



# MAA TARA DAIRY

PURITY OF VILLAGE





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## About Us

Maa Tara Dairy where purity and taste are the main goal to reach & maintain. The process is starting from procuring pure milk from different villages till its products reach the best choice of your family. With his dairy procurement experience of 40 years from the grassroot level, our honourable Director Mr. Tapan Ghosh has started his enthusiastic journey by starting Maa Tara Dairy in 2010. With his huge experience of milk procurement, hygiene and quality, our director ensured top class quality dairy products from the very beginning till today. His legacy and energy are further accentuated by his partners. Thus, they are on their way to build a Dairy with the combination of high-class technology & manpower. Maa Tara Dairy produces different milk products like Paneer, Ghee, Sweet Curd, Sour Curd, Lassi and varieties of milk (Standard Milk, Toned Milk, Double Toned Milk, Cow Milk, Full Cream Milk). You can always go after Maa tara Dairy products for nutrition, hygiene and quality. Our fair-trade policy and user-friendly relationship attract you to doing business with us. Your choice of our products does not only support us to enhance our business but also supports the local cattle farmers of Bengal





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## Milk Production

Maa Tara Dairy produces different varieties of milk according to market demand. Direct Milk procurement process from the farmers residing the villages of Nadia and Murshidabad border area helps to maintain the purity of raw milk.

### Standard Milk (Mahashakti)

Ingredients

Raw Milk, Cream, SMP, Water

### Nutritional Value (Per 100 Gm)

Energy: 71.3 Kcal, FAT: 4.5 gm, Protein: 3.0 gm, Carbohydrate: 4.7 gm,  
Calcium: 102 mg, SNF: 8.5 %

### Health Benefits of Standard Milk

Standardized milk is a highly nutritious drink that provides the essential nutrients needed by the body for healthy development. It's an excellent source of protein & FAT. Drinking standardized milk may prevent osteoporosis and bone fractures and even help you maintain a healthy weight.

### Superiority over the other brands:

1. Free from commonly used chemicals in dairy sector.
2. We maintain HACCP (Hazard Analysis and Critical Control Point) procedure during production.
3. We use high quality SMP for best quality.
4. We use fresh cream procured from farmers.
5. Proper homogenization & pasteurization during production makes the quality better.

### Standard Milk (Mahashakti) & MRP

Product	MRP
Mahashakti 500 MI	29
Mahashakti 1000 MI	58



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## Milk Production

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### Cow Milk (Sudam)

Ingredients

Raw Milk, SMP, Water

### Nutritional Value (Per 100 Gm)

Energy: 65.5 Kcal, FAT: 3.5 gm, Protein: 3.2 gm, Carbohydrate: 4.6 gm, Vitamin A: 90 IU, Mineral: 0.7 gm, SNF: 8.5 %

### Health Benefits of Cow Milk

Cow Milk helps lower blood pressure. It is Good for healthy bone development in all age. It Contains true-quality protein. It maintains heart health and helps with inflammatory issues and also boosts immune.

### Superiority over the other brands:

1. Free from commonly used chemicals in dairy sector.
2. We maintain HACCP (Hazard Analysis and Critical Control Point) procedure during production.
3. We use high quality SMP for better quality.
4. Proper homogenization & pasteurization during production makes the quality better.

### Cow Milk (Sudam)& MRP

Product	MRP
Cow Milk (sudam) 500 MI	27



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## Milk Production

Maa Tara Dairy produces different varieties of milk according to market demand. Direct Milk procurement process from the farmers residing the villages of Nadia and Murshidabad border area helps to maintain the purity of raw milk.

### Toned Milk (Ava)

Ingredients

Raw Milk, SMP, Water

### Nutritional Value (Per 100 Gm)

Energy: 59 Kcal, FAT: 3.0 gm, Protein: 3.1 gm, Carbohydrate: 4.5 gm, Mineral: 0.75 gm, SNF: 8.5 %

### Health Benefits of Cow Milk

Toned milk is a nutritious drink that Promotes easy digestion, reduces high blood pressure, Controls hunger, Protects bones. It is the best milk variant for those who wants to avoid too much FAT.

