



Life Enriched

DESH KA ASLI BHAROSA

Since 1960





For over six decades, Paras Dairy has been steadfast in serving consumers in India and overseas, with good health and nutrition. Today we stand tall as a symbol of purity and success.

Milk and milk products have always had special significance for all of us in our daily lives. Realising the omnipresence of milk, Paras Dairy is based on a singular philosophy: Trust. At the heart of VRS Foods Limited are more than 5000 village-level collection and several chilling centres where the milk is received from over 3,00,000 large and small milk producers, landless farmers and weaker sections of society.

The power of milk can never be undermined. That is why, as kids we were all very well-versed with milk's nutritious and life-enhancing properties. Paras milk has and will always remain as the first source of energy, vitamins and essential nutrients that the body needs.

No wonder, the power of Paras milk will continue to provide health and enhance the fitness levels today, tomorrow and all times to come.

We have been exporting our wholesome products to 45 countries across the world, for more than four decades.

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Milestones



1960

Late Chairman Ch. Ved Ram Nagar started milk collection from 60 litres of milk/day.



1987

Sahibabad plant was set up for liquid milk processing with a supply of 10,000 litres of milk/day in NCR.



1992

Another plant at Gulaothi was installed to manufacture SMP (Skimmed Milk Powder) and Ghee.



1998

Gulaothi plant's capacity was increased to 2,50,000 litres/day.



1999

A new plant at Sahibabad was established for manufacturing of Casein and Demineralised Whey Powder



2001

Gulaothi plant's capacity was further increased from 2.5 lakh litres of milk/day to 4 lakh litres of milk/day.



2003

UHT plant was established at Sahibabad.



2004

Another plant at Gwalior (Malanpur) was set up for manufacturing SMP and Desi Ghee (Clarified Butter).



2006

The capacity of Casein was further increased to 12 lakh litres of milk/day at Sahibabad and a Lactose Plant at Gulaothi was set up.



2007

A new plant at Sandila was set up with a capacity of 4 lakh litres of milk/day for manufacturing Ghee and SMP.



2008

Conversion from Private Limited to Limited as VRS Foods Ltd.



2008

India's biggest Casein line installed in Malanpur near Gwalior.



2009

Trials carried out for Sodium Caseinate.



2011

SAP successfully implemented.



2012

Liquid Milk & Fresh Product market expands in Lucknow, Kanpur and Mumbai.



2012

Shopee concept launched in Delhi NCR.



2013

Started business operations at Maharashtra for production and sale of Butter and SMP.



2013

Launched Pharma Grade Lactose and Milk Calcium.



2014

Registered company in Chicago, USA as Paras Dairy LLC.



2016

Ahmednagar plant set up for manufacturing of Ghee, SMP & Butter.



MANUFACTURING FACILITIES



PLANT DETAILS

- VRS Foods Ltd., B-33 & B-56, Site-4, Industrial Area Sahibabad-201010 (UP)
Ph: 0120-4188888, Fax: 0120-4188877
- VRS Foods Ltd., Old Bus Stand, Dist. Bulanshahar, Gulaothi-203408 (UP)
Ph: 0572-229821/229061
- VRS Foods Ltd., ABC 2, Industrial Area, Dist. Bhind Malanpur, Ghirong-477116 (MP)
Ph: 07539 283322, 283321
- VRS Foods Ltd., Plot No.: C-5 & C-6, Industrial Area, Sandila Distt. Hardoi (UP)
Ph: 0585-4282233
- VRS Foods Ltd., Plot No. B-11, MIDC, Nevasa Industrial Area, Ahmednagar - 414603 (Maharashtra)



Sahibabad
(Uttar Pradesh)
1987



Gulaothi
(Uttar Pradesh)
1992



Malanpur
(Madhya Pradesh)
2004



Sandila
(Uttar Pradesh)
2007



Ahmednagar
(Maharashtra)
2016

TOTAL MILK HANDLING CAPACITY AS MUCH AS 3.5 MILLION LITRES/DAY.



