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HAP

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HATSUN
Dairy Ingredients

PROFICIENTLY
PRODUCING
WORLD-CLASS
DAIRY PRODUCTS!





**ENRICHING
LIVES FOR
DECADES**

Over the decades, Hatsun Agro Product Limited has been committed to providing customers a range of dairy products that enrich their lives. Our offerings cater to specific needs covering a wide range in the areas of cooking and consumption. They include milk, curd, ice creams, ghee, paneer and a host of others.

We take pride in playing a part in the daily lives of a million Indian households through brands such as Arokya Milk, Hatsun Curd, Hatsun Paneer, Hatsun Ghee, Arun Icecreams, Ibaco, Oyalo and Aniva Sweets. Hatsun Ghee has become a daily choice in many North Indian states, while Hatsun Dairy Whitener has become a popular household brand in the North Eastern part of the country.

HAP



**THE
BEGINING
OF A DAIRY
REVOLUTION**

Hatsun Agro Product Limited is a public limited company that was founded by Mr. R. G. Chandramogan, who is also the present Chairman & Managing Director.

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

Hatsun started marketing fresh milk in pouches from 1993 and manufacturing dairy ingredients from 2003.

This year Hatsun is around a 3000 crore company, listed in the Mumbai Stock Exchange.

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PROCURING WITH CARE

We make sure only the freshest of milk goes into all our products. That's why we go straight to the farmers to procure milk. There are around 8,700 Hatsun Milk Banks (HMBs) covering over 10,000 villages, with over 3 lakh farmers providing milk to these banks everyday. With the help of EKO milk analysers installed, the HMB tests the quality of milk from each farmer using Fat and SNF as parameters.

The milk is collected from the HMBs and taken to the Hatsun Milk Chilling Centre, where it is tested for quality standards. Only after the milk samples match our stringent quality norms are they sent to the dairy. At the dairy, the milk is put through more tests before taking it up for further processing.

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CONNECTING WITH THE FARMERS

To keep up with QA norms, Hatsun Agro Product Limited has charted out a series of measures to help the farmers deliver milk of the highest quality. Substantial improvements have been made with respect to the Animal Husbandry team.

The addition of over 100 highly qualified experts promises a spike in productivity and profitability of dairy farmers, not to mention an increase in milk quality. For farmers who do not have access to reliable irrigation, Hatsun Agro Product Limited is initiating a trial on the feasibility of producing and feeding silage to the cattle. With an aim to maximise farmers' profits, the animal husbandry team works closely with the cattle feed team to provide farmers with a complete nutrition package of forages and concentrates.

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OUR POPULAR BRANDS



Arun Icecreams has been one of the most popular 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. Our popular Arun Icecreams is also a favourite brand in Seychelles and Brunei.

Aroky Milk was launched in 1995 and since then, has won the trust of millions of customers across South India, and has now spread into the North starting with Maharashtra. Great care and refinement go into the processing of Aroky Milk. *Its available in four varieties: 4.5% Milk, Full Cream Milk, Toned Milk and Milk Can.*

Hatsun is the brand under which superior quality as ghee, butter, paneer, curd, dairy whitener are solid in domestic market.

IBACO Within just 4 years of its launch, IBACO 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.

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DAIRY INGREDIENTS



Hatsun dairy ingredients are well known as pure and healthy milk products of International quality. Hatsun dairy ingredients exported to 38 countries around the world - primarily in America, the Middle East and South Asian markets.

Producing about 20,000 MT of milk and 11,000 MT of milk fat a day, Hatsun's Range of Dairy ingredients is made directly from liquid milk. It contains all the premium qualities and nutritional benefits of fresh cow milk.

Hatsun's Dairy Ingredients are processed with state-of-the-art processing technology run by people with strong technological capabilities. This, together with an innovative and flexible approach, enables us to manufacture a range of high quality products.

Dairy Ingredients serves the Food & Nutrition Industry including the Dairy, Bakery, Pharmaceutical, Confectionery, Snacks & Savory markets.

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PRODUCTS

1. SKIMMED MILK POWDER

Variants:

- Low Heat
- Medium Heat (AG / Non AG)*
- Medium Heat, UHT Grade

2. SKIMMED MILK POWDER

- Medium Heat - 1 kg x 25 nos.

3. FULL CREAM MILK POWDER

4. SWEETEND MILK POWDER

5. SALTED BUTTER

6. ANHYDROUS MILK FAT (AMF)

7. UNSALTED SWEET CREAM BUTTER

8. FRESH FROZEN CREAM

9. GHEE

CAPACITY:

Powder:

3600 MT / Month (3 MT/hour)

Milk Fat:

1800 MT / Month



* Agglomerated / Non-agglomerated



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COMPREHENSIVE IS THE WORLD!

At Hatsun Agro Product, we pride ourselves on delivering high levels of quality to our customers. And it happens only through the dedication, hard work and commitment of our team, coupled with the loyalty of our customers.

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WHY HATSUN?

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

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

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