### Superiority over the other brands:

1. Free from commonly used chemicals in dairy sector.
2. We maintain HACCP (Hazard Analysis and Critical Control Point) procedure during production.
3. We use high quality SMP for best quality.
4. Proper homogenization & pasteurization during production makes the quality better.

### Toned Milk (Ava) & MRP

Product	MRP
ava Milk 500 ML	26
ava Milk 1000 ML	52



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## Milk Production

Maa Tara Dairy produces different varieties of milk according to market demand. Direct Milk procurement process from the farmers residing the villages of Nadia and Murshidabad border area helps to maintain the purity of raw milk.

### Double Toned Milk (Shaktiman)

Ingredients

Raw Milk, SMP, Water

### Nutritional Value (Per 100 Gm)

Energy: 46 Kcal, FAT: 1.5 mg, Protein: 3.3 mg, Carbohydrate: 5.1 mg,  
Calcium: 108 mg, SNF: 9.0 %

### Health Benefits of Cow Milk

Double Toned Milk is low in fat and calories and ideal for people trying to lose weight. Double toned milk has around 1.5 per cent fat. It is a great option for people suffering from heart disease. The milk is easily digestible, is rich in vitamin D and has fewer calories as compared to other variants of milk.

### Superiority over the other brands:

1. Free from commonly used chemicals in dairy sector.
2. We maintain HACCP (Hazard Analysis and Critical Control Point) procedure during production.
3. We use high quality SMP for best quality.
4. Proper homogenization & pasteurization during production makes the quality better.

### Double Toned Milk (Shaktiman) & MRP

Product	MRP
Double Toned Milk(Shaktiman) 200 MI	10
Double Toned Milk(Shaktiman) 500 MI	23
Double Toned Milk(Shaktiman) 1000 MI	46



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## Milk Production

Maa Tara Dairy produces different varieties of milk according to market demand. Direct Milk procurement process from the farmers residing the villages of Nadia and Murshidabad border area helps to maintain the purity of raw milk.

### Full Cream Milk (Murali)

Ingredients

Raw Milk, Cream, SMP, Water

### Nutritional Value (Per 100 Gm)

Energy: 86.4 Kcal, FAT: 6.0 gm, Protein: 3.1 gm, Carbohydrate: 5 gm, Calcium: 108 mg, SNF: 9.0%

### Health Benefits of Full Cream Milk

Full cream milk is a highly nutritious drink that provides the essential nutrients needed by the body for healthy development. it's an excellent source of protein. Drinking full cream milk may prevent osteoporosis and bone fractures and even help you maintain a healthy weight.

### Superiority over the other brands:

1. Free from commonly used chemicals in dairy sector.
2. We maintain HACCP (Hazard Analysis and Critical Control Point) procedure during production.
3. We use high quality SMP for best quality.
4. We use fresh cream procured from farmers.
5. Proper homogenization & pasteurization during production makes the quality better.

### Full Cream Milk (Murali) & MRP

Product	MRP
Full Cream Milk(Murali) 500 MI	32
Full Cream Milk(Murali) 1000 MI	64



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## Curd Production

Maa Tara Dairy produces good quality curd (both Sweet & Sour). The process starts from the filtration, pasteurization and homogenization of fresh milk and ends with the cooling of prepared curd. By using active

### Sour Curd

Ingredients

Pasteurised Toned Milk, Active Culture

### Nutritional Value (Per 100 Gm)

Energy: 65 Kcal, FAT: 3.0 gm, Protein: 4.1 gm, Carbohydrate: 5.4 gm, Calcium: 183 mg, Added Sugar: 0.0 gm

### Health Benefit of Curd

1. Rich in phosphorous and calcium, curd makes your teeth and bones stronger. It helps in prevention of arthritis and contributes towards healthier teeth and bones. Try to eat curd with every meal to have stronger bones and teeth.
2. It improves immunity. Curd is one among the best probiotic foods, which contains live microorganism beneficial for our body. Probiotics boost the count of infection fighting white blood cells. It prevents many infections and improves overall immunity. Look for 'live active culture' in the label, as all curd available in the market is not probiotic.
3. It is used as home remedy to get fair skin and great hair. Curd is also used as a beauty aid to get fair complexion. For clear, fair skin, all you need to do is mix curd, lime and gram flour. Apply this mixture on your face and wash it off after 15 minutes using lukewarm water. Curd acts as

### Superiority over the other brands:

1. Use of high-quality active culture improves the presence of probiotics in our curd.
2. The body & texture of Sour Curd is good.
3. Proper filtration & pasteurization makes the quality better.

