy from Fat, K. Cal	190.0
	Carbohydrates	60.0 g
	Milk Fat	21.0 g
	Protein	8.9 g
	Saturated Fat	15.0 g
	Trans Fat	0.52 g
	Sucrose	30.0 g
	Ash	2.1 g
Shelf life	7 days from the date of packing	
Storage condition	Ambient Temperature	
Application	1) For direct consumption 2) Distribution as gift packs during festivals & Occasions	

DOODHPEDA



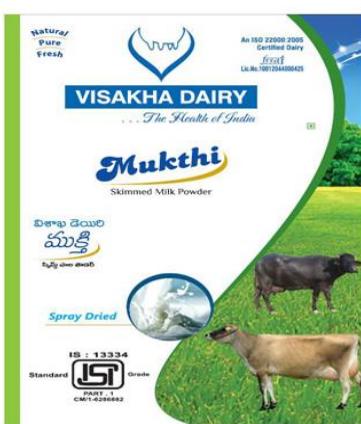
Available in sizes	250 gm & 500 gm	
Ingredients	Milk , Sugar	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	445.0
	Energy from Fat, K. Cal	189.0
	Carbohydrates	50.0 g
	Milk Fat	21.0 g
	Protein	11.0 g
	Saturated Fat	18.7 g
	Trans Fat	0.0 g
	Sucrose	25.0 g
	Ash	2.0 g
Shelf life	7 days from the date of packing	
Storage condition	Ambient Temperature	
Application	1) For direct consumption 2) Distribution as gift packs during festivals & Occasions	

BADAM BURFI



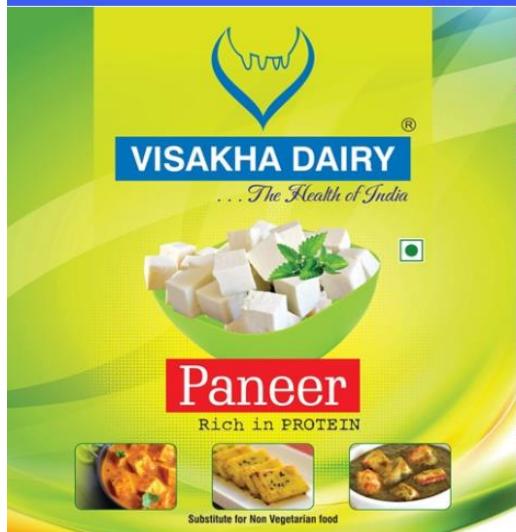
Available in sizes	250 gm & 500 gm	
Ingredients	Milk,Natural Badam Powder & Sugar	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	452.0
	Energy from Fat, K. Cal	145.0
	Carbohydrates	67.0 g
	Milk Fat	16.0 g
	Protein	6.0 g
	Saturated Fat	12.0 g
	Trans Fat	0.3 g
	Sucrose	35.0 g
	Ash	1.5 g
Shelf life	7 days from the date of packing	
Storage condition	Ambient Temperature	
Application	1) For direct consumption 2) Distribution as gift packs during festivals & Occasions	

SKIMMED MILK POWDER



Available in sizes	500g & 1 Kg	
Ingredients	Milk Solids	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	350.0
	Energy from Fat, K. Cal	9.0
	Total Fat	1.0 g
	Saturated Fat	0.6 g
	Lactose	52.0 g
	Added Sugar	0.0 g
	Proteins	35.0 g
	Calcium	1300 mg
	Sodium	500 mg
	Phosphorus	900 mg
Shelf life	Six Months from the date of packing, when stored in cool and dry place.	
Storage condition	Ambient Temperature	
Application	1) Used for Milk Re constitution 2) Used for Sweets 3) Used for preparation of Bakery items. 4) Used for preparation of Making tea & coffee	

PANEER



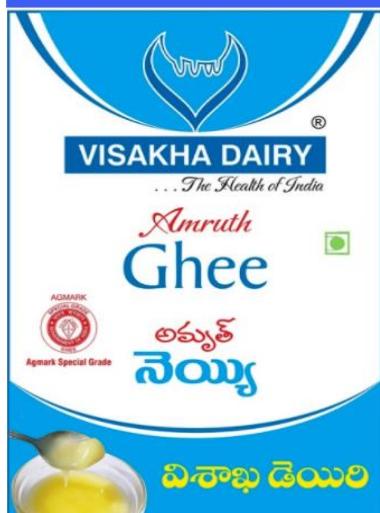
Available in sizes	200 gm, 500 gm , 1 kg	
Ingredients	Milk Solids & citric acid	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	354.0
	Energy from Fat, K. Cal	270.0
	Total Fat	30.0 g
	Saturated Fat	17.0 g
	Trans Fat	0.0 g
	Total Carbohydrate	2.0 g
	Proteins	18.0 g
	Ash	2.0 g
Shelf life	10 days from the date of packing if kept under refrigeration below 5°C.	
Storage condition	Under refrigeration below 5°C	
Application	1) For culinary application	

LASSI



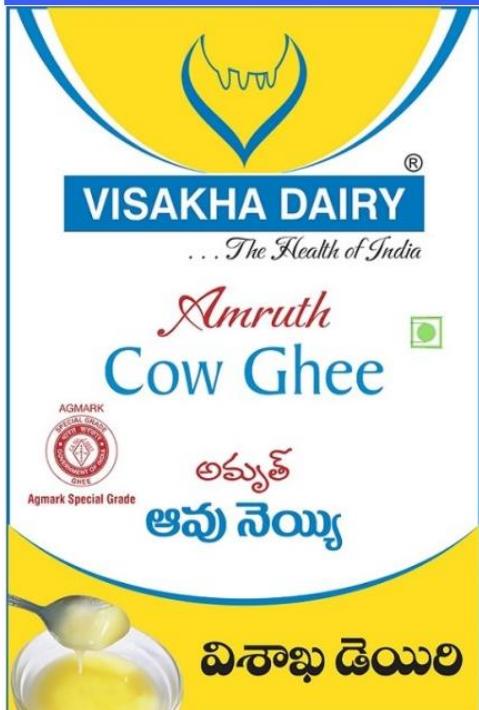
Available in sizes	Poly pack - 180 ml, PP Glass – 180 ml	
Available Flavors	Elachi, Mango & Strawberry	
Nutritional Information	Per 100 ml of product (Approx.)	
	Description	Value
	Ingredients	Milk Solids, Sugar Contains Added Natural Flavour & Color
	Energy, K. Cal	100.0
	Energy from Fat, K. Cal	31.0
	Total Fat	3.4 g
	Saturated Fat	2.0 g
	Total Carbohydrates	16.0 g
	Added Sugar	12.0 g
	Proteins	1.8 g
	Calcium	50 mg
	Sodium	30 mg
Shelf life	3 days from the date of packing if kept under refrigeration below 5°C.	
Storage condition	Under refrigeration below 5°C	
Application	1) Welcome drink for parties 2) Refreshing drink	

GHEE



Available in sizes	50 MI,200 MI, 500 MI, 1000 MI & 15 kg Tins	
Ingredients	Milk Fat (99.7%) min.	
Nutritional Information	Per 100 ml of Ghee (Approx.)	
	Description	Value
	Energy, K. Cal	900
	Total Fat	99.7 g
	Saturated Fat	71.5 g
	Mono Unsaturated Fat	26.2 g
	Poly unsaturated Fat	1.8 g
	Cholesterol	0.2 g
	Trans Fat	0.0 g
	Proteins	0.0 g
	Carbohydrates	0.0 g
Shelf life	Six Months from the date of packing, when stored in cool and dry place.	
Storage condition	Ambient Temperature	
Application	1) Used for making sweets & cooking 2) Used as spreads on roti	

COW GHEE



Available in sizes	20 MI, 200 MI, 500 MI, 1000 MI & 15 kg Tins																					
Ingredients	Milk Fat (99.7%) min.																					
Nutritional Information	<p>Per 100 ml of Ghee (Approx.)</p> <table border="1"> <thead> <tr> <th>Description</th><th>Value</th></tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td><td>900</td></tr> <tr> <td>Total Fat</td><td>99.7 g</td></tr> <tr> <td>Saturated Fat</td><td>71.5 g</td></tr> <tr> <td>Mono Unsaturated Fat</td><td>26.2 g</td></tr> <tr> <td>Poly unsaturated Fat</td><td>1.8 g</td></tr> <tr> <td>Cholesterol</td><td>0.2 g</td></tr> <tr> <td>Trans Fat</td><td>0.0 g</td></tr> <tr> <td>Proteins</td><td>0.0 g</td></tr> <tr> <td>Carbohydrates</td><td>0.0 g</td></tr> </tbody> </table>		Description	Value	Energy, K. Cal	900	Total Fat	99.7 g	Saturated Fat	71.5 g	Mono Unsaturated Fat	26.2 g	Poly unsaturated Fat	1.8 g	Cholesterol	0.2 g	Trans Fat	0.0 g	Proteins	0.0 g	Carbohydrates	0.0 g
Description	Value																					
Energy, K. Cal	900																					
Total Fat	99.7 g																					
Saturated Fat	71.5 g																					
Mono Unsaturated Fat	26.2 g																					
Poly unsaturated Fat	1.8 g																					
Cholesterol	0.2 g																					
Trans Fat	0.0 g																					
Proteins	0.0 g																					
Carbohydrates	0.0 g																					
Shelf life	Six Months from the date of packing, when stored in cool and dry place.																					
Storage condition	Ambient Temperature																					
Application	<ol style="list-style-type: none"> 1) Used for making sweets & cooking 2) Used for Pooja offerings 3) Used as spreads on roti 																					

STERILIZED FLAVOURED MILK - DRY GINGER



Description	Visakha Dairy's "DRY GINGER MILK" contains right proportions of "Dry Ginger Powder and Pepper Powder" to enhance the immunity in the body and made delicious by adding "Vanilla" Flavor															
Available in sizes	Glass bottle - 200 ml															
Ingredients	Milk Solids, Sugar, Dry Ginger powder - 0.5%, Pepper Powder - 0.3%, CONTAINS ADDED FLAVOURS (ARTIFICIAL FLAVOURING SUBSTANCES - VANILLA)															
Nutritional Information	<p>Per 100 ml of product (Approx.)</p> <table border="1"> <thead> <tr> <th>Description</th><th>Value</th></tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td><td>101.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>27.0</td></tr> <tr> <td>Total Fat</td><td>3.0 g</td></tr> <tr> <td>Total Carbohydrates (Sugar)</td><td>14.9(10.0)g</td></tr> <tr> <td>Protein</td><td>3.6 g</td></tr> <tr> <td>Minerals</td><td>0.8 g</td></tr> </tbody> </table>		Description	Value	Energy, K. Cal	101.0	Energy from Fat, K. Cal	27.0	Total Fat	3.0 g	Total Carbohydrates (Sugar)	14.9(10.0)g	Protein	3.6 g	Minerals	0.8 g
Description	Value															
Energy, K. Cal	101.0															
Energy from Fat, K. Cal	27.0															
Total Fat	3.0 g															
Total Carbohydrates (Sugar)	14.9(10.0)g															
Protein	3.6 g															
Minerals	0.8 g															
Shelf life	BEST BEFORE 180 DAYS FROM THE DATE OF MANUFACTURE WHEN STORED IN A COOL & DRY PLACE															
Storage condition	Ambient Temperature															
Application	To be taken directly or can carry to any where.															

STERILIZED FLAVOURED MILK - HALDI



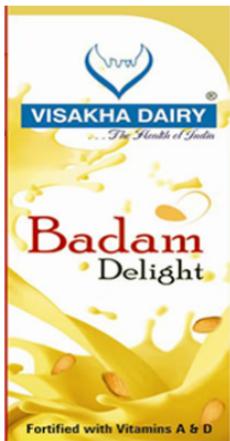
Description	Visakha Dairy's "Haldi Milk" contains right proportions of "Turmeric Powder and Pepper Powder" to enhance the immunity by proper absorption of "Curcumin" in the body and made delicious by adding "Butter Scotch" Flavor																
Available in sizes	Glass bottle - 200 ml																
Ingredients	Milk Solids, Sugar, Turmeric powder - 0.5%, Pepper Powder - 0.3%, CONTAINS ADDED FLAVOURS (ARTIFICIAL FLAVOURING SUBSTANCES - BUTTERSCOTCH)																
Nutritional Information	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Per 100 ml of product (Approx.)</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>101.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>27.0</td> </tr> <tr> <td>Total Fat</td> <td>3.0 g</td> </tr> <tr> <td>Total Carbohydrates (Sugar)</td> <td>14.9(10.0)g</td> </tr> <tr> <td>Protein</td> <td>3.6 g</td> </tr> <tr> <td>Minerals</td> <td>0.8 g</td> </tr> </tbody> </table>	Per 100 ml of product (Approx.)		Description	Value	Energy, K. Cal	101.0	Energy from Fat, K. Cal	27.0	Total Fat	3.0 g	Total Carbohydrates (Sugar)	14.9(10.0)g	Protein	3.6 g	Minerals	0.8 g
Per 100 ml of product (Approx.)																	
Description	Value																
Energy, K. Cal	101.0																
Energy from Fat, K. Cal	27.0																
Total Fat	3.0 g																
Total Carbohydrates (Sugar)	14.9(10.0)g																
Protein	3.6 g																
Minerals	0.8 g																
Shelf life	BEST BEFORE 180 DAYS FROM THE DATE OF MANUFACTURE WHEN STORED IN A COOL & DRY PLACE																
Storage condition	Ambient Temperature																
Application	To be taken directly or can carry to any where.																

