



Amul Cattle Feeds & Feed Supplements

Kaira District Co-operative Milk Producers' Union Limited

Amul Dairy, Anand-388001,

Phone: +91(2692)225504, 225639,225646

Fax: +91(2692)240225

E-mail: amuldairy@amuldairy.com

Websites: www.amuldairy.com, www.amulnutrition.com

BEST QUALITY NUTRITIOUS AMUL CATTLE FEEDS

"AMUL CATTLE FEED increases milk production, prosperity of dairy farmers"

- ✳ Produced out of 60 years of efficient, effective and long experience.
- ✳ AMUL cattle feeds are manufactured under the supervision of experts, in very hygienic conditions.
- ✳ Effective range of products for calves to milking cows & buffaloes.
- ✳ World class products produced as per BIS recommendations.
- ✳ ISO 9001:2008 certified company.
- ✳ Available in attractive packing.
- ✳ Seamless supply.





Amul Cattle Feeds & Feed Supplements

JEEVAN (Calf Milk Replacer)

(India's First Whey Protein Based Calf Milk Replacer (C.M.R))

"Very beneficial to calves under 2 months"

Advantages of Jeevan C.M.R

- Calf rearing with C.M.R is more economical than with cow's milk
- Reduction in calf mortality
- Increases growth rate of calves
- Due to quick rumen development, milk feeding can be stopped earlier.
- The first A.I can be done 4-5 months earlier.
- Calves fed with Jeevan C.M.R produces more milk in the first lactation itself.

Directions for feeding

- Daily feeding quantity: 10% of body weight to be fed twice in a day in equal divided dose as a fresh preparation every time.
- Prepare C.M.R in lukewarm (37°C) water.
- Mix 100 gram Jeevan C.M.R in 1L water equivalent to 1 litre of milk- for Cow calf
- Mix 120 gram Jeevan C.M.R in 1L water equivalent to 1 litre of milk- for Buff calf
- Keep C.M.R. powder in a air tight container in a clean and dry place.



How to feed Jeevan C.M.R

Age in Week	Cow/buffalo milk to be fed	Jeevan C.M.R to be fed
1	2.5	-----
2	3.0	50
3	1.0	150
4	1.0	250
5	-----	350
6	-----	450
7	-----	500
8	-----	400

SPECIFICATIONS

Sr.No.	Particulars	Value
1.	Crude Protein %	20-22%
2.	Crude Fat %	16-18%
3.	Crude Fibre %	0.5-1%
4.	Mineral Mixture	1.0%
5.	Vitamins	0.01%



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VARDAN (Calf Starter)

“Beneficial for calves of more than 2 months”

Advantages of Vardan calf starter

- Milk feeding can be stopped earlier
- Helps faster rumen development to digest green/dry fodder
- Helps in extra weight gain
- Helps in early puberty and pregnancy.

Directions for feeding

Vardan Calf Starter can be started after attaining age of one month. Start feeding calf starter with small quantity approx. 50 grams mixed with little quantity of water. If calf consumes offered quantity then increase the quantity day by day to make it 200 grams at the end of month and increase quantity by 100 grams every month from 3-9 months. Increase quantity by 200 grams in 10th and 11th months. From 12th to 15th months 2-4 Kg based on body weight.

Quantity of Vardan as per age

Age in Months	Vardan calf starter to be fed daily
2	300 gram
3	400 gram
4	500 gram
5	600 gram
6	700 gram
7	800 gram
8	900 gram
9	1.0 Kg
10	1.2 Kg
11	1.4 Kg
12- 15	2--4 Kg

SPECIFICATIONS		
Sr.No.	Particulars	Value
1.	Crude Protein %	16-18%
2.	Crude Fat %	3-3.5%
3.	Crude Fibre %	5-6%
4.	Mineral Mixture	1.0%





Amul Cattle Feeds & Feed Supplements

NUTRI RICH- Cattle Feed (BIS type-I)

- Total digestible nutrients (T.D.N) is more than 70%
- Cattle feed with 22% protein and 4% fat
- Contains source that releases nitrogen slowly in rumen
- Included Ayurvedic supplements improve appetite and increase milk production
- Best cattle feed for cows/buffalos having 15 litres and above milk production

Directions for feeding

- Cow- 1 Kg NUTRI RICH for body maintenance and 300 gram for each litre of milk produced
 - Buffalo- 1.2 Kg NUTRI RICH for body maintenance and 350 gram for each litre of milk produced
- *Or as per advice of Veterinarian/Animal Nutritionist

