



BHOLE BABA
GROUP



CORPORATE
P R O F I L E

MR. KRISHNA MURARI LAL AGARWAL
(Chairman)



CHAIRMAN'S MESSAGE

Since It's (2001) foundation, the Group (Bhole Baba Dholpur) business has grown exponentially. We have the key success factors necessary to with stand the winds of expansion. our well recognized market presence with a strong product portfolio is marked up with strong brand, streamlined and efficient capabilities, which boosts of technical prowess, high quality production and cost effectiveness. You will proud to know that, our well monitored marketing, milk collection network and product distribution network aimed at attaining brand equity among our wide-reaching and over expanding consumer base.

I am glad to inform you that with the support and hard work of our Milk Producer, Farmers and our team, we have been able to sustain the impact and perform better and I am thankful to all of you, we have been able to continue our progress in milk procurement, production and marketing. Throughout my career, I have always strived to make a huge difference in the society and industry, We take initiatives to invest in helping the society within which Bhole Baba Dholpur works. In the end, I would like to thank our customers, employees, technology partners.



ABOUT US

Bhole Baba Milk Food Group was established in 1987 as a small entity and over the years the Group has contributed significantly to achieving this height through a series of innovations. We are producing and marketing a wide range of dairy products like Ghee, Skimmed Milk Powder, Milk mix (for tea and coffee), Whole Milk Powder, and Pasteurized butter under the brand name "Dholpur Fresh".

The Company over the years has created a brand image on a Pan India basis, and we have our presence in nearly all the states and union territories of India. We have 22 company-owned depots. The Company has empowered milk products and farmers through equitable processes.

Bhole Baba Group is an FSSC 22000 CERTIFIED COMPANY. Quality of milk is our prime objective and hence, we have invested extensively in installing hi-tech automated machines to ensure high product quality, reliability, and safety.



“A Warm Welcome to Bhole Baba Family”



QUALITY CERTIFICATIONS



ISO 22000:2005
Quality Management
system DNV-RVA



HACCP
Food safety Management
system by DNV-RVA



EIC
Export Council
of India



FSSAI
Food safety standard
authority of India



BIS
Bureau of India
Standard Certificate
(IS:13334 PART-1)



FSSC 22000



No. : 2063/12/20

BRAND DHOLPUR FRESH

Dholpur Fresh brings together our people, identity and strategy commitment to guide us 'to the India's most trusted source of dairy nutrition.

OUR STRATEGY

We at Bhole Baba Milk Foods Industries (Dholpur) Pvt. Ltd. are committed to attain, deliver and maintain the highest standard food safety, hygiene and quality of products to achieve customer satisfaction regularly and on lasting based.

We aim to exceed customer's expectation through continual improvement by effective implementation of our system like procurement of clean and good quality milk, controlling the standard process parameter in compliance to statutory requirement.

Analyzing the products by well equipped laboratory to ensure the quality before delivery to the consumer.

OUR PEOPLE

Inspiring Leaders

- Trusted leaders inspiring exceptional performance.

Getting Better Every Day

- Simplicity, clarity and focus in everything we do.
- Capable, passionate people, growing every day.
- High performing teams who our collective success.

All of Us Together

- A collaborative and connected culture.
- Caring for our people and our consumers.
- Accountable to our customers, communities and shareholders.



OUR COMMITMENT

Responsible Dairying

- Committed to helping our dairying communities thrive.
- Champion of the health of our farms and waterways.

Nutrition for Life

- Delivering superior products to improve health at key life stages.
- Making dairy nutrition accessible.

Dairy Excellence

- Global leader in dairy safety and quality.
- Innovation, expertise and openness.

CUSTOMER FOCUS

We ensure that not even a single non-conformatory product should be supplied in the market. Customer in focus point while developing policies and business operation.

VISION & MISSION

- Maintaining our market reputation as premium brand "DHOLPUR FRESH" by building relationship and creating unique plan of person and professional factor.
- Providing best quality products like GHEE, SMP (Medium Heat), SMP (Low Heat), Dairy Whitener and Butter among wide spectrum of consumers all over the domestic and international market.
- Adopting technological up-gradation and innovation to manufacturing and packing safe and hygienic milk product under 'DHOLPUR FRESH' brand.