STERILIZED FLAVOURED MILK - BADAM



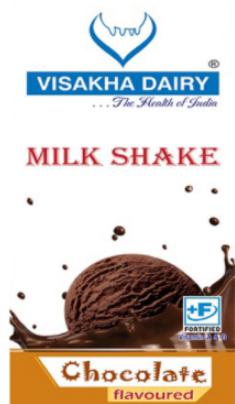
Available in sizes	Glass bottle - 200 ml																							
Ingredients	Double toned milk, sugar, Badam powder & permitted natural color																							
Nutritional Information	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Per 100 ml of product (Approx.)</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>167.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>14.0</td> </tr> <tr> <td>Total Fat</td> <td>1.5 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.9 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>14.0 g</td> </tr> <tr> <td>Added Sugar</td> <td>9.0 g</td> </tr> <tr> <td>Protein</td> <td>3.5 g</td> </tr> <tr> <td>Calcium</td> <td>140 mg</td> </tr> <tr> <td>Sodium</td> <td>50 mg</td> </tr> </tbody> </table>		Per 100 ml of product (Approx.)		Description	Value	Energy, K. Cal	167.0	Energy from Fat, K. Cal	14.0	Total Fat	1.5 g	Saturated Fat	0.9 g	Total Carbohydrates	14.0 g	Added Sugar	9.0 g	Protein	3.5 g	Calcium	140 mg	Sodium	50 mg
Per 100 ml of product (Approx.)																								
Description	Value																							
Energy, K. Cal	167.0																							
Energy from Fat, K. Cal	14.0																							
Total Fat	1.5 g																							
Saturated Fat	0.9 g																							
Total Carbohydrates	14.0 g																							
Added Sugar	9.0 g																							
Protein	3.5 g																							
Calcium	140 mg																							
Sodium	50 mg																							
Shelf life	180 days from the date of packing																							
Storage condition	Store at ambient temperature and tastes better when chilled																							
Application	1) For parties, picnics & at home																							

BADAM DELIGHT - UHT PROCESSED FLAVOURED MILK



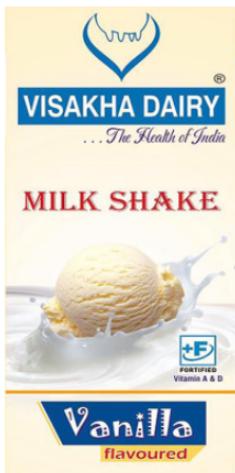
Available in sizes	200 ml																							
Ingredients	Toned Milk, Sugar, Added Badam Flavor and Permitted natural colors (INS-102)																							
Nutritional Information<	Per 100 ml of product (Approx.) <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>102.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>27.0</td> </tr> <tr> <td>Total Fat</td> <td>3.0 g</td> </tr> <tr> <td>Saturated Fat</td> <td>1.28 g</td> </tr> <tr> <td>Trans Fat</td> <td>0.08 g</td> </tr> <tr> <td>Total Carbohydrates (Sugar)</td> <td>15 (10)g</td> </tr> <tr> <td>Proteins</td> <td>3.9 g</td> </tr> <tr> <td>Calcium</td> <td>140 mg</td> </tr> <tr> <td>Added Vitamin A</td> <td>175 IU</td> </tr> <tr> <td>Added Vitamin B</td> <td>120 IU</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	102.0	Energy from Fat, K. Cal	27.0	Total Fat	3.0 g	Saturated Fat	1.28 g	Trans Fat	0.08 g	Total Carbohydrates (Sugar)	15 (10)g	Proteins	3.9 g	Calcium	140 mg	Added Vitamin A	175 IU	Added Vitamin B	120 IU
Description	Value																							
Energy, K. Cal	102.0																							
Energy from Fat, K. Cal	27.0																							
Total Fat	3.0 g																							
Saturated Fat	1.28 g																							
Trans Fat	0.08 g																							
Total Carbohydrates (Sugar)	15 (10)g																							
Proteins	3.9 g																							
Calcium	140 mg																							
Added Vitamin A	175 IU																							
Added Vitamin B	120 IU																							
Shelf life	Six Months from the date of packing. (TASTES BETTER WHEN SERVE CHILLED)																							
Storage condition	Ambient Temperature																							
Application	1) Welcome Drink for Parties 2) Refreshing Drink																							

MILK SHAKE – CHOCOLATE FLAVORED



Description	Visakha Dairy's UHT processed Milk Shake is milk based treat, which is having creamy, delicious taste with a foamy texture and full of milk goodness																					
Available in sizes	200 ml - UHT Brick																					
Ingredients	Milk Solids, Sugar, Cocoa Solids, Sequestering Agent (INS 452(i)), Emulsifier (INS 434), and Stabilizer (INS 407), Edible common salt and Vitamin A&D, CONTAINS ADDED FLAVOUR (NATURE IDENTICAL AND ARTIFICIAL FLAVOURING SUBSTANCES - CHOCOLATE)																					
Nutritional Information	Per 100 ml of product (Approx.) <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>108.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>29.0</td> </tr> <tr> <td>Total Fat</td> <td>3.3g</td> </tr> <tr> <td>Saturated Fat</td> <td>1.32g</td> </tr> <tr> <td>Total Carbohydrates (Sugar)</td> <td>15.4 (10.5)g</td> </tr> <tr> <td>Proteins</td> <td>4g</td> </tr> <tr> <td>Calcium</td> <td>140 mg</td> </tr> <tr> <td>Added Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Added Vitamin B</td> <td>0.5 mcg</td> </tr> </tbody> </table> <p>* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones</p>		Description	Value	Energy, K. Cal	108.0	Energy from Fat, K. Cal	29.0	Total Fat	3.3g	Saturated Fat	1.32g	Total Carbohydrates (Sugar)	15.4 (10.5)g	Proteins	4g	Calcium	140 mg	Added Vitamin A	27 mcg RE	Added Vitamin B	0.5 mcg
Description	Value																					
Energy, K. Cal	108.0																					
Energy from Fat, K. Cal	29.0																					
Total Fat	3.3g																					
Saturated Fat	1.32g																					
Total Carbohydrates (Sugar)	15.4 (10.5)g																					
Proteins	4g																					
Calcium	140 mg																					
Added Vitamin A	27 mcg RE																					
Added Vitamin B	0.5 mcg																					
Shelf life	BEST BEFORE 180 DAYS FROM THE DATE OF MANUFACTURE WHEN STORED IN A COOL & DRY PLACE																					
Storage condition	Ambient Temperature																					
Application	1) Welcoming drink for parties 2) Refreshing drink																					

MILK SHAKE – VANILLA FLAVORED



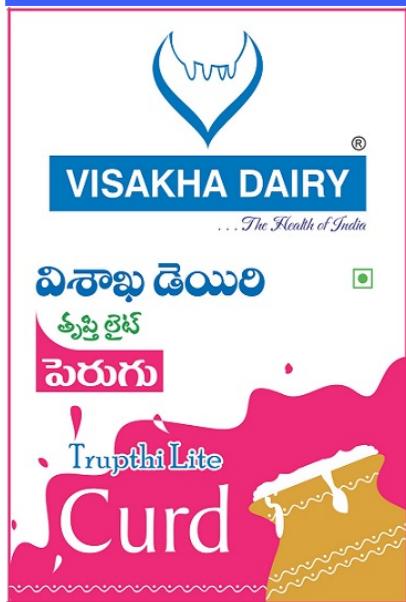
Description	Visakha Dairy's UHT processed Milk Shake is milk based treat, which is having creamy, delicious taste with a foamy texture and full of milk goodness																						
Available in sizes	200 ml – UHT Brick & PP glasses																						
Ingredients	Milk Solids, Sugar, Sequestering agent (INS 452(i)), Emulsifier (INS 434), and stabilizer (INS 407), CONTAINS ADDED FLAVOUR (NATURE IDENTICAL VANILLA FALVOURING SUBSTANCES)																						
Nutritional Information	<table border="1"> <thead> <tr> <th colspan="2">Per 100 ml of product (Approx.)</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>106.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>31.0</td> </tr> <tr> <td>Total Fat</td> <td>3.5g</td> </tr> <tr> <td>Saturated Fat</td> <td>2.1g</td> </tr> <tr> <td>Total Carbohydrates (Sugar)</td> <td>15.4 (10.5)g</td> </tr> <tr> <td>Proteins</td> <td>3.6g</td> </tr> <tr> <td>Calcium</td> <td>140 mg</td> </tr> <tr> <td>Added Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Added Vitamin B</td> <td>0.5 mcg</td> </tr> </tbody> </table> <p>* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones</p>	Per 100 ml of product (Approx.)		Description	Value	Energy, K. Cal	106.0	Energy from Fat, K. Cal	31.0	Total Fat	3.5g	Saturated Fat	2.1g	Total Carbohydrates (Sugar)	15.4 (10.5)g	Proteins	3.6g	Calcium	140 mg	Added Vitamin A	27 mcg RE	Added Vitamin B	0.5 mcg
Per 100 ml of product (Approx.)																							
Description	Value																						
Energy, K. Cal	106.0																						
Energy from Fat, K. Cal	31.0																						
Total Fat	3.5g																						
Saturated Fat	2.1g																						
Total Carbohydrates (Sugar)	15.4 (10.5)g																						
Proteins	3.6g																						
Calcium	140 mg																						
Added Vitamin A	27 mcg RE																						
Added Vitamin B	0.5 mcg																						
Shelf life	180 DAYS FROM THE DATE OF MANUFACTURE – UHT TETRA BRICK(Tastes better when serve chilled) 4 DAYS FROM THE DATE OF MANUFACTURE – PP GLASS																						
Storage condition	Ambient Temperature for UHT Tetra Brick Store continuously < 5°C for PP Glass																						
Application	1) Welcoming drink for parties 2) Refreshing drink																						

MISTHI DOI



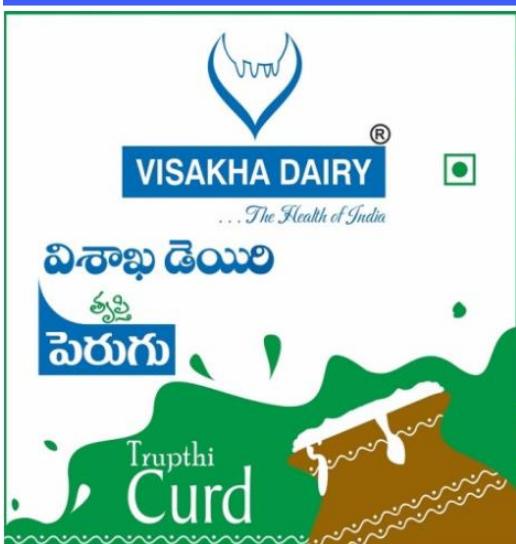
Available in sizes	100 gm																
Ingredients	Milk Solids, Sugar & Caramel Color																
Nutritional Information	<table border="1"> <thead> <tr> <th colspan="2">Per 100g of Product (Approx.)</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>157.0</td> </tr> <tr> <td>Total Fat</td> <td>5.0 g</td> </tr> <tr> <td>Proteins</td> <td>4.3 g</td> </tr> <tr> <td>Lactose</td> <td>7.5 g</td> </tr> <tr> <td>Minerals</td> <td>200 mg</td> </tr> <tr> <td>Added Sugar</td> <td>15.0 g</td> </tr> </tbody> </table>	Per 100g of Product (Approx.)		Description	Value	Energy, K. Cal	157.0	Total Fat	5.0 g	Proteins	4.3 g	Lactose	7.5 g	Minerals	200 mg	Added Sugar	15.0 g
Per 100g of Product (Approx.)																	
Description	Value																
Energy, K. Cal	157.0																
Total Fat	5.0 g																
Proteins	4.3 g																
Lactose	7.5 g																
Minerals	200 mg																
Added Sugar	15.0 g																
Shelf life	Seven days from the date of packing if kept under refrigeration below 5°C.																
Storage condition	Under refrigeration below 5°C.																
Application	North Indians love Misti Doi as a part of their regular meal as well as festive meal, Rest of them prefer it as sweet dessert.																

CURD LITE



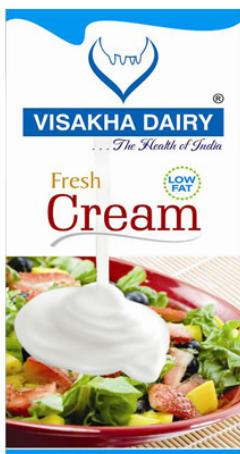
Available in sizes	Poly pack - 90 gm, 180 gm, 450 gm, 900 gm Buckets - 5 kg, 10kg, 20 kg																		
Ingredients	Made from Pasteurized Double Toned Milk – Milk Solids & Active Culture																		
Nutritional Information	Per 100g of product (Approx.) <table border="1"> <thead> <tr> <th>Description</th><th>Value</th></tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td><td>54.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>14.0</td></tr> <tr> <td>Total Fat</td><td>1.5 g</td></tr> <tr> <td>Saturated Fat</td><td>0.9 g</td></tr> <tr> <td>Carbohydrates</td><td>5.2 g</td></tr> <tr> <td>Proteins</td><td>3.7 g</td></tr> <tr> <td>Calcium</td><td>150 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> </tbody> </table>	Description	Value	Energy, K. Cal	54.0	Energy from Fat, K. Cal	14.0	Total Fat	1.5 g	Saturated Fat	0.9 g	Carbohydrates	5.2 g	Proteins	3.7 g	Calcium	150 mg	Sodium	50 mg
Description	Value																		
Energy, K. Cal	54.0																		
Energy from Fat, K. Cal	14.0																		
Total Fat	1.5 g																		
Saturated Fat	0.9 g																		
Carbohydrates	5.2 g																		
Proteins	3.7 g																		
Calcium	150 mg																		
Sodium	50 mg																		
Shelf life	5 DAYS FROM THE DATE OF PACKING IF KEPT UNDER REFRIGERATION BELOW 5°C.																		
Storage condition	Under refrigeration below 5°C																		
Application	<ol style="list-style-type: none"> 1) For Health Conscious People 2) Direct consumption & for occasions, events and parties 3) Making of Butter milk & refreshing drinks 4) Also used as ingredient for veg & Non-veg dishes. 																		