QUALITY ASSURANCE

Riding on the wave of strong domestic acceptance, Paras has already registered its presence across the globe. With modern dairy-ingredient plants in technical collaboration with Westfalia Separator, A.G. Germany, Filtration Engineering Inc, USA and Applexion, France, Paras has ensured its processing capabilities and therefore its products are second to none. The plants are fully equipped to manufacture Casein, Demineralised Whey Powder, Caseinate & Milk Powder etc. for Nutritional, Health Food, Baby Food, Bakery, Confectionery and other diverse food product applications.

Today, Paras has become one of the largest private dairies in India & leading exporter of Dairy products. And they have tasted success by spreading awareness and economic empowerment in rural India. At Paras, quality is believed to be a dynamic process which requires continuous monitoring and upgradation.

For this reason it is our constant endeavour that quality becomes a part of the entire value chain rather than the end point. Our stress is therefore on ensuring sanitation and hygiene right from the village-level.



That's why, every collection centre is equipped for field, efficient chilling and speedy transport to processing and manufacturing facilities. Some of the quality landmarks established at our processing centers are as follows:

- An established HACCP certified system
- Export Inspection Council certified
- An APEDA member
- FSSC 22000 certified
- Govt. of India Accredited Export Trading House
- Kosher certified
- MUI HALAL certified
- AGMARK
- FDA
- BIS & ISI





International Presence



**Exporting to 45 countries
around the world.**



Our Product Range

Caseinates (Sodium, Calcium, Potassium)

Paras Caseinates have:

- Excellent Nutritional Profile
- High Solubility & Remarkable Swelling Ability
- Viscosity
- Clean & Natural Flavour
- Excellent Emulsification Capacity
- Foaming Capability

With application in Non Dairy Creamer, Whipped Topping, Frozen Desserts & Ice Creams, Meat Products, Sausages & Gravies, Imitation Cheese, Bakery Products, Nutraceutical & Pharmaceutical Applications.



Casein (Acid/Rennet)

We are leaders in manufacturing the Best Quality Casein as per International Standards.

Clean and natural, our Caseins can be used for the following applications: Processed & Functional Cheese, Infant Nutrition and Clinical Nutrition, Sports Supplements, Recombined Products, Whipped Topping, Sauces & Dips, Beverages, Spreads, Coffee Whiteners, Meat Products and Caseinates.

Milk Protein Concentrates (70, 80, 85)

We are manufacturing one of the best quality MPC, with excellent functionality and nutrition from pasteurized milk by the ultra-filtration process. The Functional benefits of MPC include:

- Nutrition, High protein/Low lactose
- Non Hygroscopic
- Foaming & Whipping
- Water Binding, Thickening & Viscosity

Whey Powders (Sweet Whey Powder, Demineralized Whey Powder - 50, 70, 90)

Paras Whey Powders are manufactured from fresh Acid/Rennet Casein Whey. It is further demineralised by the process of Nano-Filtration & Ion-Exchange.

- For Baby Food • Infant Formula
- Nutrition Formula • For Dairy, Confectionery, Ice Cream & Bakery Products, etc.

Our Product Range

Milk Powders (Whole Milk Powder, Skimmed Milk Powder, Butter Milk Powder)

We are offering spray dried milk powders (WMP & SMP, BMP) ADPI Grade with:

- Excellent solubility
 - Rich creamy flavour
 - Uniform and consistent composition
 - Browning Property
 - Very Good Flavour Enhancer
- SMP is available in High/Medium/Low heat options

Lactose (Pharmaceutical Grade, Edible Grade)

OFFERING: GRADES IP/BP/JP/USP

Our Lactose is free flowing, Fine Mesh, White Crystallised Powder, Slightly sweet in taste & Odourless.

- 200 Mesh & 150 Mesh
- Directly Compressible
- Inhalation Grade
- Infant Formula
- Other Food Applications

Whey Protein Concentrates (WPC 34, 70, 80)

We are pioneers in manufacturing Concentrates by Ultra filtration, Pasteurisation, Concentration and Spray Drying. Concentrates are suitable for food (instant mixes, dairy drink, ice cream, baked goods, chocolate, yoghurt, drinkable yoghurt, ready to eat meal, breakfast and granola bars) and nutritional applications (Protein powder, energy drink, infant formula, ready to drink, protein bar, weight management snacks, capsules, gel, meal replacements).