SPECIFICATIONS		
Sr.No.	Parameters (on DM basis)	Amul NUTRI RICH Cattle feed
1.	BIS Type	I
2.	Min. Crude Protein %	22
3.	Min. Crude Fat %	4.0
4.	Max. Crude Fibre %	10
5.	Min.UDP (Urea)%	0
6.	Max. Silica %	2
7.	TDN %	>70%
8.	Max. Moisture %	11
9.	Min. Calcium %	1.5
10.	Min. Phosphorus %	0.8
11.	Vit. A IU/Kg of feed	5000
12.	Vit.D ₃ IU/Kg of feed	500





Amul Cattle Feeds & Feed Supplements

NUTRI GOLD- cattle feed (BIS type-II)

- Total digestible nutrients (T.D.N) is more than 65%
- Cattle feed with 20% protein and 2.5% fat
- Contains source that releases nitrogen slowly in rumen
- Included Ayurvedic supplements improve appetite and increase milk production
- Best cattle feed for cows/buffalos having 8-15 litres milk production

Directions for feeding

- Cow- 1.2 Kg NUTRI GOLD for body maintenance and 350 gram for each litre of milk produced
- Buffalo- 1.5 Kg NUTRI GOLD for body maintenance and 400 gram for each litre of milk produced

*Or as per advice of Veterinarian/Animal Nutritionist

SPECIFICATIONS		
Sr.No.	Parameters (on DM basis)	Amul NUTRIGOLD Cattle feed
1.	BIS Type	II
2.	Min. Crude Protein %	20
3.	Min. Crude Fat %	2.5
4.	Max. Crude Fibre %	12
5.	Min.UDP (Urea)%	0
6.	Max. Silica %	3
7.	TDN %	>65%
8.	Max. Moisture %	11
9.	Min. Calcium %	1.5
10.	Min. Phosphorus %	0.8
11.	Vit. A IU/Kg of feed	5000
12.	Vit.D ₃ IU/Kg of feed	500





Amul Cattle Feeds & Feed Supplements

NUTRI PLUS- cattle feed (BIS type-III)

- Total digestible nutrients (T.D.N) is more than 60%
- Cattle feed with 18% protein and 2% fat
- Contains source that releases nitrogen slowly in rumen
- Included Ayurvedic supplements improve appetite and increase milk production
- Best cattle feed for cows/buffalos having 1- 8 litres of milk production

Directions for feeding

- Cow- 1.5 Kg NUTRI PLUS for body maintenance and 500 gram for each litre of milk produced
- Buffalo- 2.0 Kg NUTRI PLUS for body maintenance and 600 gram for each litre of milk produced

*Or as per advice of Veterinarian/Animal Nutritionist

SPECIFICATIONS		
Sr.No.	Parameters (on DM basis)	Amul NUTRIPLUS Cattle feed
1.	BIS Type	III
2.	Min. Crude Protein %	18
3.	Min. Crude Fat %	2.0
4.	Max. Crude Fibre %	15
5.	Min.UDP (Urea)%	0
6.	Max. Silica %	4
7.	TDN %	>60%
8.	Max. Moisture %	11
9.	Min. Calcium %	1.5
10.	Min. Phosphorus %	0.8
11.	Vit. A IU/Kg of feed	5000
12.	Vit.D ₃ IU/Kg of feed	500





Amul Cattle Feeds & Feed Supplements

MILK-O-GOLD-Chelated Mineral Mixture

Complete nutritious mineral supplements for calves to adult females.

Advantages of using MILK-O-GOLD Chelated Mineral Mixtures

- Increases physical fitness
- Faster growth for calves
- Increases immunity
- Protects from diseases
- Chances of milk fever and mastitis is reduced
- Increases milk production
- Increase in milk fat
- Increase in S.N.F
- Reduces chances of infertility
- Shows timely heat for A.I
- Gives birth to healthy calves

Sr. No.	Characteristics	Specification
1	Moisture % by mass, Max.	5
2	Calcium % by mass, Min.	20
3	Phosphorous % by mass,	12
4	Magnesium % by mass, Min.	5
5	Iodine (as KI) % by mass,	0.04
6	Copper % by mass, Min.	0.10
7	Manganese % by mass, Min.	0.40
8	Cobalt % by mass, Min.	0.0125
9	Flourine % by mass, Max.	0.07
10	Zinc % by mass, Min.	0.625
11	Sulphur % by mass, Min.	1.8
12	Sulphur % by mass, Max.	3.0
13	AIA % by mass, Max.	3.0
14	Total ash %, Min.	78
15	Total ash %, Max.	85
16	Spores of Anthrax,	Nil

