



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



Presence across
28 states



Presence across
350+ districts



Presence across
68,000+ villages



900+
team members



Legacy of more than
3 decades



8 patented
products



220+ serviceable
locations

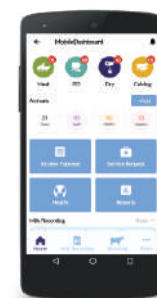


24x7 support
via mobile app

OPTIMISE YOUR FARM WITH OTHER RELATED PRODUCTS

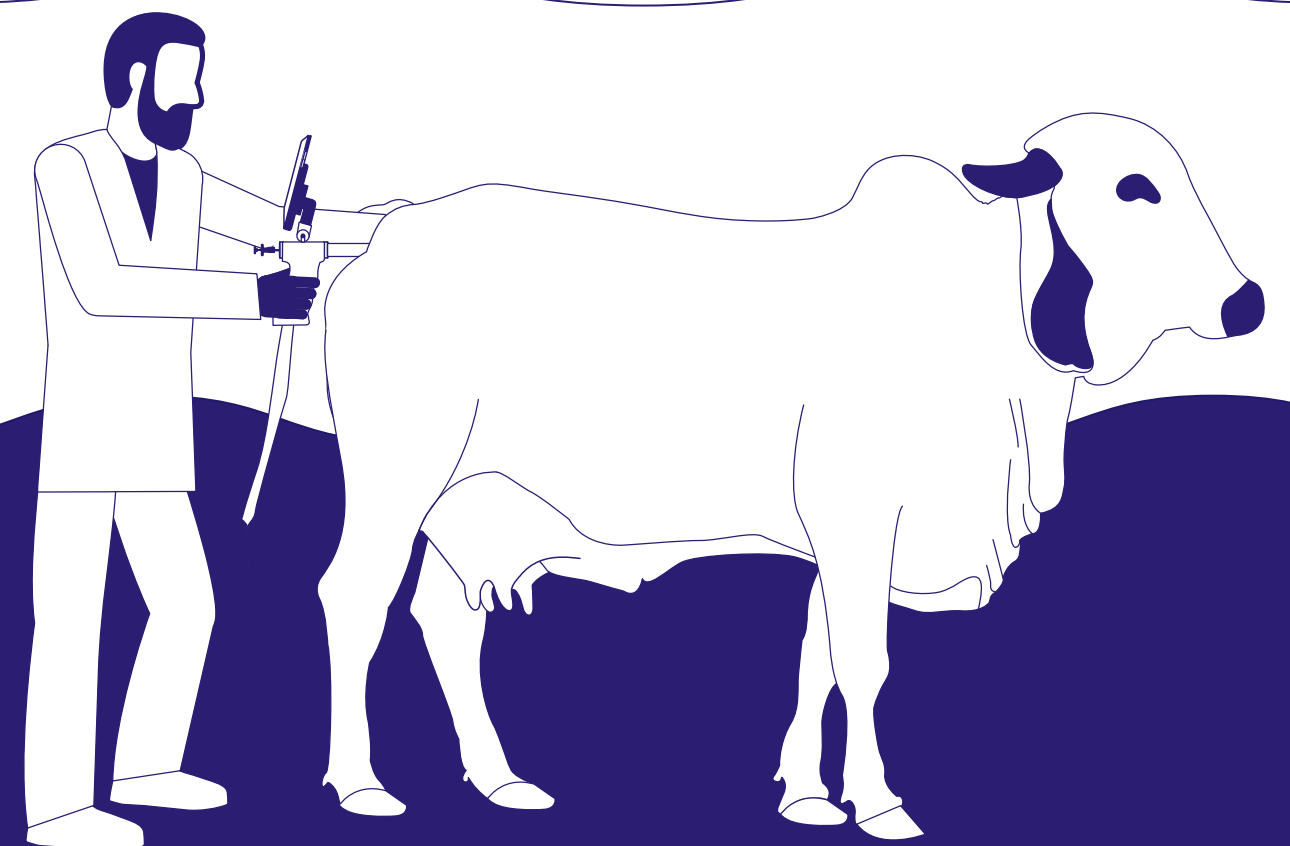
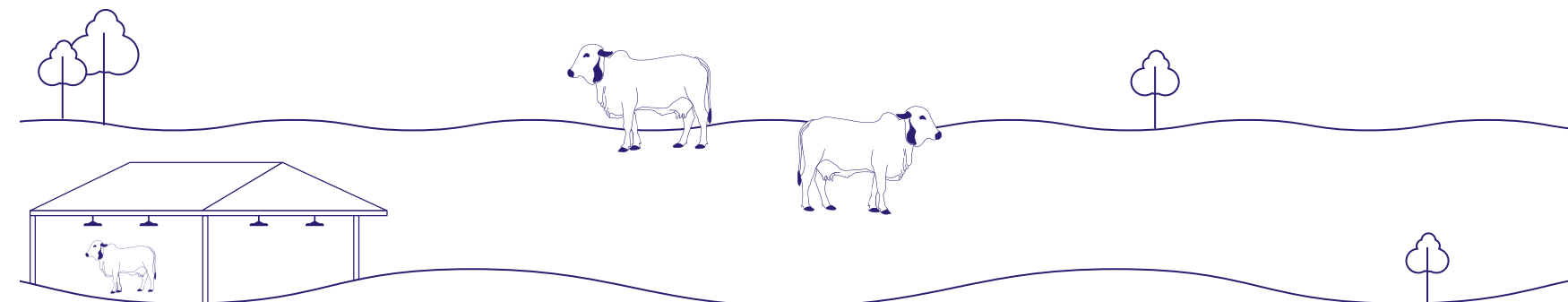
Farm 365 Animal Husbandry App

