

prompt  
The Pursuit of Purity

**prompt**<sup>®</sup>  
The pursuit of purity

**BOVSMART**<sup>™</sup>  
Heat Detection Tag



# How do we keep it pure?

Prompt provides innovative solutions for an efficient dairy procurement supply chain. From farm management and milk collection to quality analysis and preservation, we have different equipment and software to ensure that the purity of milk is retained at every step. Our unique offering, the BovSmart Animal Heat Detection Tag is a comfortable non-invasive

IoT (Internet of Things) solution designed for detecting the onset of the cow's heat cycle with 90% proven accuracy. Developed with a specialised algorithm, it is designed to ensure timely breeding with high-success rates. This leads to improved productivity and better animal health. Good cattle health facilitates better quality of milk which results in an increased yield.

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## Our product in this pursuit – BovSmart Animal Heat Detection Tag

### A COMPLETE PURVIEW ON CATTLE ACTIVITY.

The BovSmart Animal Heat Detection Tag plays a crucial role as it enables timely detection for insemination. The timeframe from the onset of cow heat to the moment of her insemination lasts for as little as 8 to 16 hours. Precise heat detection is difficult, which is why farmers end

up losing out on timely breeding. Along with ensuring timely breeding, the farmer is also notified in case of any deviation or emergency. The BovSmart Animal Heat Detection Tag consists of the following components.



## Cow Activity Monitoring Tag



The Cow Activity Monitoring Tag is a non-invasive, radio frequency operated activity tag worn by cattle. It is kept in place with the help of a robust neck belt. The activity tag not just accurately detects the onset of the cow's heat but also lets farmers closely monitor their cattle. Equipped with a long-life battery, the tag needs no specific sensor position to monitor the animal and can be

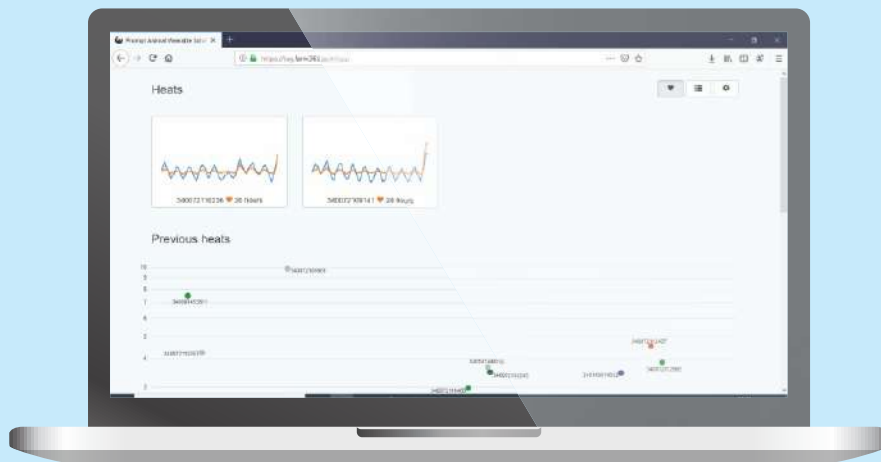
fit onto any standard 4cm neck belt. Each tag is also equipped with a motion sensor, rumination monitor, NFC chip, and has a unique tag ID for identifying cattle. Cow activity and rumination data is then transmitted to a receiver system with a fixed interval range of over 2km. The actual range could vary depending upon the antenna and elevation type of the terrain.

## Receiver Unit

The Receiver Unit is a device that collects various data from the activity monitoring tag and delivers processed data to farmer's mobile as well as web portal.



## Web Portal



The Web Portal provides 24 X 7 real-time monitoring of the cow. It lets farmers easily manage the breeding activity taking place at the farm while keeping a log of all previous

breeding activity of the cattle. The Web Portal also provides various analytical reports for breeding.