Directions for feeding

- Calves: 15-20 grams per day
 - Cow/ buffalo: 30-50 gram per day
- *Or as per advice of Veterinarian/Animal Nutritio





Amul Cattle Feeds & Feed Supplements

BOVIPLUS MINERAL VITAMIN MIXTURE

Animal feed supplement of Highly Bioavailable Chelated Minerals, Vitamins and Rumen Protected Amino Acids for improved Fertility and Productivity.

Composition:
Each kg contains

Mixing Rate:-

- 50 gm per Animal per day to be mixed in feed
- 15 – 25 gm per calf per day

Benefits:

- Higher Reproduction Efficiency
- Higher growth and Milk Production
- Healthy Calf
- Higher Bioavailability of Minerals



Contents	Quantity
Calcium (gm)	202
Phosphorus (gm)	118
Magnesium (gm)	10
Sodium (gm)	5.4
Chloride (gm)	44
Sulphur (gm)	9
Zinc (mg)	12760
Copper (mg)	1000
Cobalt (mg)	125
Manganese (mg)	4000
Selenium (mg)	30
Iodine (mg)	400
Iron (mg)	6000
Chromium (mg)	20
Vitamin A (IU)	1100000
Vitamin D ₃ (IU)	220000
Vitamin E (mg)	2200
Vitamin B ₁₂ (mcg)	8800
Niacin (mg)	2750
DL- Methionine (mg)	5000
L- Lysine (mg)	15600



Amul Cattle Feeds & Feed Supplements

ANOMIN (ANIONIC MINERAL MIXTURE)

ANIMAL FEED SUPPLEMENT FOR PREGNANT DAIRY ANIMALS

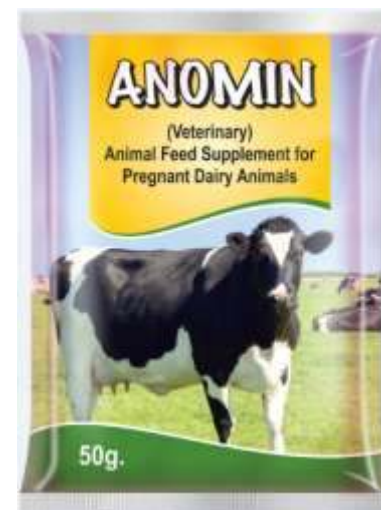
Benefits:

Regular feeding of Anionic Mineral Mixture to dairy animals:

1. Helps to mobilize Calcium and Phosphorus
2. Helps to avoid Metabolite disorders
3. Helps in smooth calving

Feeding Advice:

Cattle and Buffaloes: - 100 gm daily (14 to 21 days before the expected date calving)





Amul Cattle Feeds & Feed Supplements

Anti-Mastitis Powder (MAS PRO)

Nutritional Supplement to builds Immunity against Mastitis

NUTRITIONAL COMPOSITION:

Each 50 gm contains:

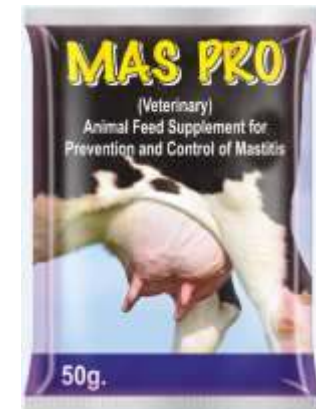
CONTENTS	QUANTITY
Zinc	330 mg
Manganese	135 mg
Copper	165 mg
Selenium	3.9 mg
Biotin	21 mg
Vitamin A	82500 IU
Vitamin D ₃	16500 IU
Vitamin E	165 mg
Niacin	206 mg
Vitamin B ₁₂	660 mcg
Potassium Iodide	90 mg
Proteolytic enzyme	120 mg
Thiamine Hydrochloride	198 mg
Riboflavin	198 mg
Pantothenic acid	49 mg
Methionine	5.8 gm
Trisodium Citrate Dihydrate	25 gm

Benefits

- ✓ Improves Cellular Immunity and antioxidant level
- ✓ Normalize milk pH
- ✓ Ensure and maximize early recovery of milk yield
- ✓ Safest way for prevention and control of mastitis
- ✓ Recommended for Magical Results in Sub-clinical Mastitis
- ✓ Adjunct to antibiotic therapy in clinical mastitis
- ✓ Protect udder from infection

DOSAGE RATE:

50 gm powder daily for 4 consecutive days by mixing with jaggery or as prescribed by veterinarian.