CURD



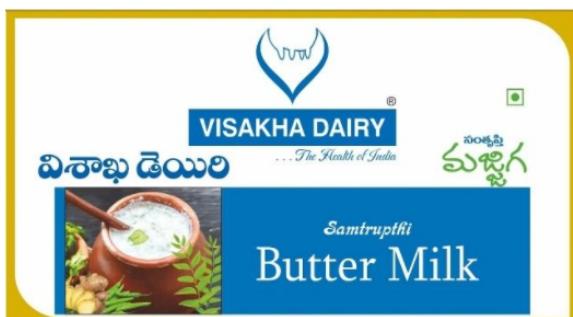
Available in sizes	Poly pack - 100 gm, 180 gm, 450 gm PP - 90 gm, 180 gm, 400 gm Buckets - 5 kg, 10kg, 20 kg																				
Ingredients	Milk Solids & Active culture																				
Nutritional Information	Per 100g of product (Approx.) <table border="1"> <thead> <tr> <th>Description</th><th>Value</th></tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td><td>67.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>28.0</td></tr> <tr> <td>Total Fat</td><td>3.0 g</td></tr> <tr> <td>Saturated Fat</td><td>1.8 g</td></tr> <tr> <td>Cholesterol</td><td>8.0 mg</td></tr> <tr> <td>Lactose</td><td>6.0 g</td></tr> <tr> <td>Proteins</td><td>4.0 g</td></tr> <tr> <td>Calcium</td><td>180 mg</td></tr> <tr> <td>Sodium</td><td>60 mg</td></tr> </tbody> </table>	Description	Value	Energy, K. Cal	67.0	Energy from Fat, K. Cal	28.0	Total Fat	3.0 g	Saturated Fat	1.8 g	Cholesterol	8.0 mg	Lactose	6.0 g	Proteins	4.0 g	Calcium	180 mg	Sodium	60 mg
Description	Value																				
Energy, K. Cal	67.0																				
Energy from Fat, K. Cal	28.0																				
Total Fat	3.0 g																				
Saturated Fat	1.8 g																				
Cholesterol	8.0 mg																				
Lactose	6.0 g																				
Proteins	4.0 g																				
Calcium	180 mg																				
Sodium	60 mg																				
Shelf life	5 days from the date of packing if kept under refrigeration below 5°C.																				
Storage condition	Under refrigeration below 5°C																				
Application	<ol style="list-style-type: none"> 1) Direct consumption & for occasions, events and parties 2) Making of Butter milk, Lassi & refreshing drinks 3) Also used as ingredient for veg & Non-veg dishes. 																				

FRESH CREAM (LOW FAT) - UHT PROCESSED



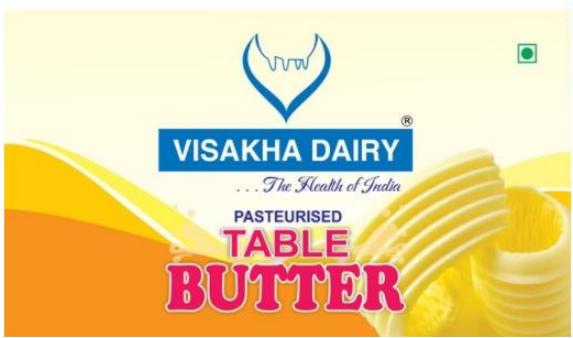
Available in sizes	200 ml & 1000 ml																	
Ingredients	Milk Solids, Milk Fat 25% (min.)																	
Nutritional Information	Per 100 ml of product (Approx.) <table border="1"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>243</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>220</td> </tr> <tr> <td>Total Fat</td> <td>25 g</td> </tr> <tr> <td>Saturated Fat</td> <td>16 g</td> </tr> <tr> <td>Trans Fat</td> <td>1 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>3.5 g</td> </tr> <tr> <td>Proteins</td> <td>2 g</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	243	Energy from Fat, K. Cal	220	Total Fat	25 g	Saturated Fat	16 g	Trans Fat	1 g	Total Carbohydrates	3.5 g	Proteins	2 g
Description	Value																	
Energy, K. Cal	243																	
Energy from Fat, K. Cal	220																	
Total Fat	25 g																	
Saturated Fat	16 g																	
Trans Fat	1 g																	
Total Carbohydrates	3.5 g																	
Proteins	2 g																	
Shelf life	Four Months from the date of packing, when stored in cool and dry place. (SHAKE WELL BEFORE USE)																	
Storage condition	Ambient Temperature																	
Application	1) Used for Preparing fruit salads & Vegetable salads 2) Used for preparing gravies and stews 3) Used for making ice-creams 4) Used for preparing sweet meals 5) Used for preparation of Tea and Coffee.																	

BUTTER MILK



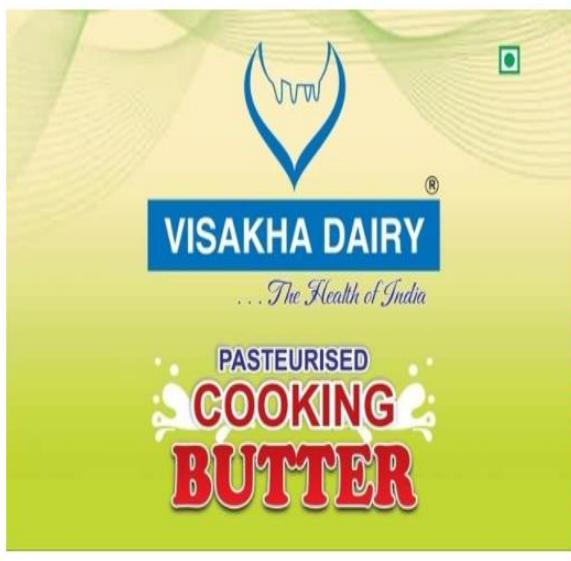
Available in sizes	Poly pack - 200 ml																			
Ingredients	Curd, water, salt & natural extracts of green chilies, ginger & curry leaves																			
Nutritional Information	Per 100 ml of product (Approx.) <table border="1"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>29.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>15.0</td> </tr> <tr> <td>Total Fat</td> <td>1.6 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.9 g</td> </tr> <tr> <td>Lactose</td> <td>2.0 g</td> </tr> <tr> <td>Proteins</td> <td>1.5 g</td> </tr> <tr> <td>Calcium</td> <td>75 mg</td> </tr> <tr> <td>Sodium</td> <td>30 mg</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	29.0	Energy from Fat, K. Cal	15.0	Total Fat	1.6 g	Saturated Fat	0.9 g	Lactose	2.0 g	Proteins	1.5 g	Calcium	75 mg	Sodium	30 mg
Description	Value																			
Energy, K. Cal	29.0																			
Energy from Fat, K. Cal	15.0																			
Total Fat	1.6 g																			
Saturated Fat	0.9 g																			
Lactose	2.0 g																			
Proteins	1.5 g																			
Calcium	75 mg																			
Sodium	30 mg																			
Shelf life	3 days from the date of packing if kept under refrigeration below 5°C.																			
Storage condition	Under refrigeration below 5°C																			
Application	1) Thirst quench in summers & on regular days																			

PASTEURISED TABLE BUTTER



Available in sizes	100 gm & 500 gm													
Ingredients	Milk Fat & Iodized Salt													
Nutritional Information	Per 100 g of product (Approx.) <table border="1"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>776.0</td> </tr> <tr> <td>Total Fat</td> <td>83.0 g</td> </tr> <tr> <td>Proteins</td> <td>1.0 g</td> </tr> <tr> <td>Carbohydrate</td> <td>180 mg</td> </tr> <tr> <td>Sodium</td> <td>835 mg</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	776.0	Total Fat	83.0 g	Proteins	1.0 g	Carbohydrate	180 mg	Sodium	835 mg
Description	Value													
Energy, K. Cal	776.0													
Total Fat	83.0 g													
Proteins	1.0 g													
Carbohydrate	180 mg													
Sodium	835 mg													
Shelf life	Six Months from the date of packing if kept under refrigeration below 4 °C.													
Storage condition	Under refrigeration below 4 °C.													
Application	1) Used as Toppings 2) Table Butter - Used as Spreads on Bread & Rotis.													

PASTEURISED COOKING BUTTER



Available in sizes	100 gm & 500 gm	
Ingredients	Milk Fat	
Nutritional Information	Per 100 g of product (Approx.)	
	Description	Value
	Energy, K. Cal	776.0
	Total Fat	83.0 g
	Proteins	1.0 g
	Carbohydrate	0.2 g
	Minerals	100 mg
Shelf life	Six Months from the date of packing if kept under refrigeration below 4 °C.	
Storage condition	Under refrigeration below 4 °C.	
Application	1) Used as ingredient for making Biscuits, Cakes & Breads. 2) Used as Toppings 3) Cooking Butter - Used for culinary purpose for making Delicious curries.	

WHOLE WHEAT BREAD



Available in sizes	200g and 400 g																													
Ingredients	Whole Wheat Flour (Atta) (50%), Refined Wheat Flour (Maida)(50%), Sugar, Yeast, Edible Vegetable oil, Broken Wheat, Iodized Salt, Gluten, Soya Flour, Class II Preservative (INS 282), Acidity Regulator (INS 260), Emulsifier (INS 471), Flour Improver (INS 1100 (I), INS 1104), Antioxidant (INS 300) CONTAINS PERMITTED NATURAL COLOR (E 150a)																													
Nutritional Information	Per 100g <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Description</th><th>Value</th></tr> </thead> <tbody> <tr> <td>Energy</td><td>270 K.Cal</td></tr> <tr> <td>Protein</td><td>9.5 g</td></tr> <tr> <td>Carbohydrates</td><td>51.0 g</td></tr> <tr> <td>Added Sugar</td><td>3.0 g</td></tr> <tr> <td>Dietary Fiber</td><td>8.5 g</td></tr> <tr> <td>Fat</td><td>2.2 g</td></tr> <tr> <td>Saturated Fat</td><td>1.0 g</td></tr> <tr> <td>Polyunsaturated Fat</td><td>0.42 g</td></tr> <tr> <td>Monounsaturated Fat</td><td>0.16 g</td></tr> <tr> <td>Trans Fat</td><td>0 g</td></tr> <tr> <td>Calcium</td><td>110 mg</td></tr> <tr> <td>Sodium</td><td>500 mg</td></tr> <tr> <td>Iron</td><td>2.5 mg</td></tr> </tbody> </table>		Description	Value	Energy	270 K.Cal	Protein	9.5 g	Carbohydrates	51.0 g	Added Sugar	3.0 g	Dietary Fiber	8.5 g	Fat	2.2 g	Saturated Fat	1.0 g	Polyunsaturated Fat	0.42 g	Monounsaturated Fat	0.16 g	Trans Fat	0 g	Calcium	110 mg	Sodium	500 mg	Iron	2.5 mg
Description	Value																													
Energy	270 K.Cal																													
Protein	9.5 g																													
Carbohydrates	51.0 g																													
Added Sugar	3.0 g																													
Dietary Fiber	8.5 g																													
Fat	2.2 g																													
Saturated Fat	1.0 g																													
Polyunsaturated Fat	0.42 g																													
Monounsaturated Fat	0.16 g																													
Trans Fat	0 g																													
Calcium	110 mg																													
Sodium	500 mg																													
Iron	2.5 mg																													
Shelf life	6 Days																													
Storage condition	Keep the product in cool and dry place and keep it away from sunlight																													
Product Features	Whole wheat bread made out of pure and whole some wheat atta and wheat fibre which is good for health and has rich nutty taste. The bread is used for sandwiches and other culinary purpose																													
Product Application	Direct Consumption / Ready to Eat																													