Farm 365 App has a unique Artificial Insemination (AI) module, which automates the complete breeding process between different stakeholders including dairy admin staff, dairy farmers, AI workers, AI supervisors, and material suppliers.



MilkEasy Milking Machine

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



Prompt Equipments Pvt. Ltd.

7th Floor, Shaligram Corporates, C. J. Road, Iskon - Ambli Road, Ahmedabad Gujarat - 380058 (India)

Ph: 02717 45 1111/6111 | info@promptdairytech.com | www.promptdairytech.com

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prompt[®] BREEDEASY

digital artificial insemination gun

CURRENT SCENARIO

Farmers and cattle breeders rely on methods and techniques based on their experience & knowledge. This inefficient process is very painful for the cattle, causing damage to the uterus and is prone to diseases. These

techniques do not provide visual confirmation or data-driven insights resulting in lower conception rate and lower farm profitability.

CURRENT CHALLENGES

- Lack of visual confirmation of the AI procedure
- Existing procedure is centred on human subjectivity causing lower accuracy
- Farmer expenses increase due to low conception rates
- Lack of data for insights on cattle fitness and health
- Traditional process degrades the health of cattle and makes them prone to diseases
- AI Gun affordability and procedural awareness is relatively low

KEY HIGHLIGHTS

- Built with robust and medical grade steel (SS316) body
- Simple procedure for flawless insemination
- Portable, lightweight, convenient to use
- Trouble-free connectivity with android mobile applications
- LED illumination with adjustable brightness for better visibility
- Organised data collection via recorded images in JPEG Format

prompt BREED EASY

digital artificial insemination gun

Prompt BreedEasy is equipped with a camera that facilitates connectivity with smart phones. This allows AI operator to easily have a clear view of the vaginal tract and cervix on the screen for correct diagnosis & accurate artificial insemination

procedure. The digital AI Gun also provides the functionality to perform intra-uterine procedure in real time. Images & videos can be easily saved and shared with experts for correct decisions.



TECHNICAL FEATURES

- 180° wide angle and 120° & 360° rotation angle to capture better view
- 5MP camera lens with 640 * 480 px resolution provides high image stability
- USB 2.0 & Type-C power supply connectivity

BENEFITS

- Easy visualization of the status of cervix
- Ensures accurate semen deposition
- Improved AI conception rate for pregnancy
- Technology driven approach helps save time
- Satisfied farmers due to visual confirmation of the procedure
- Thorough observation of cervical discharges during the AI procedure
- Diagnoses other abnormalities of reproduction, which saves time & money of farmers
- Improves transparency between farmer and AI technician