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NUTRI ENERGIA

(BYPASS FAT AND PROTEIN SUPPLEMENT)

Bypass fat supplemented with essential amino acids, probiotic, multi vitamins and Proteinous substance to improve digestion, boost energy and ultimately productive performance of transition dairy cattle.

Composition:

Nutritional value (Approx. per kg)

CONTENT	QUANTITY
Rumen Protected Bypass Fat (gm)	700.0
Soya Protein (gm)	125.0
Methionine Activity (gm)	15.0
Rumen Protected Lysine (gm)	20.0
Vitamin A (IU)	500000
Vitamin D3 (IU)	100000
Vitamin E (mg)	150
Live Yeast culture (gm) (Saccharomyces cerevisiae)	50
Energy Value (Kcal/ kg)	6800

Mixing Rate:-

100 – 200 gm per Animal per day to be mixed in feed for 6 to 7 weeks after calving

Benefits:

Higher milk yield and sustain milk production after calving

Extra milk fat synthesis

Minimize body weight loss after calving

Enhances reproductive performances

Reduce the occurrences of metabolic disorders

Improve fiber digestion

Improve immunity against many diseases





Amul Cattle Feeds & Feed Supplements

BUFFALO SPECIAL FEED

(Having Bypass fat, vitamins and minerals)

(For High Yielder)

Sr. No.	Parameters	Value
1	Moisture (%) Max.	11.0
2	Crude Protein (%) Min.	22.0
3	Crude fat (%) Min.	7.0 – 8.0
4	Crude fiber (%) Max.	12.0
5	Silica (%) Max.	3.0

Buffalo Special Feed Feeding Schedule (per day):

Buffalo: 2.0 kg for maintenance and 500 to 600 gm per liter of milk production





Amul Cattle Feeds & Feed Supplements

SUPER POWER MIXTURE

(For high yielder cattle and Buffalo)

CATTLE FEED – MASH FORM

Sr. No.	Parameters	Value
1	Moisture (%) Max.	11.0
2	Crude Protein (%) Min.	25.0
3	Crude fat (%) Min.	4.0
4	Crude fiber (%) Max.	12.0
5	Silica (%) Max.	3.0

Values from 2 to 5 are on moisture free base.

Super Power Mixture Feeding Schedule (per day):

Cow: 1.5 to 2.0 kg for maintenance and 380 to 400 gm per liter of milk production

Buffalo: 2.0 kg for maintenance and 500 gm per liter of milk production

Note: Cattle feed keep away from moisture and rodents





Amul Cattle Feeds & Feed Supplements

NUTRI GUARD

(PREGNANT CATTLE FEED)

(Fortified with multi vitamins and minerals)

(For Pregnant Cattle Only)

CATTLE FEED FOR PREGNANT ANIMALS (Pellet Form)

Sr. No.	Parameters	Value
1	Moisture (%) Max.	11.0
2	Crude Protein (%) Min.	12.0
3	Crude fat (%) Min.	2.5 – 3.0
4	Crude fiber (%) Max.	10.0
5	Silica (%) Max.	3.0
6	Vitamin A (IU/kg)	35000
7	Vitamin D3 (IU/kg)	7000
8	Vitamin E (IU/kg)	1100
9	Macro Minerals	q.s.

Values from 2 to 5 are on moisture free base.





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Salient Features & Benefits:-

1. Specially design for the last two month of gestation (dry period)
2. Fortified with Vitamin A, D3 and E to improve immunity during dry period
3. Fortified with herbs which develop udder and improve digestion during dry period
4. Having easily digestible carbohydrate sources to enhance energy concentration of feed which reduce the chances of negative energy balance after calving
5. Fortified with essential macro minerals that reduce postpartum deficiencies of the same.
6. Helps in early placenta removal
7. Protect from mastitis
8. Easy delivery of healthy calf

Pregnant Cattle Feed Feeding Schedule (per day):

Cow: - 1.5 to 2.0 kg for last two month of gestation

Buffalo: - 2.5 to 3.0 kg for last two month of gestation

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