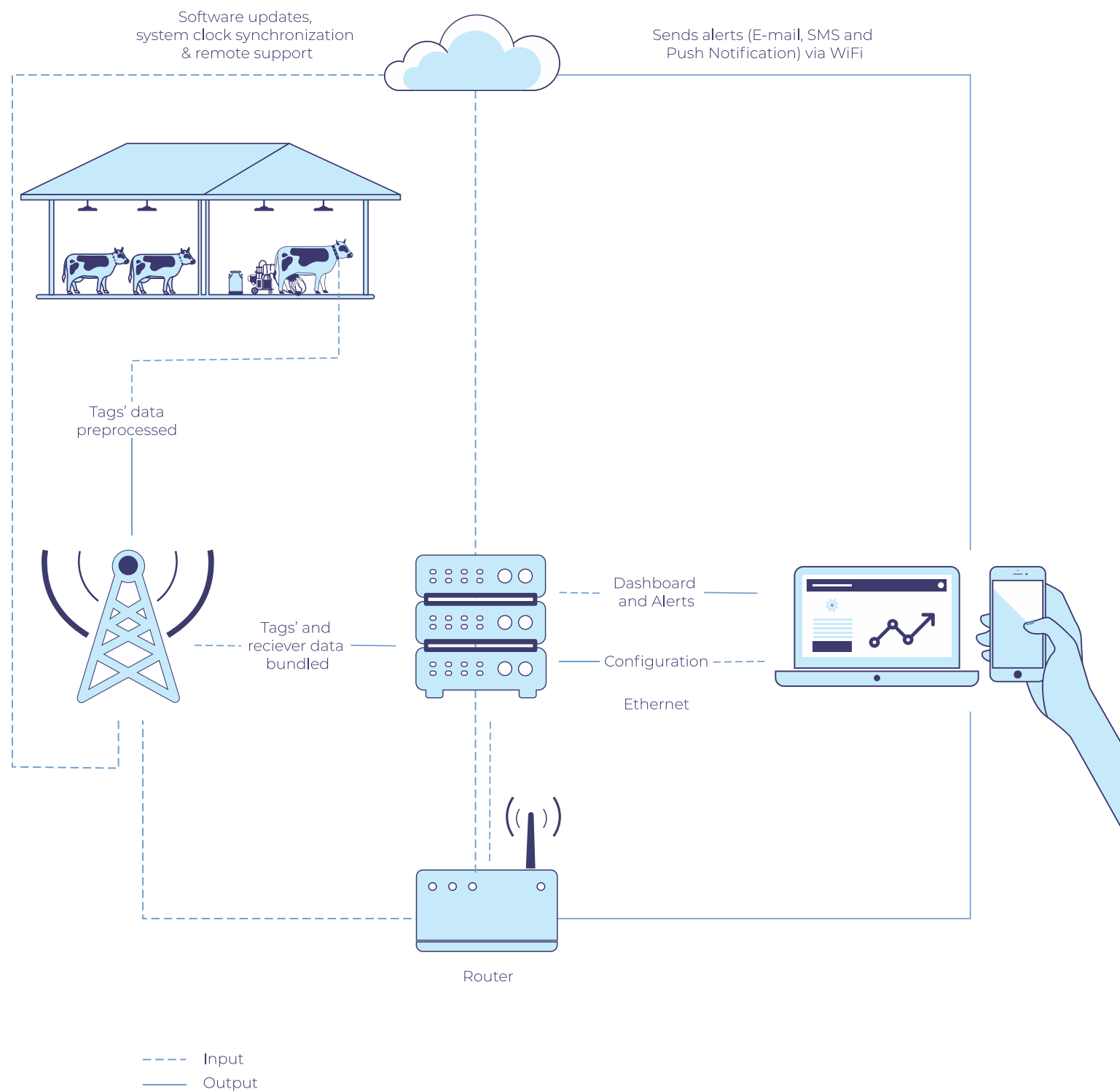
## Individual Cow Page



The Web Portal also consists of a special section known as the Individual Cow Page which displays the entire activity of the cow in the last month. Documenting of heat or any observation of low activity in the animal can be found on the page. Moreover, in the

event of heat or low activity, an alert is sent immediately to the farmers via SMS and Email. For receiving alerts via SMS, a farmer can enter multiple mobile numbers into the system.

# Network Diagram





## KEY HIGHLIGHTS:



Real-time monitoring and remote tracking of cattle



Records activity profile, rumination profile



Actionable insight to improve farmer's earnings through real-time monitoring of oestrus and animal health



Actionable timely alerts sent to farmer through SMS or email regarding heat detection & general health

## TECHNICAL SPECIFICATIONS

Tag weight and size	70g, 105 mm × 60 mm × 22 mm
Belt size	Standard 40 mm belt
Radio frequency band	433.05 - 434.79 MHz
Tag's peak emitted power	10 mW
Wireless data transfer rate	2.4 kbps
Wireless operating range	Max 2 km Depending on the site location
Battery life	7 years
Operating temperature	-20 to 85°C
Ingress protection rating	IP67
Number of tags supported	Unlimited
Tag calibration period	1 day