- We ensure consumers satisfaction by providing consistent quality products which is continuously maintained by highest skilled and qualified trained team.



MILK COLLECTION FROM FARMERS

Procurement and collection of milk is undertaken with most modern management system and IT intervention. It involves use of automatic milk collection unit (AMCU/DPMCU). The person is selected as VSP after proper screening.

The milk is collected in the both shift i.e. morning and evening throughout the year, through the Village Level Milk Collection Center, (VLCs).

A team of qualified and trained supervisors is engaged to control & monitor the activities at VLC level. They also train, guide and facilitate the VSP to accomplish his take of procuring good quality milk from the producers.

Each producer is trained in hygienic milking procedure and carrying milk.

Milk from VLCs is brought to MCC through milk vans in hygienic aluminum cans as per the schedule time table so that quality of milk remains good and it is immediately chilled below 5°C to keep the quality of milk intact.



QUALITY ASSURANCE DEPARTMENT

At factory well equipped rew milk reception laboratory maintained by qualified staff deputed for proper grading and testing of milk as per norms, only good quality of milk is accepted as per pre laid quality parameter milk accepted which falls the specified norms.



QUALITY OBJECTIVE

Bhole Baba Group is committed to deliver products which are under the norms of FSSAI to our valued consumers. We have been using latest technology in our plant. Our systems at plant are completely computerized means the end product is untouched by hand. We have qualified team of professional who are consistently collaborating with international standards.



- Apply latest technology and processes to enhance productivity that ensures quality at competitive price. Apply processes for clean production, pollution prevention and optimize resource utilization in all operations.
- Follow food safety management system and apply HACCP (Hazard Analysis Critical Control Points) Principles to provide safe products to customers.
- Develop and empower our people for maintaining a vibrant work environment, Which encourages excellence. Company with applicable regulation and legislation.
- Each batch of incoming milk is subject to many quality tests including presence of foreign matter and bacteriological tests.
- The milk we procure goes through various processes such as Clarification, Homogenization, Standardization and Pasteurization, to ensure that it is safe for human consumption.
- Bhole Baba Milk Food promises its consumers that it will continue to produce products of the highest quality standard. We produce products which are processed & packed in ISO certified plant & strict controls are exercised by quality assurance department on all the stages.
- We focus on motivated & hard working well qualified & trained

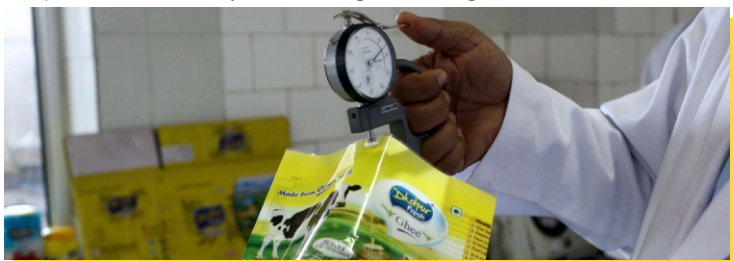


personnel to back end operations.

- The dedicated QA team ensures that the products manufactured at the plant are handled properly once the products dispatched from manufacturing units.
- Commodities, ingredients & packaging material used for our products are checked, approved and released by quality management as per company specifications and requirement.

PRODUCTS PACKING AND ITS HANDLING

The Filling packing is considered to be most sensitive operation having appropriate access control. Zoning principles are applied in these areas to avoid any cross contaminations in our Finished Product. Online quality control checks (e.g. net weight, leakages seal integrity, batch coding, packing material quality, filling temperature etc.) are carried out by our Packing technologist.



PRODUCTS QUALITY ASSURANCE



Finished product is tested for the specified quality parameters of each product category as per our internal standardized sampling plan and test procedure. Test results are reviewed by quality team. It is ensured that only good quality product is released for dispatch and reaches our valued customer & consumer.



MILK PROCESSING / PRODUCT MANUFACTURING

Bhole Baba Milk Foods has defined the elaborate prerequisite program for working which takes cares of all required practices for producing the consumer base products.

The organization ensures that the system is able to identify from incoming materials to and products manufacturing. We have established the practices likes GHP, GMP and GLP based on principal of food safety system.

During production all correction and prevention action taken effectively with regards to process and production and applicable responsibilities and authorities is available in respective section of process.



