



## OUR CERTIFICATIONS, OUR TESTIMONIALS

FSSC 22000  
ISO 22000 : 2005  
FSSAI (Food Safety and Standards Authority of India)  
BIS (Bureau of Indian Standards)  
EIA (Export Inspection Agency)  
HALAL

### HATSUN AGRO PRODUCT LTD DI FIELD FORCE

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## HAP | Hatsun Agro Product Limited

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## PROFICIENTLY PRODUCING WORLD-CLASS DAIRY PRODUCTS!

Hatsun Dairy ingredients are popularly known as pure and healthy milk products of international quality.



## THE LARGEST PRIVATE DAIRY IN THE LAND OF MILK!

India is the largest producer of milk in the world, with an average growth rate of 4%.

The Northern and Western parts of India are major producers of buffalo milk while South India produces cow's milk.

HAP, based in South India, is the largest private sector dairy company in India, and hence has a distinct advantage when it comes to dealing in cow's milk.

## THE BEGINNING OF A DAIRY REVOLUTION

HAP is a public limited company that was founded by Mr. R. G. Chandramogan, who is also the Chairman & Managing Director.

In 1970, the company began with the pioneering effort of producing Arun Icecreams, which still continues to be the most popular ice cream brand in South India and Maharashtra.

The company started marketing fresh milk in pouches from 1995 and manufacturing dairy ingredients from 2003.

Last year HAP achieved around ₹4600 crore turnover, and is listed in the Mumbai Stock Exchange.

Hatsun Dairy ingredients are well known as pure and healthy milk products of international quality.



## PROCURING WITH CARE

The company procures around 30 lakh litres of milk per day by directly collecting it from farmers spread over 10,000 villages in South India. HAP has its own infrastructure of milk collection centres and chilling centres for procuring and handling raw milk.

Highly qualified field experts are employed to ensure timely collection, testing of milk at the point of collection, weekly payment, cattle feed sales, encouraging farmers to grow their herd size, training farmers on better animal management and clean milking.

Over 30 veterinary doctors, 20 agronomists and 300 inseminators under direct employment assist in artificial insemination, feed management, breed management, vaccination programs and render full scale animal health care.



## HIGHLY SOPHISTICATED PROCESSING FACILITIES

With hi-tech processing plants operating at 19 locations, HAP ensures rigorous testing of milk before processing.

Units: 9 milk processing and packaging units, 2 milk product manufacturing units, 3 dairy ingredient manufacturing units, 2 ice cream manufacturing units, a ready-to-eat food manufacturing plant, a feed manufacturing plant and a packaging film manufacturing plant for milk, curd and printing of milk and curd pouches.

Arokya Milk was launched in 1995 and since then, has won the trust of millions of customers across South India, and has now set foot in Maharashtra. Great care goes into the processing of Arokya Milk. It is available in four varieties: Standardised Milk, Full Cream Milk, Toned Milk and Double Toned Milk.



## THE TRADEMARK OF QUALITY

Arun Icecreams has been one of the most favourite brands of ice cream for a number of decades. The brand believes in keeping things fresh by introducing new flavours and variants, so that customers always have new choices awaiting them.

Arun Icecreams is also a popular brand in Seychelles and Brunei.

Hatsun is the brand under which superior quality ghee, butter, paneer, curd and dairy whitener among others are sold in the domestic market.

IBACO, within just few years of its launch, has broken ground in new markets across India. With a greater number of stores opening up each year, and with a lot of positive feedback from customers, the brand seems set for a great journey into the future.



Hatsun Dairy Ingredients are well known as pure and healthy milk products of international quality. They are produced in 3 locations and operate 4 driers of which three plants are erected by Alfa Laval, using Anhydro design, and another using Railli Oy design from Sweden. All the powder plants employ fluid bed driers with lecithination facilities to produce instantized powders.

There are state-of-the-art laboratories (chemical & microbiological) for process control, product quality control and product development. Validations of critical parameters are also done at our fully-equipped central lab located at Chennai. These ISO 22000:2005 certified manufacturing facilities have been regularly upgraded to meet the requirements and standards of various large multinational companies.

HAP exports only milk products that meet ADPI Extra Grade standards and are free from other contaminants such as melamine. The quality assurance of HAP ensures that stringent quality norms of American Dairy Products Institute (ADPI) are fully met.



## PRODUCTS

1. SKIMMED MILK POWDER

Variants:

- Low Heat
- Medium Heat
- High Heat

2. FULL CREAM MILK POWDER

3. DAIRY WHITENER

4. SALTED BUTTER (Table Butter)

5. UNSALTED BUTTER (Cooking Butter)

6. BUTTER OIL (AMF)

7. FRESH FROZEN CREAM



## COMPREHENSIVE IS THE WORD!

HAP is a company that procures milk, processes it, manufactures the dairy ingredients and sells it to various prestigious companies across the globe directly. HAP is an all-inclusive company trusted for quality dairy products.