SANDWICH BREAD



Available in sizes	400g and 750 g																															
Ingredients	Refined Wheat Flour (Maida), Sugar, Yeast, Edible Vegetable fat, Iodized Salt, Gluten, Soya Flour, Class II Preservative (INS 282), Acidity Regulator (INS 260), Emulsifier (INS 471), Flour Improver (INS 1100 (i), INS 1104), Antioxidant (INS 300)																															
Nutritional Information	<table border="1"> <thead> <tr> <th colspan="2">Per 100g</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy</td> <td>230 K.Cal</td> </tr> <tr> <td>Protein</td> <td>6.9 g</td> </tr> <tr> <td>Carbohydrates</td> <td>46 g</td> </tr> <tr> <td>Added Sugar</td> <td>3.0 g</td> </tr> <tr> <td>Dietary Fiber</td> <td>1.7 g</td> </tr> <tr> <td>Fat</td> <td>1.6 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.03 g</td> </tr> <tr> <td>Polyunsaturated Fat</td> <td>0.27 g</td> </tr> <tr> <td>Monounsaturated Fat</td> <td>0.1 g</td> </tr> <tr> <td>Trans Fat</td> <td>0 g</td> </tr> <tr> <td>Calcium</td> <td>28 mg</td> </tr> <tr> <td>Sodium</td> <td>410 mg</td> </tr> <tr> <td>Iron</td> <td>2 mg</td> </tr> </tbody> </table>		Per 100g		Description	Value	Energy	230 K.Cal	Protein	6.9 g	Carbohydrates	46 g	Added Sugar	3.0 g	Dietary Fiber	1.7 g	Fat	1.6 g	Saturated Fat	0.03 g	Polyunsaturated Fat	0.27 g	Monounsaturated Fat	0.1 g	Trans Fat	0 g	Calcium	28 mg	Sodium	410 mg	Iron	2 mg
Per 100g																																
Description	Value																															
Energy	230 K.Cal																															
Protein	6.9 g																															
Carbohydrates	46 g																															
Added Sugar	3.0 g																															
Dietary Fiber	1.7 g																															
Fat	1.6 g																															
Saturated Fat	0.03 g																															
Polyunsaturated Fat	0.27 g																															
Monounsaturated Fat	0.1 g																															
Trans Fat	0 g																															
Calcium	28 mg																															
Sodium	410 mg																															
Iron	2 mg																															
Shelf life	6 Days																															
Storage condition	Keep the product in cool and dry place and keep it away from sunlight																															
Product Features	Sandwich bread is soft and use for preparing all types of sandwiches.																															
Product Application	Direct Consumption / Ready to Eat																															

MULTI GRAIN BREAD



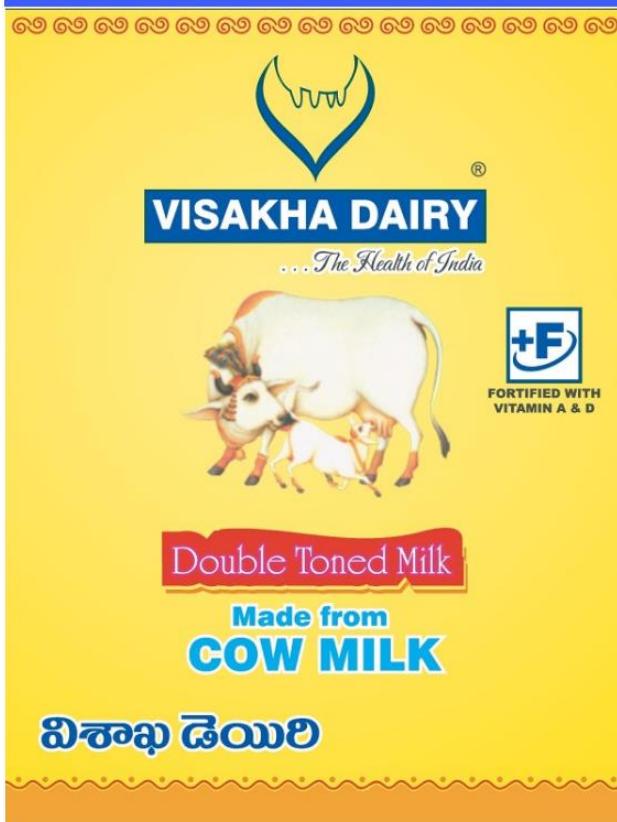
Available in sizes	200g and 400g																															
Ingredients	Refined Wheat Flour (Maida), Water, Multi Grain Mix (10% - Oat Flakes, Flax Seeds, Pumpkin Seeds, Sunflower seeds) Sugar, Broken Wheat, Yeast, Edible Vegetable fat, Iodized Salt, Gluten, Soya Flour, Class II Preservative (INS 282), Acidity Regulator (INS 260), Emulsifier (INS 471), Flour Improver (INS 1100 (i), INS 1104), Antioxidant (INS 300)																															
Nutritional Information	<table border="1"> <thead> <tr> <th colspan="2">Per 100g</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy</td> <td>262 K.Cal</td> </tr> <tr> <td>Protein</td> <td>8.5 g</td> </tr> <tr> <td>Carbohydrates</td> <td>53.4 g</td> </tr> <tr> <td>Added Sugar</td> <td>3.1 g</td> </tr> <tr> <td>Dietary Fiber</td> <td>2.7 g</td> </tr> <tr> <td>Fat</td> <td>1.6 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.03 g</td> </tr> <tr> <td>Polyunsaturated Fat</td> <td>0.27 g</td> </tr> <tr> <td>Monounsaturated Fat</td> <td>0.1 g</td> </tr> <tr> <td>Trans Fat</td> <td>0 g</td> </tr> <tr> <td>Calcium</td> <td>45 mg</td> </tr> <tr> <td>Sodium</td> <td>430 mg</td> </tr> <tr> <td>Iron</td> <td>2 mg</td> </tr> </tbody> </table>		Per 100g		Description	Value	Energy	262 K.Cal	Protein	8.5 g	Carbohydrates	53.4 g	Added Sugar	3.1 g	Dietary Fiber	2.7 g	Fat	1.6 g	Saturated Fat	0.03 g	Polyunsaturated Fat	0.27 g	Monounsaturated Fat	0.1 g	Trans Fat	0 g	Calcium	45 mg	Sodium	430 mg	Iron	2 mg
Per 100g																																
Description	Value																															
Energy	262 K.Cal																															
Protein	8.5 g																															
Carbohydrates	53.4 g																															
Added Sugar	3.1 g																															
Dietary Fiber	2.7 g																															
Fat	1.6 g																															
Saturated Fat	0.03 g																															
Polyunsaturated Fat	0.27 g																															
Monounsaturated Fat	0.1 g																															
Trans Fat	0 g																															
Calcium	45 mg																															
Sodium	430 mg																															
Iron	2 mg																															
Shelf life	6 Days																															
Storage condition	Keep the product in cool and dry place and keep it away from sunlight																															
Product Features	The bread is called as healthy bread which contains seeds of five varieties which is good for health. The bread can be toasted and use to prepare sandwiches.																															
Product Application	Direct Consumption / Ready to Eat																															

Milk Bread



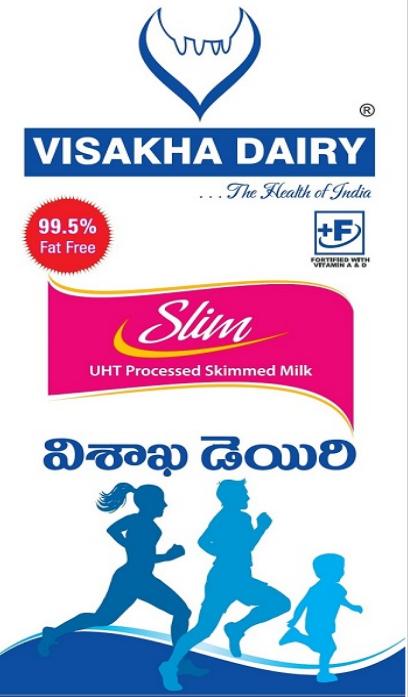
Available in sizes	200g and 400g																															
Ingredients	Refined Wheat Flour (Maida), Sugar, Yeast, Edible Vegetable oil, Milk Solids, Iodized Salt, Gluten, Soya Flour, Class II Preservative (INS 282), Acidity Regulator (INS 260), Emulsifier (INS 471), Flour Improver (INS 1100 (I), INS 1104), Antioxidant (INS 300)																															
Nutritional Information	<table border="1"> <thead> <tr> <th colspan="2">Per 100g</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy</td> <td>242 K.Cal</td> </tr> <tr> <td>Protein</td> <td>6.8 g</td> </tr> <tr> <td>Carbohydrates</td> <td>50.5 g</td> </tr> <tr> <td>Added Sugar</td> <td>11 g</td> </tr> <tr> <td>Dietary Fiber</td> <td>1.6 g</td> </tr> <tr> <td>Fat</td> <td>1.4 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.03 g</td> </tr> <tr> <td>Polyunsaturated Fat</td> <td>0.27 g</td> </tr> <tr> <td>Monounsaturated Fat</td> <td>0.1 g</td> </tr> <tr> <td>Trans Fat</td> <td>0 g</td> </tr> <tr> <td>Calcium</td> <td>45 mg</td> </tr> <tr> <td>Sodium</td> <td>280 mg</td> </tr> <tr> <td>Iron</td> <td>2 mg</td> </tr> </tbody> </table>		Per 100g		Description	Value	Energy	242 K.Cal	Protein	6.8 g	Carbohydrates	50.5 g	Added Sugar	11 g	Dietary Fiber	1.6 g	Fat	1.4 g	Saturated Fat	0.03 g	Polyunsaturated Fat	0.27 g	Monounsaturated Fat	0.1 g	Trans Fat	0 g	Calcium	45 mg	Sodium	280 mg	Iron	2 mg
Per 100g																																
Description	Value																															
Energy	242 K.Cal																															
Protein	6.8 g																															
Carbohydrates	50.5 g																															
Added Sugar	11 g																															
Dietary Fiber	1.6 g																															
Fat	1.4 g																															
Saturated Fat	0.03 g																															
Polyunsaturated Fat	0.27 g																															
Monounsaturated Fat	0.1 g																															
Trans Fat	0 g																															
Calcium	45 mg																															
Sodium	280 mg																															
Iron	2 mg																															
Shelf life	6 Days																															
Storage condition	Keep the product in cool and dry place and keep it away from sunlight																															
Product Features	Milk Bread is used for direct consumption by applying jam, and butter, make it toasts and also for preparation of halwa, pakodas, etc..																															
Product Application	Direct Consumption / Ready to Eat																															

UHT Processed Double Toned Milk Made from Cow Milk

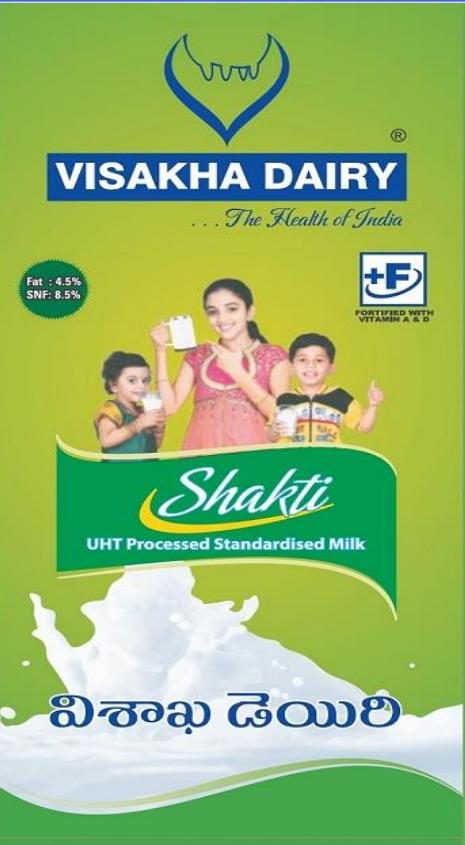


Packing Modules Available	Tetra Fino																							
Available in sizes	200ml																							
Composition	Milk Solids from Cow Milk, Vitamin A & D																							
Nutritional Information	<table border="1"> <thead> <tr> <th colspan="2">Per 100 ml of milk (Approx.)</th> </tr> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>50.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>14.0</td> </tr> <tr> <td>Total Fat</td> <td>1.5 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.9 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>5.2 g</td> </tr> <tr> <td>Proteins</td> <td>3.7 g</td> </tr> <tr> <td>Minerals</td> <td>0.8 g</td> </tr> <tr> <td>Added Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Added Vitamin D</td> <td>0.5 mcg</td> </tr> </tbody> </table>		Per 100 ml of milk (Approx.)		Description	Value	Energy, K. Cal	50.0	Energy from Fat, K. Cal	14.0	Total Fat	1.5 g	Saturated Fat	0.9 g	Total Carbohydrates	5.2 g	Proteins	3.7 g	Minerals	0.8 g	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg
Per 100 ml of milk (Approx.)																								
Description	Value																							
Energy, K. Cal	50.0																							
Energy from Fat, K. Cal	14.0																							
Total Fat	1.5 g																							
Saturated Fat	0.9 g																							
Total Carbohydrates	5.2 g																							
Proteins	3.7 g																							
Minerals	0.8 g																							
Added Vitamin A	27 mcg RE																							
Added Vitamin D	0.5 mcg																							
	* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones																							
Shelf life<	90 days for Fino Pack																							
Storage condition	Ambient Temperature																							
Product features	1) Best Quality Milk 2) Ready to Drink 3) No Need to Boil 4) Needs No Refrigeration Till Opened 5) No Preservatives / Chemicals added. 6) Tamper Evident 6 - Layer Packing 7) Once opened, refrigerate it and use within Two days																							
Application	1) Direct consumption 2) Making of Tea or Coffee, Curd. 3) For Pooja offerings.																							