## FEATURES:

- Economical and robust
- Easy to operate
- Low maintenance cost
- In case of lost collar or ill cow, farm staff is alerted immediately
- Activity plot preview determined by the system
- Immediate signal from activity tag for oestrus (heat) detection
- Individual collar-worn wireless activity tag for cows
- Software for cow-related data processing and in-browser visualisation

## WHAT ARE ITS BENEFITS?

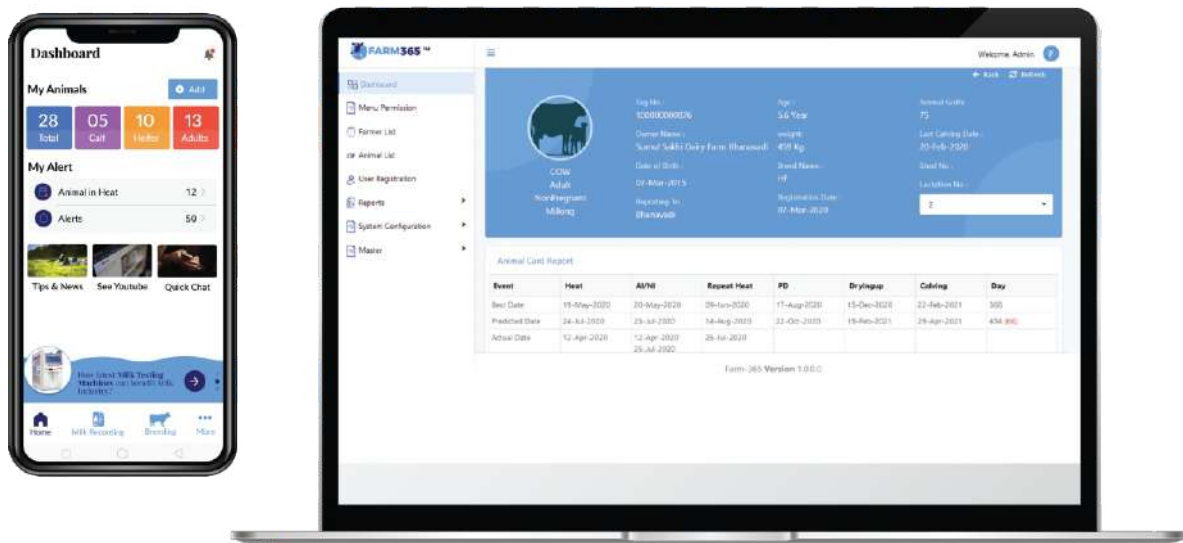
- Increases breeder's efficiency and saves time.
- Improves farm management.
- Saves cost on labour, semen and medical treatment.
- 24 Hour calibration of the tag enables it to be used on multiple cows.
- Farmers can view and edit data of their farms anytime and anywhere.

## Synchronization with Farm 365

Synchronization of the BovSmart Animal Heat Detection Tag made possible with the Farm 365 Mobile App (Android) for Farm Management

## FEATURES OF FARM 365 ANIMAL HUSBANDRY APP

- Daily milk recording
- Keeps health records
- Keeps track of vaccinations & deworming
- Provides an animal card for whole life cycle management
- Provides an advanced farm performance report
- It is available on subscription



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Our ideas and innovations are a part of the pursuit of maintaining the sanctity of milk so that the worlds most ancient health drink can be appreciated as it truly is untouched and unadulterated.



presence across  
22+ states



presence across  
221+ districts



presence across  
50,000+ villages



650+  
team members



legacy of more than  
2 decades



2 patented  
products

## Optimise your farm with related products

### MilkEasy Milking Machine

The Milking Machine is designed to milk cattle quickly, efficiently, hygienically, and ensuring maximum comfort to the animal.



### Farm 365 Animal Husbandry App

This technologically advanced app is a complete solution to your cattle management needs, which helps improve cattle breeding and feeding - resulting in increased milk yield and profitability.



### Indiz Ultrasonic Milk Analyzer

The Indiz Ultrasonic Milk Analyzer provides accurate milk parameters reading such as Fat, SNF, Added Water and Density and links it with the pay-out to the farmer in real-time. This increases transparency and profitability arising out of improvement in quality of milk collected.



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