## WHY HATSUN DAIRY INGREDIENTS?

Today, Hatsun Dairy Ingredients has become a preferred brand all over the world, primarily because:

- They are made from healthy cow's milk.
- The equipment and technical facilities are on par with the best in the world.
- Direct milk sourcing system from farmers resulting in better control of quality.
- HAP has an excellent logistics and distribution network to ensure timely delivery and service.
- Consistent quality of products.
- HAP has a team of dedicated professionals to handle technical and commercial issues.

## **PRODUCT: Skimmed Milk Powder - Low Heat**

### **A. GENERAL**

1. Made from cow's milk by spray drying
2. Creamy white in colour.
3. Free from lumps and extraneous matter
4. Pleasant and clean taste and flavour

### **B. ANALYTICAL CHARACTERISTICS**

#### **1. Physico-Chemical Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Moisture	% by mass	3.5 Max
2.	Milk Fat	% by mass	1.25 Max
3.	Titrateable Acidity	% as lactic acid	1.5 Max
4.	Insolubility Index	ml	0.5 Max
5.	Milk Protein (On MSNF basis)	% by mass	34 Min
6.	Total Ash (On dry basis)	% by mass	8.2 Max
7.	Scorched Particles	-	Disc B or Better
8.	WPNI	mg/g of SNF	>6

#### **Microbiological Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Total Plate Count	cfu/g	<10000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<10
5.	Salmonella	per/25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Bacillus cereus	cfu/g	<100
8.	Sulfite Reducing Clostridia	cfu/g	<10
9.	Listeria monocytogenes	per/g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### **C. PACKING & SHELF LIFE**

1. Packed in a Multi-layer Kraft paper bag with a LDPE inner liner.
2. Pack size is 25 kg.
3. Best before 18 months from the month of manufacture when stored under cool and dry condition

## **PRODUCT: Skimmed Milk Powder - Medium Heat**

### **A. GENERAL**

1. Made from cow's milk by spray drying
2. Creamy white in colour.
3. Free from lumps and extraneous matter
4. Pleasant and clean taste and flavour

### **B. ANALYTICAL CHARACTERISTICS**

#### **1. Physico-Chemical Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Moisture	% by mass	3.5 Max
2.	Milk Fat	% by mass	1.25 Max
3.	Titrateable Acidity	% as lactic acid	1.5 Max
4.	Insolubility Index	ml	0.5 Max
5.	Milk Protein (On MSNF basis)	% by mass	34 Min
6.	Total Ash (On dry basis)	% by mass	8.2 Max
7.	Scorched Particles	-	Disc B or Better
8.	WPNI	mg/g of SNF	1.5 – 5.99

#### **Microbiological Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Total Plate Count	cfu/g	<10000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<10
5.	Salmonella	per/25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Bacillus cereus	cfu/g	<100
8.	Sulfite Reducing Clostridia	cfu/g	<10
9.	Listeria monocytogenes	per/g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### **C. PACKING & SHELF LIFE**

1. Packed in a Multi-layer Kraft paper bag with a LDPE inner liner.
2. Pack size is 25 kg.
3. Best before 18 months from the month of manufacture when stored under cool and dry condition

## **PRODUCT: Skimmed Milk Powder – High Heat**

### **A. GENERAL**

1. Made from cow's milk by spray drying
2. Creamy white in colour.
3. Free from lumps and extraneous matter
4. Pleasant and clean taste and flavour

### **B. ANALYTICAL CHARACTERISTICS**

#### **1. Physico-Chemical Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Moisture	% by mass	3.5 Max
2.	Milk Fat	% by mass	1.25 Max
3.	Titrateable Acidity	% as lactic acid	1.5 Max
4.	Insolubility Index	ml	0.5 Max
5.	Milk Protein (On MSNF basis)	% by mass	34 Min
6.	Total Ash (On dry basis)	% by mass	8.2 Max
7.	Scorched Particles	-	Disc B or Better
8.	WPNI	mg/g of SNF	<1.5

#### **Microbiological Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Total Plate Count	cfu/g	<10000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<10
5.	Salmonella	per/25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Bacillus cereus	cfu/g	<100
8.	Sulfite Reducing Clostridia	cfu/g	<10
9.	Listeria monocytogenes	per/g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### **C. PACKING & SHELF LIFE**

1. Packed in a Multi-layer Kraft paper bag with a LDPE inner liner.
2. Pack size is 25 kg.
3. Best before 18 months from the month of manufacture when stored under cool and dry condition

**PRODUCT: Full Cream Milk Powder**

**A. GENERAL**

1. Made from cow's milk by spray drying
2. Creamy white in colour.
3. Free from lumps and extraneous matter
4. Pleasant and clean taste and flavour