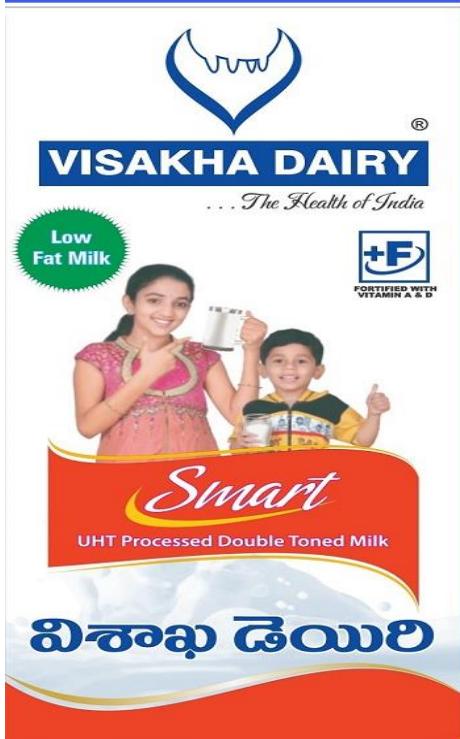
UHT Processed Skimmed Milk - Slim

 <p>VISAKHA DAIRY ... The Health of India</p> <p>99.5% Fat Free</p> <p>Slim UHT Processed Skimmed Milk</p> <p>విశాఖ డెయిరీ</p> 	Packing Modules Available	Tetra Fino & Tetra Brick
Available in sizes	500ml (Fino) & 1000ml (Brick)	
Composition	Skimmed Milk, Vitamin A & D	
Nutritional Information	Per 100 ml of milk (Approx.)	
	Description Value	
	Energy, K. Cal 41.0	
	Energy from Fat, K. Cal 4.5	
	Total Fat 0.5 g	
	Saturated Fat 0.3 g	
	Total Carbohydrates 5.2 g	
	Proteins 3.7 g	
	Calcium 150 mg	
	Sodium 50 mg	
	Added Vitamin A 27 mcg RE	
	Added Vitamin D 0.5 mcg	
* Vitamin A : Helps against night blindness		
* Vitamin D : Support strong bones		
Shelf life	90 days for Fino Pack & 180 days for Brick Pack	
Storage condition	Ambient Temperature	
Product features	<ul style="list-style-type: none"> 1) Best Quality Milk 2) Ready to Drink 3) No Need to Boil 4) Needs No Refrigeration Till Opened 5) No Preservatives / Chemicals added. 6) Tamper Evident 6 Layer Packing 7) Once opened, refrigerate it and use within Two days 	
Application	<ul style="list-style-type: none"> 1) Direct consumption 2) Making of Tea or Coffee, Curd. 3)Best for health & weight conscious people 4)Best for people who are having high blood pressure. 	

UHT Processed Standardised Milk - Shakti

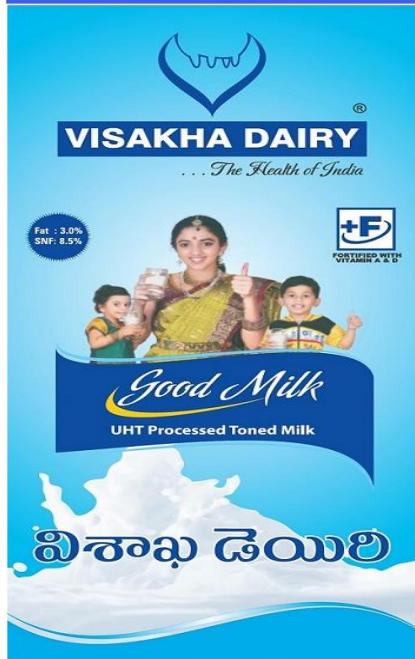
 <p>VISAKHA DAIRY ... The Health of India</p> <p>Fat : 4.5% SNF: 8.5%</p> <p>Shakti UHT Processed Standardised Milk</p> <p>విశాఖ డెయిరీ</p>	Packing Modules Available	Tetra Fino & Tetra Brick
Available in sizes	500ml (Fino & Brick) & 1000ml (Brick)	
Composition	Milk Solids, Vitamin A & D	
Nutritional Information	Per 100 ml of milk (Approx.)	
	Description Value	
	Energy, K. Cal 75.0	
	Energy from Fat, K. Cal 41.0	
	Total Fat 4.5 g	
	Saturated Fat 2.7 g	
	Total Carbohydrates 4.9 g	
	Proteins 3.6 g	
	Minerals 0.7 g	
	Added Vitamin A 27 mcg RE	
	Added Vitamin D 0.5 mcg	
* Vitamin A : Helps against night blindness		
* Vitamin D : Support strong bones		
Shelf life	90 days for Fino Pack & 180 days for Brick Pack	
Storage condition	Ambient Temperature	
Product features	<ul style="list-style-type: none"> 1) Best Quality Milk 2) Ready to Drink 3) No Need to Boil 4) Needs No Refrigeration Till Opened 5) No Preservatives / Chemicals added. 6) Tamper Evident 6 Layer Packing 7) Once opened, refrigerate it and use within Two days 	
Application	<ul style="list-style-type: none"> 1) Direct consumption 2) Making of Tea or Coffee, Curd, Sweets 3)Addition in Culinary for Creamier taste 	

UHT Processed Double Toned Milk - Smart



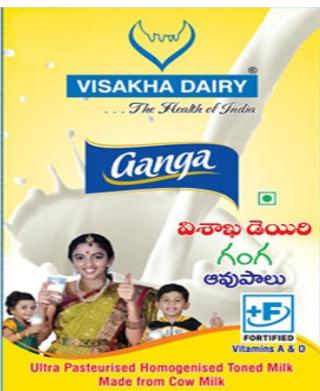
Packing Modules Available	Tetra Fino & Tetra Brick																					
Available in sizes	100ml (Fino), 200ml (Fino), 500ml (Fino) & 1000ml (Brick)																					
Composition	Double Toned Milk, Vitamin A & D																					
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>50.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>14.0</td> </tr> <tr> <td>Total Fat</td> <td>1.5 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.9 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>5.2 g</td> </tr> <tr> <td>Proteins</td> <td>3.7 g</td> </tr> <tr> <td>Minerals</td> <td>0.8 g</td> </tr> <tr> <td>Added Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Added Vitamin D</td> <td>0.5 mcg</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	50.0	Energy from Fat, K. Cal	14.0	Total Fat	1.5 g	Saturated Fat	0.9 g	Total Carbohydrates	5.2 g	Proteins	3.7 g	Minerals	0.8 g	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg
Description	Value																					
Energy, K. Cal	50.0																					
Energy from Fat, K. Cal	14.0																					
Total Fat	1.5 g																					
Saturated Fat	0.9 g																					
Total Carbohydrates	5.2 g																					
Proteins	3.7 g																					
Minerals	0.8 g																					
Added Vitamin A	27 mcg RE																					
Added Vitamin D	0.5 mcg																					
* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones																						
Shelf life	90 days for Fino Pack & 180 days for Brick Pack																					
Storage condition	Ambient Temperature																					
Product features	1) Best Quality Milk 2) Ready to Drink 3) No Need to Boil 4) Needs No Refrigeration Till Opened 5) No Preservatives / Chemicals added. 6) Tamper Evident 6 Layer Packing 7) Once opened, refrigerate it and use within Two days																					
Application	1) Direct consumption 2) Making of Tea or Coffee, Curd 3) Breakfast Cereals																					

UHT Processed Toned Milk - Good Milk



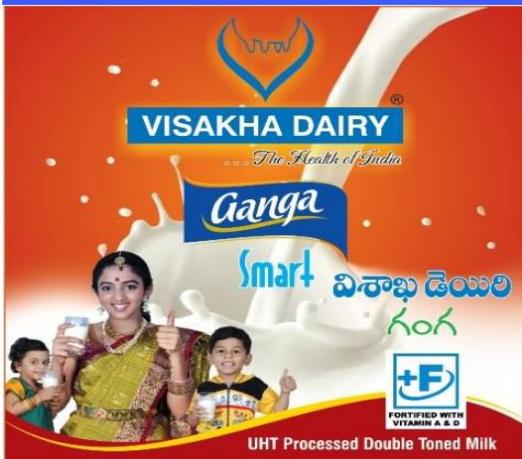
Packing Modules Available	Tetra Fino & Tetra Brick																							
Available in sizes	100ml (Fino), 200ml (Fino & Brick), 500ml (Fino & Brick) & 1000ml (Brick)																							
Composition	Toned Milk, Vitamin A & D																							
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>62.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>28.0</td> </tr> <tr> <td>Total Fat</td> <td>3.0 g</td> </tr> <tr> <td>Saturated Fat</td> <td>1.8 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>5.0 g</td> </tr> <tr> <td>Proteins</td> <td>3.6 g</td> </tr> <tr> <td>Calcium</td> <td>140 mg</td> </tr> <tr> <td>Sodium</td> <td>50 mg</td> </tr> <tr> <td>Added Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Added Vitamin D</td> <td>0.5 mcg</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	62.0	Energy from Fat, K. Cal	28.0	Total Fat	3.0 g	Saturated Fat	1.8 g	Total Carbohydrates	5.0 g	Proteins	3.6 g	Calcium	140 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg
Description	Value																							
Energy, K. Cal	62.0																							
Energy from Fat, K. Cal	28.0																							
Total Fat	3.0 g																							
Saturated Fat	1.8 g																							
Total Carbohydrates	5.0 g																							
Proteins	3.6 g																							
Calcium	140 mg																							
Sodium	50 mg																							
Added Vitamin A	27 mcg RE																							
Added Vitamin D	0.5 mcg																							
* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones																								
Shelf life	90 days for Fino Pack & 180 days for Brick Pack																							
Storage condition	Ambient Temperature																							
Product features	1) Best Quality Milk 2) Ready to Drink 3) No Need to Boil 4) Needs No Refrigeration Till Opened 5) No Preservatives / Chemicals added. 6) Tamper Evident 6 Layer Packing 7) Once opened, refrigerate it and use within Two days																							
Application	1) Direct consumption 2) Making of Tea or Coffee, Curd, Sweets 3) Breakfast Cereals																							

Ultra Pasteurised - Toned Milk made from Cow Milk



Available in sizes	200 ml																							
Ingredients	Milk Solids from Cow Milk, Vitamin A & D																							
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>63.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>28.0</td> </tr> <tr> <td>Total Fat</td> <td>3.0 g</td> </tr> <tr> <td>Saturated Fat</td> <td>1.8 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>4.9 g</td> </tr> <tr> <td>Proteins</td> <td>3.6 g</td> </tr> <tr> <td>Calcium</td> <td>140 mg</td> </tr> <tr> <td>Sodium</td> <td>50 mg</td> </tr> <tr> <td>Added Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Added Vitamin D</td> <td>0.5 mcg</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	63.0	Energy from Fat, K. Cal	28.0	Total Fat	3.0 g	Saturated Fat	1.8 g	Total Carbohydrates	4.9 g	Proteins	3.6 g	Calcium	140 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg
Description	Value																							
Energy, K. Cal	63.0																							
Energy from Fat, K. Cal	28.0																							
Total Fat	3.0 g																							
Saturated Fat	1.8 g																							
Total Carbohydrates	4.9 g																							
Proteins	3.6 g																							
Calcium	140 mg																							
Sodium	50 mg																							
Added Vitamin A	27 mcg RE																							
Added Vitamin D	0.5 mcg																							
	* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones																							
Shelf life	Use within 14 days from the date of packing																							
Storage condition	Store in Cool & Dry Place																							
Application	1) Direct consumption. 2) Making of tea or coffee , curd , butter milk																							

Ultra Pasteurised - Double Toned Milk



Available in sizes	200ml, 500ml																					
Composition	Double Toned Milk, Vitamin A & D																					
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>50.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>14.0</td> </tr> <tr> <td>Total Fat</td> <td>1.5 g</td> </tr> <tr> <td>Saturated Fat</td> <td>0.9 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>5.2 g</td> </tr> <tr> <td>Proteins</td> <td>3.7 g</td> </tr> <tr> <td>Minerals</td> <td>0.8 g</td> </tr> <tr> <td>Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Vitamin D</td> <td>0.5 mcg</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	50.0	Energy from Fat, K. Cal	14.0	Total Fat	1.5 g	Saturated Fat	0.9 g	Total Carbohydrates	5.2 g	Proteins	3.7 g	Minerals	0.8 g	Vitamin A	27 mcg RE	Vitamin D	0.5 mcg
Description	Value																					
Energy, K. Cal	50.0																					
Energy from Fat, K. Cal	14.0																					
Total Fat	1.5 g																					
Saturated Fat	0.9 g																					
Total Carbohydrates	5.2 g																					
Proteins	3.7 g																					
Minerals	0.8 g																					
Vitamin A	27 mcg RE																					
Vitamin D	0.5 mcg																					
	* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones																					
Shelf life	Use within 14 days from the date of packing																					
Storage condition	Store in Cool & Dry Place																					
Application	1) Direct consumption. 2) Making of tea or coffee , curd , butter milk																					

Ultra Pasteurised - Homogenized Toned Milk



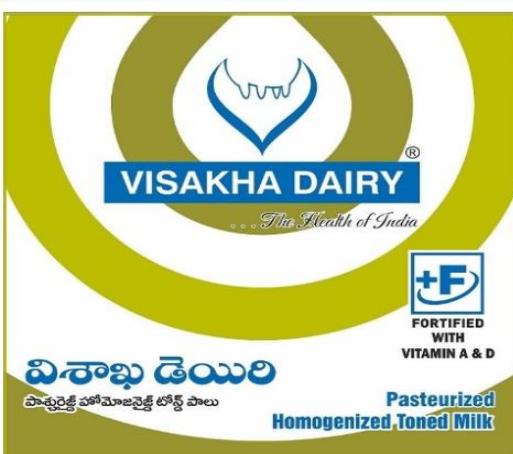
Available in sizes	500 ml, 200 ml, 100 ml																							
Ingredients	Toned Milk, Vitamin A & D																							
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <thead> <tr> <th>Description</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Energy, K. Cal</td> <td>63.0</td> </tr> <tr> <td>Energy from Fat, K. Cal</td> <td>28.0</td> </tr> <tr> <td>Total Fat</td> <td>3.0 g</td> </tr> <tr> <td>Saturated Fat</td> <td>1.8 g</td> </tr> <tr> <td>Total Carbohydrates</td> <td>4.9 g</td> </tr> <tr> <td>Proteins</td> <td>3.6 g</td> </tr> <tr> <td>Calcium</td> <td>140 mg</td> </tr> <tr> <td>Sodium</td> <td>50 mg</td> </tr> <tr> <td>Added Vitamin A</td> <td>27 mcg RE</td> </tr> <tr> <td>Added Vitamin D</td> <td>0.5 mcg</td> </tr> </tbody> </table>		Description	Value	Energy, K. Cal	63.0	Energy from Fat, K. Cal	28.0	Total Fat	3.0 g	Saturated Fat	1.8 g	Total Carbohydrates	4.9 g	Proteins	3.6 g	Calcium	140 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg
Description	Value																							
Energy, K. Cal	63.0																							
Energy from Fat, K. Cal	28.0																							
Total Fat	3.0 g																							
Saturated Fat	1.8 g																							
Total Carbohydrates	4.9 g																							
Proteins	3.6 g																							
Calcium	140 mg																							
Sodium	50 mg																							
Added Vitamin A	27 mcg RE																							
Added Vitamin D	0.5 mcg																							
	* Vitamin A : Helps against night blindness * Vitamin D : Support strong bones																							
Shelf life	Use within 14 days from the date of packing																							
Storage condition	Store in Cool & Dry Place																							
Application	1) Direct consumption. 2) Making of tea or coffee , curd , butter milk																							