### Varieties of Sour Curd & MRP

Product	MRP
Sour Curd 200 Gm	18
Sour Curd 400 Gm	33
Sour Curd 1 Kg	72





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## Lassi Production

Maa Tara Dairy produces a large quantity of Lassi. Standardized and pasteurized milk with the combination of Dahi and added flavour makes pure and healthy Lassi. By maintaining temperature also improves the shelf life of Lassi.

### Lassi

Ingredients

Curd, Sugar

### Nutritional Value (Per 100 ML)

Energy: 102 Kcal, FAT: 2.8 gm, Protein: 2.5 gm, Lactose: 2.8 gm, Added Sugar 14 gm

### Health Benefits of Eating Lassi

1. Aids Digestion. Since lassi is churned out of Curd or Dahi, it is said to be quite beneficial for our digestive system. It is light on the stomach and contains lactobacilli, healthy bacteria that lubricate the intestines and aid in smooth digestion.
2. Prevents Stomach Problems Like Bloating. Lassi is a healthy and natural remedy for stomach bloating. It helps in preventing constipation and other stomach problems as well. If you don't like your lassi sweet, then try adding spices like roasted ground zeera and ajwain for a change of taste and flavour.
3. Good Source of Probiotics. Several studies over the years have shown that a healthy gut is critical for overall health and wellness. Regular consumption of lassi can help promote the growth of healthy bacteria and reduce the growth of bad bacteria in your gut.
4. Improves Bone health. Since lassi is rich in calcium, it is an excellent way to make your bones stronger. It can improve your overall bone and dental health to a great extent.

### Superiority over the other brands:

1. Use of advanced quality culture improves the presence of probiotics in Lassi.
2. Flavor & taste are consistent.
3. High shelf life.

### Lassi & MRP

Product

MRP

Lassi 175 ML

10



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## Paneer Production

Maa Tara Dairy Produces best quality Paneer. Paneer Slab is prepared from Standardized milk in a particular process of heating, cooling and compressing. The process of storing Paneer in a particular temperature also helps to maintain the health benefits and shelf life of Paneer.

### Paneer

Ingredients

Milk

### Nutritional Value (Per 100 Gm)

Energy: 326.41 Kcal, FAT: 25.89 gm, Protein: 20.24 gm, Carbohydrate: 3.67 gm

### Health Benefits of Eating Paneer

1. Reduces the risk of breast cancer. Paneer contains Calcium & Vitamin D, both of which are responsible for abating the possibility of Breast Cancer.
2. Makes teeth & bones Strong. Paneer is rich in calcium content, and calcium is known to strengthen both the teeth and bones. Apart from this, the intake of calcium also helps in the smooth functioning of the nervous system and the heart muscles stay healthy.
3. Aids in weight loss. Good news for all those fitness freaks! Paneer helps you lose weight as it contains protein that keeps you full for a long time and hence, you don't end up eating a lot in general. Besides, it also contains a fatty acid that helps in burning quite a lot of fat.
4. Ensures a healthy digestive system. It contains both phosphorus and magnesium. Phosphorus helps in smooth digestion as well as excretion and Magnesium, as a result of having a laxative effect, prevents constipation.
5. Great for those Having Diabetes Diabetics! less of/no sweets? But no worries, because there's paneer for you! The Magnesium in paneer helps in regulating & maintaining the blood sugar level, and also improves heart health and strengthens the immune system. Also, the Protein present in paneer prevents abrupt ups and downs in the blood sugar level.

- Superiority over the other brands:**
1. Paneer always produced from standardized milk.
  2. We maintain proper hygiene during production.
  3. Body & texture of Paneer is so good.
  4. Rich in calories.
  5. Paneer has high shelf life.