GENERAL PACKAGING COMPLIANCE

Packaging design and materials provide adequate protection for products to minimize contamination, prevent damage and provide proper identification of products. Each pack of products which includes-

Product Name, Nutritional Information, Net Quantity, Manufacturing Date, Expiry Dare, Instructions for use Along with batch/code for traceability in compliance to food safety standard.

OUR PRODUCTS

**DAIRY WHITENER
LOW FAT**

**DAIRY WHITENER
MEDIUM FAT**

**DAIRY WHITENER
HIGH FAT**

WHOLE MILK POWDER

**SKIMMED MILK POWDER
LOW HEAT**

**SKIMMED MILK POWDER
MEDIUM HEAT**

ANHYDRIUS FAT

**PASTEURIZED CREAM
BUTTER**

**PASTEURIZED TABLE
BUTTER**



It is a premium and high-quality dairy whitener that enriches the taste of your beverages like tea/coffee and also delicacies. It is produced using the best milk and state-of-the-art machines. It is the ideal taste enhancer for making sweets, and dishes that are made with a hint of milk. Our Dairy Whitener powder mixes thoroughly without forming any lumps. It is the ideal replacement for milk and can be easily used as a supplement while preparing coffee, tea, and sweets.



OUR PRODUCTS

DESI GHEE

COW GHEE

Ghee is super healthy for our body and has the required Vitamins A, D, E, and K. Our Ghee is made from fresh cream which gives it a granular texture and a fresh aroma. In this hustle and bustle of daily life, a spoon of ghee will keep you Active and Full of Energy. Our Ghee will strengthen the sensory organs, muscle movements, helps nourish the skin, and improve complexion. It is a quality product that is made following regulatory standards to give you energy and vitality. It can be applied on Roti, Paranthas, or for Cooking, Garnishing, and even making Sweets and others.



Size Available :- 15Ltr, 5Ltr, 1Ltr, 500ml. 200ml. & 100ml.

Tin, Ceka Pack, Pet Jar



GLOBAL PRESENCE



CORPORATE SOCIAL RESPONSIBILITY



Corporate Social Responsibility (CSR) is an integral part of the business model we operate in multitude of social development and other initiatives have been nurtured by Bhole Baba milk food Industries (Dholpur) Pvt Ltd. from its earliest days. Our commitment to ethical conduct and social responsibility is core to our way of doing business, and is strongly aligned with our vision to create and increase value for our farmers and to provide affordable, safe, healthy and tasty products to our consumers.

OUR COMMITMENT TO SERVE OUR FARMERS

This ensures that the farmers get the appropriate prices for their yield and quality by Bhole Baba milk food Industries (Dholpur) Pvt Ltd. also works towards improving the standards of the farmers by educating them about better farming techniques, hygienic practices and modern methods of dairy farming.

NATIONAL PRESENCE

Bhole Baba Dholpur is an established brand both nationally & overseas which export and sales products like Desi Ghee. Skimmed milk powder, Dairy whitener, AMF, Pasteurized Butter in both the market. Marketing operations are being managed by a highly dedicated marketing team

“OUR TEAM IS OUR STRENGTH”

Bhole Baba milk food Industries (Dholpur) Pvt. Ltd has a diverse and welcoming workplace where in values of trust, transparency, unquestionable commitment to quality, single-minded focus on excellence and respect for individual are simply a way of life, the abundance of experienced intellectual capital mixed with varied professionals from different industry. The spirit of team work is injected in to all employees regards less of their stature or position. The following vision is given to our people.

- Relating the organization's vision and mission with the individual goals to give them a reason for a cause.
- Making every individual responsible and answerable to self.
- A positive worker is a self motivator and positivity is spread among the employees by effectively engaging them into their work.
- Giving them Role efficient role: Employees know the importance of their work and know the impact of their performance on the organizations objectives.
- Creativity at Work : Employees are motivated and rewarded to give and inculcate creative work thoughts.
- Right Challenge-Right Talent : To provide the challenging job to the right talent acts as a motivator tool and also gives psychological satisfaction to the employees.

Hence the Human Resource division continuously innovates to acquire, develop, motivate and perform so that competent and effective people contribute for creating wealth for the nation.





BHOLE BABA MILK FOOD INDUSTRIES DHOLPUR PVT. LTD.

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