Pasteurised Homogenised Full Cream Milk - Gold



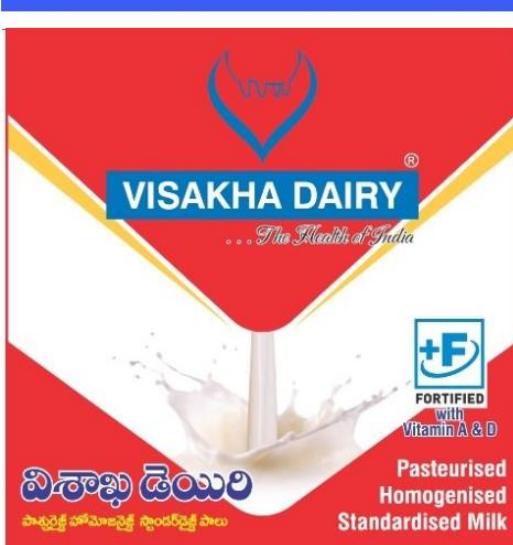
Available in sizes	500 ml, 200 ml	
Ingredients	Milk Solids, Vitamin A & D	
Nutritional Information	Per 100 ml of milk (Approx.)	
	Description	Value
	Energy, K. Cal	92.0
	Energy from Fat, K. Cal	54.0
	Total Fat	6.0 g
	Saturated Fat	3.6 g
	Total Carbohydrates	5.2 g
	Proteins	3.8 g
	Calcium	150 mg
	Sodium	50 mg
	Added Vitamin A	27 mcg RE
	Added Vitamin D	0.5 mcg
* Vitamin A : Helps against night blindness		
* Vitamin D : Support strong bones		
Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.	
Storage condition	Under refrigeration below 4°C	
Application	1) Direct consumption 2) Making of tea or coffee, curd & butter milk	

Pasteurised Homogenized Toned Milk

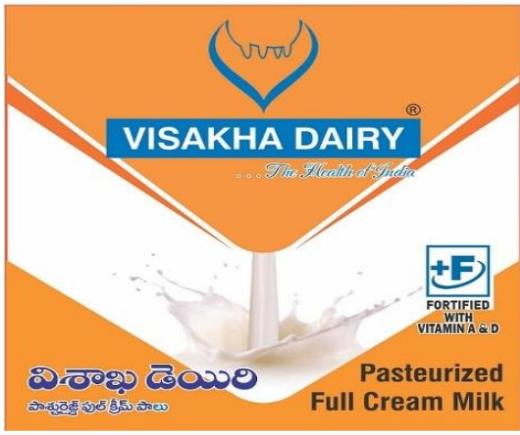


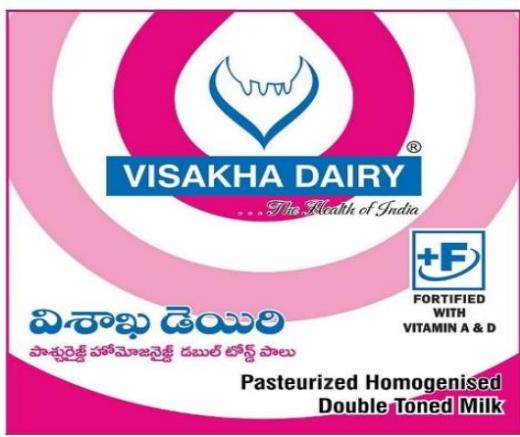
Available in sizes	5 lit, 1 lit, 500 ml, 200 ml	
Ingredients	Toned Milk, Vitamin A & D	
Nutritional Information	Per 100 ml of milk (Approx.)	
	Description	Value
	Energy, K. Cal	63.0
	Energy from Fat, K. Cal	28.0
	Total Fat	3.0 g
	Saturated Fat	1.8 g
	Total Carbohydrates	4.9 g
	Proteins	3.6 g
	Calcium	140 mg
	Sodium	50 mg
	Added Vitamin A	27 mcg RE
	Added Vitamin D	0.5 mcg
* Vitamin A : Helps against night blindness		
* Vitamin D : Support strong bones		
Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.	
Storage condition	Under refrigeration below 4°C	
Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk	

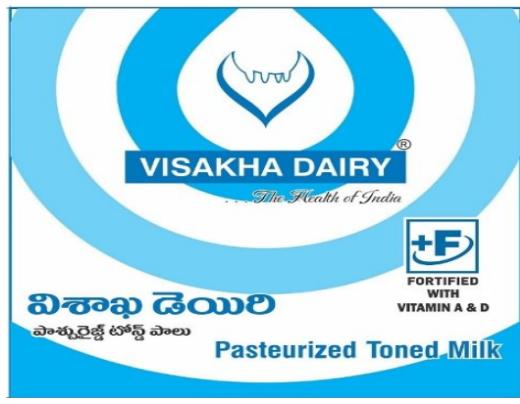
Pasteurised Homogenised Standardised Milk



Available in sizes	500 ml	
Ingredients	Standardised Milk, Vitamin A & D	
Nutritional Information	Per 100 ml of milk (Approx.)	
	Description	Value
	Energy, K. Cal	75.0
	Energy from Fat, K. Cal	41.0
	Total Fat	4.5 g
	Saturated Fat	2.7 g
	Total Carbohydrates	4.9 g
	Proteins	3.6 g
	Calcium	140 mg
	Sodium	50 mg
	Added Vitamin A	27 mcg RE
	Added Vitamin D	0.5 mcg
* Vitamin A : Helps against night blindness		
* Vitamin D : Support strong bones		
Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.	
Storage condition	Under refrigeration below 4°C	
Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk	

Pasteurised Full Cream Milk																																							
	<table border="1"> <tr> <td>Available in sizes</td><td>5 lit, 1 lit, 500 ml, 200 ml</td></tr> <tr> <td>Ingredients</td><td>Milk Solids, Vitamin A & D</td></tr> <tr> <td>Nutritional Information</td><td> Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>92.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>54.0</td></tr> <tr> <td>Total Fat</td><td>6.0 g</td></tr> <tr> <td>Saturated Fat</td><td>3.6 g</td></tr> <tr> <td>Total Carbohydrates</td><td>5.2 g</td></tr> <tr> <td>Proteins</td><td>3.8 g</td></tr> <tr> <td>Calcium</td><td>150 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table> </td></tr> <tr> <td></td><td>* Vitamin A : Helps against night blindness</td></tr> <tr> <td></td><td>* Vitamin D : Support strong bones</td></tr> <tr> <td>Shelf life</td><td>24 hrs from the date of packing if kept under refrigeration below 4°C.</td></tr> <tr> <td>Storage condition</td><td>Under refrigeration below 4°C</td></tr> <tr> <td>Application</td><td> 1) Direct consumption 2) Making of tea or coffee, curd, butter milk, sweets & ghee </td></tr> </table>	Available in sizes	5 lit, 1 lit, 500 ml, 200 ml	Ingredients	Milk Solids, Vitamin A & D	Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>92.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>54.0</td></tr> <tr> <td>Total Fat</td><td>6.0 g</td></tr> <tr> <td>Saturated Fat</td><td>3.6 g</td></tr> <tr> <td>Total Carbohydrates</td><td>5.2 g</td></tr> <tr> <td>Proteins</td><td>3.8 g</td></tr> <tr> <td>Calcium</td><td>150 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table>	Description	Value	Energy, K. Cal	92.0	Energy from Fat, K. Cal	54.0	Total Fat	6.0 g	Saturated Fat	3.6 g	Total Carbohydrates	5.2 g	Proteins	3.8 g	Calcium	150 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg		* Vitamin A : Helps against night blindness		* Vitamin D : Support strong bones	Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.	Storage condition	Under refrigeration below 4°C	Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk, sweets & ghee
Available in sizes	5 lit, 1 lit, 500 ml, 200 ml																																						
Ingredients	Milk Solids, Vitamin A & D																																						
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>92.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>54.0</td></tr> <tr> <td>Total Fat</td><td>6.0 g</td></tr> <tr> <td>Saturated Fat</td><td>3.6 g</td></tr> <tr> <td>Total Carbohydrates</td><td>5.2 g</td></tr> <tr> <td>Proteins</td><td>3.8 g</td></tr> <tr> <td>Calcium</td><td>150 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table>	Description	Value	Energy, K. Cal	92.0	Energy from Fat, K. Cal	54.0	Total Fat	6.0 g	Saturated Fat	3.6 g	Total Carbohydrates	5.2 g	Proteins	3.8 g	Calcium	150 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg																
Description	Value																																						
Energy, K. Cal	92.0																																						
Energy from Fat, K. Cal	54.0																																						
Total Fat	6.0 g																																						
Saturated Fat	3.6 g																																						
Total Carbohydrates	5.2 g																																						
Proteins	3.8 g																																						
Calcium	150 mg																																						
Sodium	50 mg																																						
Added Vitamin A	27 mcg RE																																						
Added Vitamin D	0.5 mcg																																						
	* Vitamin A : Helps against night blindness																																						
	* Vitamin D : Support strong bones																																						
Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.																																						
Storage condition	Under refrigeration below 4°C																																						
Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk, sweets & ghee																																						

Pasteurised Homogenised Double Toned Milk																																							
	<table border="1"> <tr> <td>Available in sizes</td><td>1 lit, 500 ml, 200 ml</td></tr> <tr> <td>Ingredients</td><td>Double Toned Milk, Vitamin A & D</td></tr> <tr> <td>Nutritional Information</td><td> Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>50.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>14.0</td></tr> <tr> <td>Total Fat</td><td>1.5 g</td></tr> <tr> <td>Saturated Fat</td><td>0.9 g</td></tr> <tr> <td>Total Carbohydrates</td><td>5.2 g</td></tr> <tr> <td>Proteins</td><td>3.7 g</td></tr> <tr> <td>Calcium</td><td>150 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table> </td></tr> <tr> <td></td><td>* Vitamin A : Helps against night blindness</td></tr> <tr> <td></td><td>* Vitamin D : Support strong bones</td></tr> <tr> <td>Shelf life</td><td>24 hrs from the date of packing if kept under refrigeration below 4°C.</td></tr> <tr> <td>Storage condition</td><td>Under refrigeration below 4°C</td></tr> <tr> <td>Application</td><td> 1) Direct consumption 2) Making of tea or coffee, curd, butter milk </td></tr> </table>	Available in sizes	1 lit, 500 ml, 200 ml	Ingredients	Double Toned Milk, Vitamin A & D	Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>50.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>14.0</td></tr> <tr> <td>Total Fat</td><td>1.5 g</td></tr> <tr> <td>Saturated Fat</td><td>0.9 g</td></tr> <tr> <td>Total Carbohydrates</td><td>5.2 g</td></tr> <tr> <td>Proteins</td><td>3.7 g</td></tr> <tr> <td>Calcium</td><td>150 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table>	Description	Value	Energy, K. Cal	50.0	Energy from Fat, K. Cal	14.0	Total Fat	1.5 g	Saturated Fat	0.9 g	Total Carbohydrates	5.2 g	Proteins	3.7 g	Calcium	150 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg		* Vitamin A : Helps against night blindness		* Vitamin D : Support strong bones	Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.	Storage condition	Under refrigeration below 4°C	Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk
Available in sizes	1 lit, 500 ml, 200 ml																																						
Ingredients	Double Toned Milk, Vitamin A & D																																						
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>50.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>14.0</td></tr> <tr> <td>Total Fat</td><td>1.5 g</td></tr> <tr> <td>Saturated Fat</td><td>0.9 g</td></tr> <tr> <td>Total Carbohydrates</td><td>5.2 g</td></tr> <tr> <td>Proteins</td><td>3.7 g</td></tr> <tr> <td>Calcium</td><td>150 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table>	Description	Value	Energy, K. Cal	50.0	Energy from Fat, K. Cal	14.0	Total Fat	1.5 g	Saturated Fat	0.9 g	Total Carbohydrates	5.2 g	Proteins	3.7 g	Calcium	150 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg																
Description	Value																																						
Energy, K. Cal	50.0																																						
Energy from Fat, K. Cal	14.0																																						
Total Fat	1.5 g																																						
Saturated Fat	0.9 g																																						
Total Carbohydrates	5.2 g																																						
Proteins	3.7 g																																						
Calcium	150 mg																																						
Sodium	50 mg																																						
Added Vitamin A	27 mcg RE																																						
Added Vitamin D	0.5 mcg																																						
	* Vitamin A : Helps against night blindness																																						
	* Vitamin D : Support strong bones																																						
Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.																																						
Storage condition	Under refrigeration below 4°C																																						
Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk																																						