**B. ANALYTICAL CHARACTERISTICS**

**1. Physico-Chemical Parameters**

S.No	Parameter	Unit	Standard
1.	Moisture	% by mass	3.5 Max
2.	Milk Fat	% by mass	26 Min
3.	Titrateable Acidity	% as lactic acid	1.2 Max
4.	Insolubility Index	ml	1.5 Max
5.	Milk Protein (On MSNF basis)	% by mass	34 Min
6.	Total Ash (On dry basis)	% by mass	7.3 Max
7.	Scorched Particles	-	Disc B or Better
8.	Total Solids	% by mass	96.5

**Microbiological Parameters**

S.No	Parameter	Unit	Standard
1.	Total Plate Count	cfu/g	<10000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<10
5.	Salmonella	per/25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Bacillus cereus	cfu/g	<100
8.	Sulfite Reducing Clostridia	cfu/g	<10
9.	Listeria monocytogenes	per/g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

**C. PACKING & SHELF LIFE**

1. Packed in a Multi-layer Kraft paper bag with a LDPE inner liner.
2. Pack size is 25 kg.
3. Best before 5 months from the month of manufacture when stored under cool and dry condition

## PRODUCT: Dairy Whitener

### A. GENERAL

1. Made from cow's milk by spray drying
2. Creamy white in colour.
3. Free from lumps and extraneous matter
4. Pleasant and clean taste and flavour

### B. ANALYTICAL CHARACTERISTICS

#### 1. Physico-Chemical Parameters

S.No	Parameter	Unit	Standard
1.	Moisture	% by mass	4.0 Max
2.	Milk Fat	% by mass	< 20
3.	Titrateable Acidity	% as lactic acid	1.5 Max
4.	Insolubility Index	ml	1.5 Max
5.	Milk Solids Not Fat	% by mass	56.0 Min
6.	Milk Protein (On MSNF basis)	% by mass	34 Min
7.	Total Ash (on moisture, added sugar & fat free basis)	% by mass	9.3 Max
8.	Acid Insoluble Ash	% by mass	0.1 Max
9.	Total Added Sugar (as sucrose)	% by mass	20 Max
10.	Scorched Particles	-	Disc B or Better

#### Microbiological Parameters

S.No	Parameter	Unit	Standard
1.	Total Plate Count	cfu/g	<10000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<10
5.	Salmonella	per/25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Bacillus cereus	cfu/g	<100
8.	Sulfite Reducing Clostridia	cfu/g	<10
9.	Listeria monocytogenes	per/g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### C. PACKING & SHELF LIFE

1. Packed in a Multi-layer Kraft paper bag with a LDPE inner liner.
2. Pack size is 25 kg.
3. Best before 12 months from the month of manufacture when stored under cool and dry condition

## **PRODUCT: Salted Butter (Table Butter)**

### **A. GENERAL**

1. Fresh pasteurized cream derived from cow's milk is used as raw material. After churning and removal of butter milk to produce a product containing not less than 80 % fat, free from additive except added table salt
2. Light yellow in colour
3. Free from particles with a smooth fine grain solid structure
4. Clear and mild flavour typical of pure milk fat, free from sour, bitter or rancid taints

### **B. ANALYTICAL CHARACTERISTICS**

#### **1. Physico-Chemical Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Moisture	% by mass	16.0 Max
2.	Milk Fat	% by mass	80.0 Min
3.	Titrateable Acidity	% as lactic acid	0.06 Max
4.	Salt Content	% by mass	2.0 Max
5.	Curd (MSNF)	% by mass	2.0 Max

#### **Microbiological Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Total Plate Count	cfu/g	<5000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<20
5.	Salmonella	per 25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Listeria monocytogenes	per g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### **C. PACKING & SHELF LIFE**

1. Packed in a Multi-layer corrugated box with a LDPE inner liner.
2. Pack size is 20 kg.
3. Best before 12 months from the month of manufacture when stored at -18°C or below

## **PRODUCT: Unsalted Butter (Cooking Butter)**

### **A. GENERAL**

1. Fresh pasteurized cream derived from cow's milk is used as raw material. After churning and removal of butter milk to produce a product containing not less than 82 % fat, free from additive.
2. Light yellow in colour
3. Free from particles with a smooth fine grain solid structure
4. Clear and mild flavour typical of pure milk fat, free from sour, bitter or rancid taints

### **B. ANALYTICAL CHARACTERISTICS**

#### **1. Physico-Chemical Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Moisture	% by mass	16.0 Max
2.	Milk Fat	% by mass	82.0 Min
3.	Titrateable Acidity	% as lactic acid	0.06 Max
4.	Curd (MSNF)	% by mass	2.0 Max