Natural Milk Calcium

We have pioneered the manufacturing of Natural Milk Calcium, a rich source of calcium and phosphorus derived from milk protein. As a natural source of calcium, NMC is dedicated to the enrichment of food (dairy products, beverages, biscuits, ice cream), Biscuits, Beverages and nutraceutical products.



Our Product Range

Desi Ghee

Aromatic and packed with wholesome taste, Paras Desi Ghee is a perfect blend of taste and health. A tablespoon of Paras Desi Ghee in every meal helps you stay stronger, fitter, healthier & makes your favorite dishes richer & tastier.

SKUs Available : 200ml, 500ml, 1L, 2L, 5L, 10kg & 15kg



White



Granular



Aromatic



Cow Ghee

Paras Cow Ghee is made from the milk of cows from dairy farms across western & southern India. Paras Cow Ghee makes every culinary preparation absolutely lip-smacking & delicious. Its beautiful golden colored granules are filled with wholesomeness just as they taste great.

SKUs Available : 200ml, 500ml, 1L, 2L, 5L, 10kg & 15kg



Contains Vitamins
A, D, E and K



Enhances
taste



Rich in
aroma

Salted Butter

Paras Salted Butter is made from wholesome milk giving it a rich taste. It has smooth consistency & is easy to spread. It imparts a characteristic flavor & aroma. Its optimum amount of salt gives perfect saltiness to food.

SKU Available : 100g, 500g, 20kg & 25kg Block



Unsalted Butter

Paras Unsalted Butter is made from wholesome milk & has a fresh taste with rich aroma. It melts in the mouth readily & gives a creamy and traditional flavor making it perfect for spread as well as cooking & baking. Since Unsalted, it acts as a classic flavor carrier.

SKU Available : 100g, 500g, 20kg & 25kg Block



Great for baking & cooking



Perfect Melt

Our Product Range

Whipping Cream

Paras Dairy Whipping Cream contains 35% dairy fat and is made from milk cream. It ensures rich creamy taste & pleasant aroma. It gives consistent stable results throughout the year which is ideal for piping, topping and layering in cakes & pastries & makes a wonderful choice for all home and professional bakers.

SKU Available : 1L



Dairy Cream

Paras Dairy Cream which contains 25% dairy fat has a deliciously thick cream which adds perfectly to your favorite curries, desserts, fruits and salads. Our cooking cream is processed under high temperatures so that it retains taste and consistency everytime.

SKU Available : 1L

Njoy Milk Shakes

Deliciously Healthy, Paras Milkshakes are rich in Vitamin D3 & Calcium that help strengthen bones and teeth. Containing the goodness of milk, the Paras range of ice-creamy milkshakes are available in 4 tasty flavors - Vanilla, Chocolate, Butterscotch & Strawberry

SKU Available : 200 ml



Calcium
Fortified



Vitamin D3
Intensified



DHA



Njoy Flavoured Milk

Our delightful flavored milk is made from double toned milk to retain the goodness of milk and is low on calories too! Paras NJOY comes in 8 amazing flavors for a delicious and wholesome treat to your taste buds.

SKU Available : 180 ml



Packed with
Protein



Improves
Health

Our Product Range

Lassi

Stemming from a legacy of its own, Lassi has proven to be one of the healthiest beverages. And Paras Lassi encourages this tradition with an appetizing blend of taste and nourishment. We offer a variety with Sweet Lassi & Mango Lassi variants.

SKUs Available : 180ml



Fresh Feels



UHT Processed



UHT

Paras milk goes through process of Bactofugation before UHT treatment to ensure physical removal of high heat resistance spores. It gives you complete goodness and freshness of milk with all vital nutrients important for human growth. Paras milk is also available in 5 variants of 1 litre and half litre poly pouch.