Pasteurised Toned Milk																																							
	<table border="1"> <tr> <td>Available in sizes</td><td>5 lit, 1 lit, 500 ml, 200 ml</td></tr> <tr> <td>Ingredients</td><td>Toned Milk, Vitamin A & D</td></tr> <tr> <td>Nutritional Information</td><td> Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>63.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>28.0</td></tr> <tr> <td>Total Fat</td><td>3.0 g</td></tr> <tr> <td>Saturated Fat</td><td>1.8 g</td></tr> <tr> <td>Total Carbohydrates</td><td>4.9 g</td></tr> <tr> <td>Proteins</td><td>3.6 g</td></tr> <tr> <td>Calcium</td><td>140 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table> </td></tr> <tr> <td></td><td>* Vitamin A : Helps against night blindness</td></tr> <tr> <td></td><td>* Vitamin D : Support strong bones</td></tr> <tr> <td>Shelf life</td><td>24 hrs from the date of packing if kept under refrigeration below 4°C.</td></tr> <tr> <td>Storage condition</td><td>Under refrigeration below 4°C</td></tr> <tr> <td>Application</td><td> 1) Direct consumption 2) Making of tea or coffee, curd, butter milk, sweets and ghee </td></tr> </table>	Available in sizes	5 lit, 1 lit, 500 ml, 200 ml	Ingredients	Toned Milk, Vitamin A & D	Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>63.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>28.0</td></tr> <tr> <td>Total Fat</td><td>3.0 g</td></tr> <tr> <td>Saturated Fat</td><td>1.8 g</td></tr> <tr> <td>Total Carbohydrates</td><td>4.9 g</td></tr> <tr> <td>Proteins</td><td>3.6 g</td></tr> <tr> <td>Calcium</td><td>140 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table>	Description	Value	Energy, K. Cal	63.0	Energy from Fat, K. Cal	28.0	Total Fat	3.0 g	Saturated Fat	1.8 g	Total Carbohydrates	4.9 g	Proteins	3.6 g	Calcium	140 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg		* Vitamin A : Helps against night blindness		* Vitamin D : Support strong bones	Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.	Storage condition	Under refrigeration below 4°C	Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk, sweets and ghee
Available in sizes	5 lit, 1 lit, 500 ml, 200 ml																																						
Ingredients	Toned Milk, Vitamin A & D																																						
Nutritional Information	Per 100 ml of milk (Approx.) <table border="1"> <tr> <th>Description</th><th>Value</th></tr> <tr> <td>Energy, K. Cal</td><td>63.0</td></tr> <tr> <td>Energy from Fat, K. Cal</td><td>28.0</td></tr> <tr> <td>Total Fat</td><td>3.0 g</td></tr> <tr> <td>Saturated Fat</td><td>1.8 g</td></tr> <tr> <td>Total Carbohydrates</td><td>4.9 g</td></tr> <tr> <td>Proteins</td><td>3.6 g</td></tr> <tr> <td>Calcium</td><td>140 mg</td></tr> <tr> <td>Sodium</td><td>50 mg</td></tr> <tr> <td>Added Vitamin A</td><td>27 mcg RE</td></tr> <tr> <td>Added Vitamin D</td><td>0.5 mcg</td></tr> </table>	Description	Value	Energy, K. Cal	63.0	Energy from Fat, K. Cal	28.0	Total Fat	3.0 g	Saturated Fat	1.8 g	Total Carbohydrates	4.9 g	Proteins	3.6 g	Calcium	140 mg	Sodium	50 mg	Added Vitamin A	27 mcg RE	Added Vitamin D	0.5 mcg																
Description	Value																																						
Energy, K. Cal	63.0																																						
Energy from Fat, K. Cal	28.0																																						
Total Fat	3.0 g																																						
Saturated Fat	1.8 g																																						
Total Carbohydrates	4.9 g																																						
Proteins	3.6 g																																						
Calcium	140 mg																																						
Sodium	50 mg																																						
Added Vitamin A	27 mcg RE																																						
Added Vitamin D	0.5 mcg																																						
	* Vitamin A : Helps against night blindness																																						
	* Vitamin D : Support strong bones																																						
Shelf life	24 hrs from the date of packing if kept under refrigeration below 4°C.																																						
Storage condition	Under refrigeration below 4°C																																						
Application	1) Direct consumption 2) Making of tea or coffee, curd, butter milk, sweets and ghee																																						

4.3.2.1 Products List in Detail.

PRICE: Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices. In some cases, business executives may raise the price to give the product the appearance of being a luxury. Alternatively, they may lower the price so more consumers can try the product.

The various products launched by Sri Vijaya Visakha Milk Producers Company Limited which will be released in market at different prices which vary in different quantities. Following is the list of few.

S. No	Product	Quantity	Price
1	Cow Ghee	500ml	260/-
2	Ghee	1 Liter	510/-
3	Cow Milk	10ml pouch	10/-
4	Curd	450ml	27/-
5	Paneer	200g	80/-
6	UHT – Processed Toned (Good Milk)	1 Liter	57/-
7	Good Milk	180ml	12/-
8	Madam Milk	200ml	25/-
9	Butter Milk	200ml	10/-

PLACE: When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market. The goal of business executives is always to get their products in front of the consumers that are the most likely to buy them.

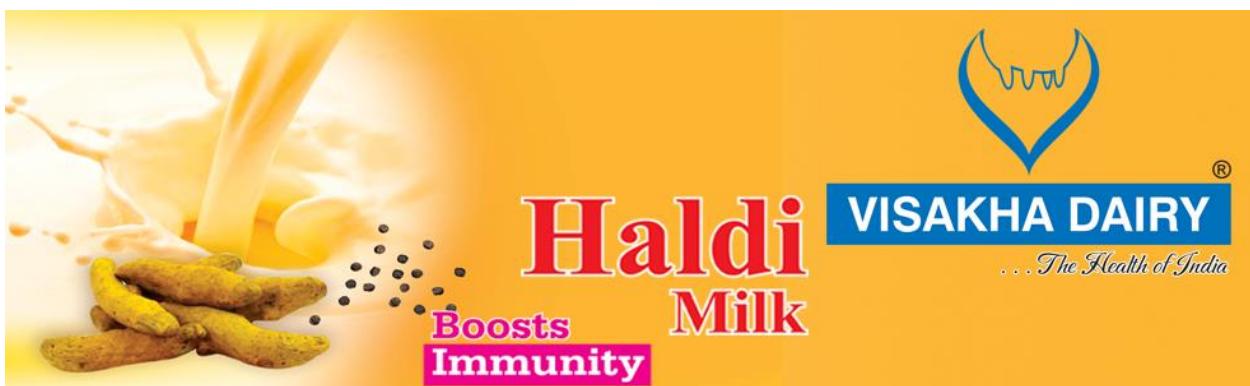
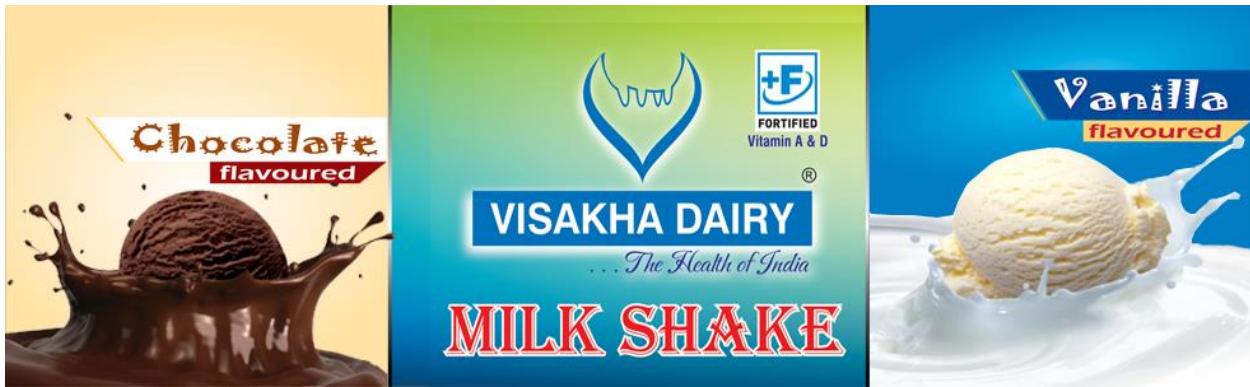
Sri Vijaya Visakha Milk Producers Company Limited has held its outlet Visakhapatnam and Anakapalli. It also shares a relationship with different states for different purposes like Retailer Sales Points, Stocks Sales Points, Bulk Coolers, West Godavari Milk Collection Centers, Draksharama Milk Collection Centers, Rajahmundry Milk Collection Centers.

PROMOTION: Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it.

Sri Vijaya Visakha Milk Producers Company Limited mostly prefer poster advertisements to reach the people. As it deals with the products which are necessary for daily life even though the poster advertisement do not reach more geographical region. Yet its products usually meet the demand line.

Following are the poster used for advertisement purpose in Sri Vijaya Visakha Milk Producers Company Limited.





4.3.2.2 Products Posters.

4.3.3 PRODUCT DECISIONS AND PRODUCT LIFE CYCLE

Product decisions are very crucial. It involves decision making in different areas like Production, Manufacturing and Distribution. In Sri Vijaya Visakha Milk Producers Company Limited major product decisions are taken by considering the count of number of products sold out from each lot produced. It records the numbers of units sold based on which the product decisions are taken from the customer perspective mostly.

Every product manufactured in Sri Vijaya Visakha Milk Producers Company Limited have its own product life cycle which the position of that particular product in life cycle is decided by its demand from the customer. There are totally four stages in product life cycle:

- a) INTRODUCTION: Product is produced based on the product design and plan. Then, it is introduced in the market. All the products listed above are the products introduced by Sri Vijaya Visakha Milk Producers Company Limited in the market.
- b) GROWTH: The products released by Sri Vijaya Visakha Milk Producers Company Limited will start penetrating into the market by meeting the customer needs.
- c) MATURITY: Stage where demand for the product rise as well demand for few products will fall. There is a possibility to make changes for attaining the customer. Advertisements play very vital role here. As mentioned above all the products in the list will maintain constant demand from the customer in maximum situations. Whereas there is a product that is not mentioned in the list is Mango Lassi which has a drastic fall in this phase of cycle.
- d) DECLINE: If there is no release of product in the market in this phase. It will be because of two reasons as explained below:
 - I. Company declines the product: where the product will fail meet the bench mark. That is what happened with Mango Lassi.
 - II. Customer declines the product: where the customer will not have any further interest of using that particular product. Maybe they can find some alternative product at cheaper price.

4.3.4 PRODUCT MIX

Product mix, also known as product assortment, refers to the total number of product lines a company offers to its customers.

Product Width: Number of Product Lines - The width, or breadth, of a company's product mix pertains to the number of product lines the company sells.

Product Length: Total Products - The product mix length is the total number of products or items in your company's product mix.

Product Depth: Product Variations - Depth of a product mix pertains to the total number of variations for each product. Variations can include size, flavour and any other distinguishing characteristic.

Product Line			
	Product Line -1	Product Line -2	Product Line -3
Product Depth	Skimmed Milk Powder	Sweets	Yoghurt
		Badam Burfi	
		Doodhpeda	
		Kalakhand	
		Milk Cake	
		Mysore Pak	
		Halwa	

Product Width

Product Line				
	Product Line -1	Product Line -2	Product Line -3	Product Line -4
D e p t h	Milk Bread	Cooking Butter	Butter Milk	Cream
	Multi Grain Bread	Table Butter		
	Sandwich Bread			
	Whole Wheat Bread			

Product Width

Product Line		
	Product Line -1	Product Line -2
P r o d u c t D e p t h	Milk	UHT Processed Milk
	Toned Milk	Elester - Pouch
	Homogenized Double Toned Milk	Double Toned Milk
	Full Cream Milk	Toned Milk made form Cow Milk
	Homogenized Standardized Milk	Tetra Pack
	Homogenized Toned Milk	Double Toned Milk – Smart
	Homogenized Full Cream Milk	Standardized Milk – shakti
		Skimmed Milk – Slim
		Double Toned Milk made form Cow Milk

Product Width

4.3.5 BRANDING - PACKING

Branding is used to differentiate a product with various methods, techniques. Sri Vijaya Visakha Milk Producers Company Limited was established in the year 1973. From that time to till few years later there are no such organization which deal with a wide range of products with the basis of milk. During that time with the geographical limits, it has created a huge fame and name that in turn gave weight to its brand even though the advertisement of that particular organization is not that effective. Basically, its brand is created and gained fame with the prominent pillar trust.

Recently, that is around January 2021. Sri Vijaya Visakha Milk Producers Company Limited has changed its packing pattern. It has opted very colorful theme to designed the packing boxes. It has brought this change because packing is one of the important factors to attract the new customers and retain the old customers. It makes first impression to the customers towards the product. If the packing is nor up to the mark the product will fail at core level of the classification of product. Few things to be considered while packing is: No leakage, No damage to the product, Water-Resistant and so on.