### Varieties of Paneer & MRP

Product	MRP
Paneer 100 Gm	42
Paneer 200 Gm	80
Paneer 1 Kg	370
Paneer 2 Kg	740



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## Ghee production

Maa Tara Dairy collects fresh cream direct from the farmers of villages those belongs to Nadia and Murshidabad border area. After quality checking of collected cream, Ghee production is started. During Ghee production, clarification and filtration are done in several ways. Maintaining temperature in proper way also helps to improve the quality of Ghee.

### Ghee

Ingredients

Cream

### Nutritional Value (Per 100 Gm)

Energy: 3897.3 Kcal, FAT: 99.7 gm, Vitamin A: 3068 Micro gm

### Health Benefits of Eating Paneer

1. Research proves that ghee is low in fat. It has healthy fats which make it add good cholesterol to the body. Ghee does not cause heart diseases like other forms of fat.
2. Ghee consumption is strongly related to a healthy gut. In the olden times, our ancestors used to have a spoonful of ghee before every meal. It lined the gut and reduced chances of ulcers and cancer.
3. Ghee is rich in Butyric Acid, which helps the body in producing T cells that fight diseases.
4. Ghee is a dependable source of critical oil-soluble vitamins A and E that are needed for a healthy liver, balanced hormones, and fertility.
5. Ghee has butyric acid, which is an anti-cancer constituent. The antioxidants present in it make it anti-inflammatory.

### Superiority over the other brands:

1. Ghee is manufactured in a sophisticated method.
2. We follow “Creamy Buttery method” that’s why flavor of Ghee will also be enhanced.
3. Proper temperature maintenance, Clarification makes the quality of Ghee unquestionable.

### Varieties of Ghee & MRP

Product	MRP
Ghee 100 Gm	90
Ghee 200 Gm	175
Ghee 500 Gm	345
Ghee 1 Kg	650



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## Curd Production

Maa Tara Dairy produces good quality curd (both Sweet & Sour). The process starts from the filtration, pasteurization and homogenization of fresh milk and ends with the cooling of prepared curd. By using active culture improves the quality, taste and purity of prepared curd.

### Sweet Curd

#### Ingredients

Milk, Sugar, Active Culture

#### Nutritional Value (Per 100 Gm)

Energy: 176 Kcal, FAT: 6.0 gm, Protein: 4.5 gm, Carbohydrate :26.0 gm, Added Sugar: 18.0 gm, Calcium: 181 mg, Sodium: 48 mg

### Health Benefits of Eating Paneer

1. It makes your teeth and bones stronger. Rich in phosphorous and calcium, curd makes your teeth and bones stronger. It helps in prevention of arthritis and contributes towards healthier teeth and bones. Try to eat curd with every meal to have stronger bones and teeth.
2. It improves immunity Curd is among the best probiotic foods, which contains live microorganism beneficial for our body. Probiotics boost the count of infection fighting white blood cells. It prevents many infections and improves overall immunity. Look for 'live active culture' in the label, as all curd available in the market is not probiotic.
3. It is used as home remedy to get fair skin and great hair Curd is also used as a beauty aid to get fair complexion. For clear, fair skin, all you need to do is mix curd, lime and gram flour. Apply this mixture on you face and wash it off after 15 minutes using lukewarm water. Curd acts as bleach and will make you look fairer. It is also an effective home remedy to get healthy, shiny hair.
4. Improves digestion. The probiotics in curd helps proper functioning of digestive system. Curd is easy to digest and can be consumed by those who are lactose intolerant as lactose is broken down during the fermentation process.
5. It is good for your heart. Eating curd everyday will help in reducing cholesterol levels, thus lowers the risk of high blood pressure and hypertension. It helps in keeping the level of cholesterol balanced and the heart healthy.

### Superiority over the other brands:

1. Use of high-quality active culture improves the presence of probiotics in our curd.
2. The body & texture of Sweet Curd is good.
3. Proper filtration & pasteurization makes the quality better.
4. Maintaining proper temperature makes the shelf life better.

#### Varieties of Sweet Curd & MRP

Product	MRP
Sweet Curd 200 Gm	40
Sweet Curd 400 Gm	67
Sweet Curd 900 Gm	130



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