SKU Available : 1L

Paras Milk

Having a glassful of Paras milk daily helps in starting your day with new zeal and energy. Not only that paras milk does not contain any artificial ingredients it is also a testament of authentic taste and great hygienic quality. To satiate the appetite of consumers it is available in the following variants:

- Full Cream Milk • Toned Milk • Double Toned
- Skimmed Milk (Nandan) • Tea Special Milk



Paras Chach (Buttermilk)

Spice up your daily routine with Paras Chach. Its healthy, tasty and refreshing flavour with added spices and condiments will energise your day like never before.

SKUs Available : 400ml and 500ml

Our Product Range

Paras Dahi (Curd)

Paras Dahi has all the goodness of toned milk coupled with all essential nutrients. What's more is that with the final product made in a high tech production atmosphere, it's delicious taste also holds immense therapeutic value.

SKUs Available : 100g, 200g and 400g



Paras Paneer (Cottage Cheese)

With Paras Paneer, you can enjoy the delicious goodness of healthy proteins in every bite. It is prepared with stringent quality checks and purest milk to give the most delectable and mouth – watering taste you'd have ever experienced.

SKUs Available : 200g and 1kg

Sweets

Paras offers a wide range of sweets, and you can enjoy the delicious goodness of healthy proteins in every bite. It is prepared with stringent quality checks and the purest milk and paneer to give you the most delectable and mouth-watering taste you've ever experienced.

SKUs Available : 200g and 500g



Our Product Range

Mozzarella Cheese Blend

Paras Mozzarella Blend is a blend of Mozzarella & Cheddar cheese. Cheddar gives a beautiful melt & shine while mozzarella gives stretch, making it incredibly smooth & creamy. It has a pleasing taste with a tempting light cream color. It is a healthy form of spread & is easy to spread and use. **SKUs Available : 1kg**



Mozzarella Cheese Diced

Paras Mozzarella Cheese Diced is produced from fresh pasteurized milk giving it a fragrant aroma of fresh milk and a delicate creamy flavor. It has excellent browning, stretching and melting properties with stringy and elastic texture.

SKUs Available : 1kg



Pizza Topping Diced

Paras Pizza topping is a perfect blend of mozzarella & vegetable fat. It has optimal qualities of browning, quick melting & stretchiness. It remains chewy & delivers a smooth & lasting taste with stringiness to your pizza.

SKUs Available : 1kg



Skimmed Milk Powder

Paras SMP can be used in a variety of applications such as fresh dairy products, Chocolates, Beverages, Ice Creams, Yoghurts & Biscuits to give it a milky taste & rich texture.

Our Skimmed Milk Powder has excellent solubility, is free flowing and has a clean bland flavor.

SKU Available : 1kg & 25kg



Dairy Whitener

Paras Dairy whitener adds a milky & rich creamy taste to your food. Ideal for tea, coffee, breakfast cereals and all milk beverages.

SKU Available :
12g, 25g, 500g, 1kg & 10kg

Other Businesses

PARAS
B U I L D T E C H



Poised as one of the most iconic names in real estate, Paras Buildtech India Pvt. Ltd. is set to revolutionise the Indian infrastructure market with its inherent future-focused nature. By harnessing values such as integrity, relentless dedication and absolute transparency, Paras Buildtech has earned an impeccable reputation amongst its business partners and conglomerates alike. Backed by a decade of experience & an abundance of expertise, Paras Buildtech has pioneered the conceptualisation and execution of upscale real estate projects in the retail, commercial and residential space. Today, Paras Buildtech is known to be one of the leading names in Indian real estate development & has done so by building amongst its clients and business partners a sense of utmost quality & reliability.

Paras Hospital is a state-of-the-art multi super speciality hospital providing a depth of expertise in the complete spectrum of advanced medical & surgical interventions with a comprehensive mix of inpatient and outpatient services. The hospital is dedicated to providing competitive, accessible and affordable world-class healthcare services.


PARAS
HOSPITALS



International & Domestic Exhibitions





Promotions







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