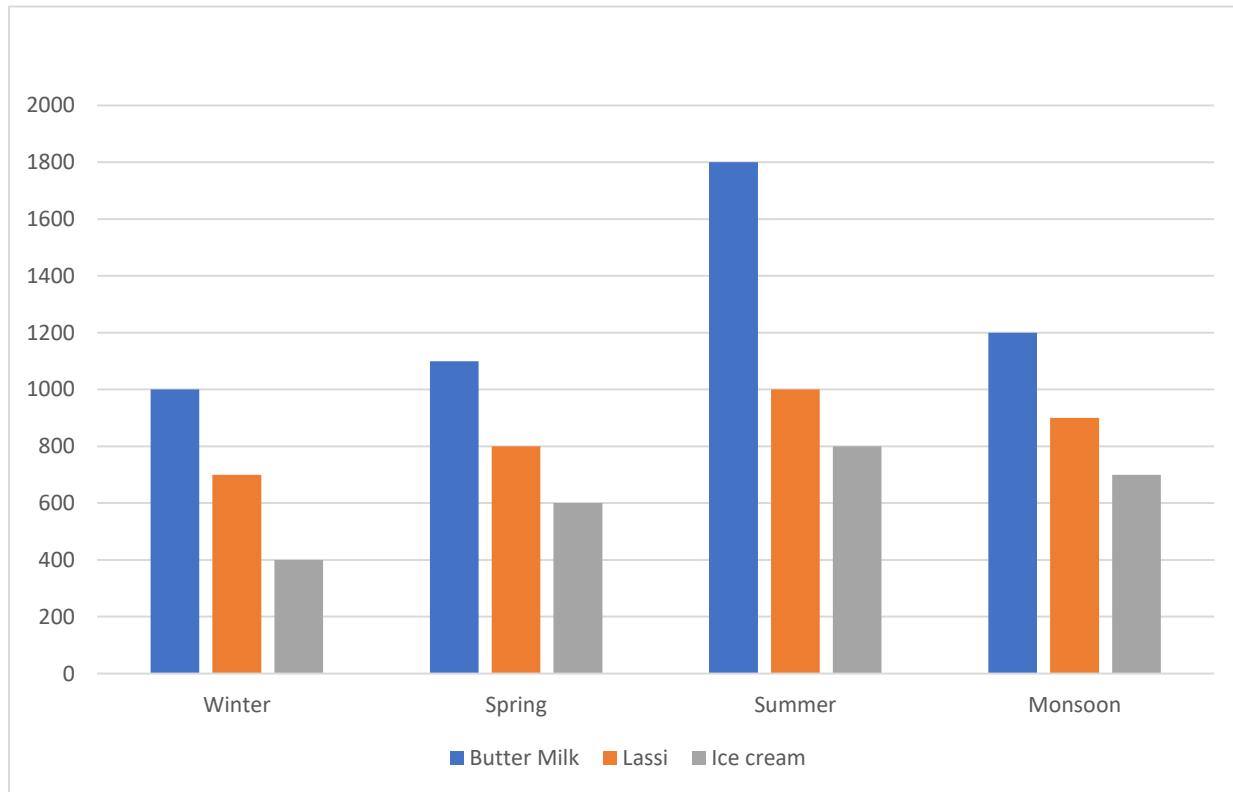
4.3.6 CUSTOMER SERVICE

Visakha Dairy is maintaining separate consumer cell, where teams of quality control and marketing departments will actively participate and ensures that there is immediate respond on consumer enquiry, question or grievance. The labels of Visakha dairy provides address and telephone number, where consumers are invited to talk.

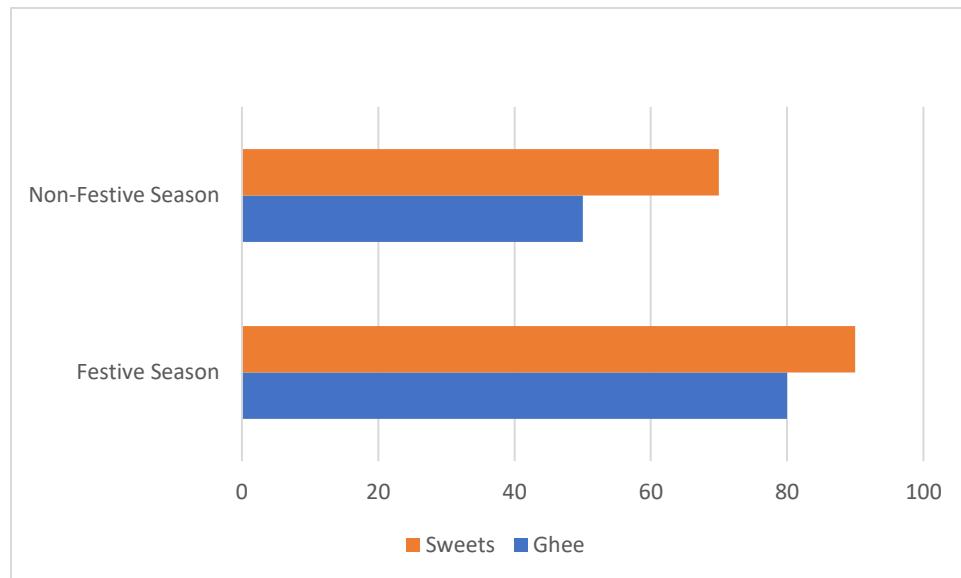
4.3.7 SAMPLE SEASONAL WISE PRODUCT ANALYSIS

Sri Vijaya Visakha Milk Producers Company Limited producers' various products which has various quantity of sales in different seasons like in summer (Butter Milk, lassi, Ice cream), festival season (Ghee, Sweets).

	Items		
	Butter Milk	Lassi	Ice cream
Winter	1000	700	400
Spring	1100	800	600
Summer	1800	1000	800
Monsoon	1200	900	700



	Ghee	Sweets
Festive Season	80	90
Non-Festive Season	50	70



4.4 FINANCIAL MANAGEMENT

Every company has various business units that help it function and grow. Of all these departments, it is probably finance that exists even before a company has started working. It is the finance people who decide if a venture is viable and how it can earn revenue to sustain itself. For such an important department, it is essential to have excellent management. That is why it is highly important to know what it is before looking at its roles.

The data describes the profit and Loss account, Balance Sheet, Net Worth and Turn Over of the Sri Vijaya Visakha Milk Producers Company Limited during Financial year of 2020-2021.

PROFIT & LOSS ACCOUNT

	Particulars	Figures for the period (Current reporting period)		Figures for the period (Previous reporting period)	
		From	01/04/2019 (DD/MM/YYYY)	From	01/04/2018 (DD/MM/YYYY)
		To	31/03/2020 (DD/MM/YYYY)	To	31/03/2019 (DD/MM/YYYY)
(I)	Revenue from operations				
	Domestic Turnover				
(i)	Sales of goods manufactured	4,440,975.00		12,262,635.00	
(ii)	Sales of goods traded	0.00		0.00	
(iii)	Sales or supply of services	15,793,514.00		12,026,100.00	
	Export turnover				
(i)	Sales of goods manufactured	0.00		0.00	
(ii)	Sales of goods traded	0.00		0.00	
(iii)	Sales or supply of services	0.00		0.00	
(II)	Other income	98,305.00		840,131.00	
(III)	Total Revenue (I+II)	20,332,794.00		25,128,866.00	
(IV)	Expenses				
	Cost of material consumed	4,655,145.00		13,364,904.00	
	Purchases of stock in trade	0.00		0.00	
	Changes in inventories of -Finished goods	0.00		0.00	
	-Work-in-progress	0.00		0.00	
	-Stock in trade	0.00		0.00	
	Employee benefit Expense	4,363,133.00		0.00	
	Managerial remuneration	0.00		0.00	
	Payment to Auditors	0.00		0.00	
	Insurance expenses	0.00		0.00	
	Power and fuel	0.00		0.00	
	Finance cost	230,023.00		569,484.00	
	Depreciation and Amortisation expense	5,350,322.00		7,458,909.00	
	Other expenses	5,554,330.00		675,098.00	
	Total expenses	20,152,953.00		22,068,395.00	
(V)	Profit before exceptional and extraordinary items and tax (III-IV)	179,841.00		3,060,471.00	
(VI)	Exceptional items	0.00		0.00	
(VII)	Profit before extraordinary items and tax (V-VI)	179,841.00		3,060,471.00	
(VIII)	Extraordinary items	0.00		0.00	
(IX)	Profit before tax (VII-VIII)	179,841.00		3,060,471.00	
(X)	Tax Expense				
	(1) Current tax	843,017.00		1,380,129.00	
	(2) Deferred tax	-205,290.00		-605,980.00	
(XI)	Profit (Loss) for the period from continuing Operations (IX-X)	-457,886.00		2,286,322.00	
(XII)	Profit/(Loss) from discontinuing operations	0.00		0.00	
(XIII)	Tax expense of discontinuing operations	0.00		0.00	
(XIV)	Profit /(Loss) from discontinuing operations (after tax) (XII-XIII)	0.00		0.00	
(XV)	Profit/ (Loss) (XI+XIV)	-457,886.00		2,286,322.00	

(XVI)	Earnings per equity share before extraordinary items		
	(1) Basic	-4.58	22.86
	(2) Diluted	-4.58	22.86
(XVII)	Earnings per equity share after extraordinary items		
	(1) Basic	-4.58	22.86
	(2) Diluted	-4.58	22.86

4.4.1 profit & Loss Account

BALANCE SHEET

	Particulars	Figures as at the end of (Current reporting period) (in Rs.)		Figures as at the end of (Previous reporting period) (inRs.)	
		31/03/2020 (DD/MM/YYYY)		31/03/2019 (DD/MM/YYYY)	
I. (1)	EQUITY AND LIABILITIES				
	Shareholder's Fund				
	(a) Share capital	1,000,000.00		1,000,000.00	
	(b) Reserves and surplus	28,978,679.00		29,436,565.00	
	(c) Money received against share warrants	0.00		0.00	
	(2) Share application money pending allotment	0.00		0.00	
	(3) Non - current liabilities				
	(a) Long term borrowings	1,356,334.00		2,583,496.00	
	(b) Deferred tax liabilities (net)	0.00		0.00	
	(c) Other long term liabilities	0.00		0.00	
	(d) Long term provisions	0.00		0.00	
	(4) Current liabilities				
	(a) Short term borrowings	0.00		0.00	
	(b) Trade payables	7,223,068.00		23,776,258.00	
	(c) Other current liabilities	734,565.00		455,480.00	
	(d) Short term provisions	269,216.00		1,362,363.00	
	Total	39,561,862.00		58,614,162.00	
II.	ASSETS				
(1)	Non-current assets				
	(a) Fixed assets				
	(i) Tangible assets	35,078,882.00		40,900,899.00	
	(ii) Intangible assets	0.00		0.00	
	(iii) Capital work-in-progress	0.00		0.00	
	(iv) Intangible assets under development	0.00		0.00	
	(b) Non-current Investments	0.00		0.00	
	(c) Deferred tax assets (net)	2,035,490.00		1,830,200.00	
	(d) Long term loans and advances	0.00		0.00	
	(e) Other non-current assets	1,026,984.00		852,126.00	
(2)	Current assets				
	(a) Current Investment	0.00		0.00	
	(b) Inventories	0.00		0.00	
	(c) Trade receivables	283,345.00		1,475,470.00	
	(d) Cash and cash equivalents	731,839.00		11,613,850.00	
	(e) Short term loans and advances	89,451.00		89,450.00	
	(f) Other current assets	315,871.00		1,852,167.00	
	Total	39,561,862.00		58,614,162.00	

4.4.2 Balance Sheet

TURNOVER & NET WORTH

Turnover and net worth of the company (as defined in the Companies Act, 2013)

(i) Turnover	20,234,489
(ii) Net worth of the Company	29,978,679

4.4.3 Turnover & Net Worth

5. FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS-

- Sri Vijaya Visakha Milk Producers Company Limited do not give much importance to digital advertisements.
- Its products are sold in other stores with more cost than the original cost. For example, 10/- butter milk at Visakha dairy is sold at 12/- at other stores.
- Mango Lassi is the failure product of Visakha dairy. It has stopped its production completely.
- All the time products sold at Visakha dairy are not chilled.
- The packing of Visakha dairy is not so attractive previously.

SUGGESTIONS-

- Can make packing pattern more attractive.
- More effective ways to promote the products other than posters.
- Keeping Parlour open for 24 hours.
- Home delivery option can be implemented within geographical premises.
- Bar code technology can be implemented for product tracking.
- Online payment should be encouraged.

CONCLUSION-

Reasons for Visakha Dairy's success are its Robust Supply Chain, Low Cost Strategy, Diverse Product Mix, Strong Distribution Network, Technology advancements & e-initiatives and service availability. Because of all these competences Visakha dairy is the largest producer of milk and milk products in the India. It has set world best practices for dairy producers.

Dairy isn't just a healthy and delicious food group – it also contributes significantly to the Indian economy. Reports show that the dairy industry accounts for 1 percent of the Indian Gross Domestic Product (GDP), generating an economic impact of huge amount. The industry also creates jobs in huge count that generate around lum-sum wages. The significance of dairy to the rural, agricultural economy cannot be overstated.

BIBILOGRAPHY

BOOKS:

- Marketing Management: Philip Kotler.
- Human Resource Management: Tata McGraw Hill.
- Production and Operations Management: Panner Selvam.

INTERNET WEB SOURCES:

- <http://www.visakhadairy.com/>
- <https://www.personio.com/hr-lexicon/hr-department-structure/>
- <https://www.linkedin.com/company/sri-vijaya-visakha-milk-producers-company-ltd/>
- <https://www.imarcgroup.com/dairy-industry-in-india>
- https://en.wikipedia.org/wiki/Dairy_in_India