#### **Microbiological Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Total Plate Count	cfu/g	<5000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<20
5.	Salmonella	per 25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Listeria monocytogenes	per g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### **C. PACKING & SHELF LIFE**

1. Packed in a Multi-layer corrugated box with a LDPE inner liner.
2. Pack size is 20 kg.
3. Best before 12 months from the month of manufacture when stored at -18°C or below

## **PRODUCT : Butter Oil (AMF)**

### **A. GENERAL**

1. Butter or Fresh Pasteurized cream derived from cow's milk is used as raw material.
2. Light yellow in colour
3. Free from particles with a smooth fine grain solid structure. Temperature exceeding 34°C, it melts to clear yellow oil
4. Clear and mild flavour typical of pure milk fat, free from sour, bitter or rancid taints

### **B. ANALYTICAL CHARACTERISTICS**

#### **1. Physico-Chemical Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Moisture	% by mass	0.1 Max
2.	Milk Fat	% by mass	99.9 Min
3.	Free Fatty Acid	% as Oleic acid	0.3 Max
4.	Peroxide Value	meq Oxygen/kg fat	0.3 Max
5.	Melting Point	°C	28 to 34
6.	Reichert Meissl Value	-	28 Min
7.	Polenske Value	-	1.0 to 2.0
8.	Baudouin Test	-	Negative
9.	B.R Reading at 40°C	-	41-44

#### **Microbiological Parameters**

<b>S.No</b>	<b>Parameter</b>	<b>Unit</b>	<b>Standard</b>
1.	Total Plate Count	cfu/g	<1000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Yeast and Mold	cfu/g	<10
5.	Salmonella	per 25g	Absent
6.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
7.	Listeria monocytogenes	per g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### **C. PACKING & SHELF LIFE**

1. Packing in food grade lacquered Metal Barrel/Tin
2. Pack size is 193 kg/15kg.
3. Best before 12 months from the month of manufacture when stored under cool and dry condition

## PRODUCT: Ghee

### A. GENERAL

1. Butter or Fresh pasteurized cream derived from cow's milk is used as raw material.
2. Light yellow in colour
3. Free from particles with a smooth fine grain structure.
4. Clear and pleasant flavour typical of pure milk fat, free from sour, bitter or rancid taints

### B. ANALYTICAL CHARACTERISTICS

#### 1. Physico-Chemical Parameters

S.No	Parameter	Unit	Standard
1.	Moisture	% by mass	0.3 Max
2.	Milk Fat	% by mass	99.7 Min
3.	Free Fatty Acid	% as Oleic acid	1.0 Max
4.	Peroxide Value	meq O <sub>2</sub> /kg of fat	0.3 Max
5.	Reichert-Meissl (RM) value	-	28 Min
6.	Polenske Value	-	1 to 2
7.	Baudouin Test	-	Negative
8.	B.R reading at 40°C	°C	41-44

#### Microbiological Parameters

S.No	Parameter	Unit	Standard
1.	Total Plate Count	cfu/g	<1000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Salmonella	per 25g	Absent
5.	Staphylococcus aureus	cfu/g	<10
6.	Listeria monocytogenes (Coagulase +ve)	per 25g	Absent
7.	Yeast and Mold	cfu/g	<10

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### C. PACKING & SHELF LIFE

1. Packing in food grade lacquered Metal Tin
2. Pack size is 5 kg and 15 kg
3. Best before 9 months from the month of manufacture when stored under cool and dry condition

## PRODUCT : Fresh Frozen Cream

### A. GENERAL

1. Product obtained from fresh cow's milk by centrifugal separation of milk. Cream obtained from this process shall contain fat not less than 40 % or not more than 68 % and free from additives.
2. Light yellow in colour
3. Free from particles with a smooth fine grain solid structure
4. Clear and mild flavour typical of pure milk fat, free from sour, bitter or rancid taints

### B. ANALYTICAL CHARACTERISTICS

#### 1. Physico-Chemical Parameters

S.No	Parameter	Unit	Standard
1.	Milk Fat	% by mass	40.0 Min to 68 Max
2.	Titratable Acidity	% as lactic acid	0.14 Max

#### Microbiological Parameters

S.No	Parameter	Unit	Standard
1.	Total Plate Count	cfu/g	<30000
2.	Coliform	cfu/g	<10
3.	E.coli	per g	Absent
4.	Salmonella	per 25g	Absent
5.	Staphylococcus aureus (Coagulase +ve)	cfu/g	<10
6.	Listeria monocytogenes	per g	Absent

As per FSSAI regulation product is being tested for contaminants, toxins and residues once in every 6 months.

### C. PACKING & SHELF LIFE

1. Packed in a Multi-layercorrugated box with a LDPE inner liner.
2. Pack size is 20 kg.
3. Best before 12 months of manufacture when stored at -18 °C or below