



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
370+ districts



Presence across
68,000+ villages



950+
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

AniEasy - Bovine Pregnancy Rapid Test Kit

The Anieasy Bovine Pregnancy Rapid Test Kit is a game changer in bovine reproductive management. Combining precision, affordability, and speed, it provides accurate pregnancy detection in just 20 minutes on the 28th day after breeding. This easy to use kit empowers farmers and veterinarians with reliable results, optimizing breeding strategies and herd health while minimizing waiting time and costs.



BreedEasy - Digital AI Gun

Smartphone enabled digital AI Gun provides a visual of the artificial insemination process, allowing the operator to have a clear view of the cervix, thereby helping in depositing the semen accurately and help in improving conception rate.



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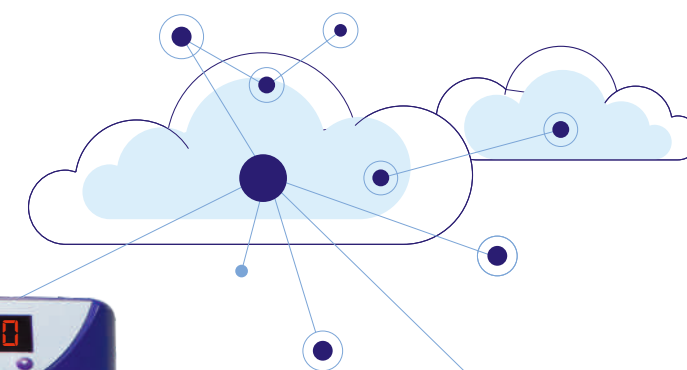


Scan the QR Code
to know more

Semen thawing process goes Smart and digital

Introducing prompt[®] THAWEASY

semen thawing machine



CURRENT SCENARIO

The current thawing process for frozen semen involves manual methods that lack precision and consistency. Semen is thawed in water baths, and even minor deviations in temperature or duration can impact semen quality. Suboptimal thawing affects

the motility and viability of the sperm, resulting in reduced conception rates. Given the criticality of this step, a more accurate and controlled thawing process is imperative to maximize conception rates and improve breeding outcomes.

HOW MINOR CHANGE IN TEMPERATURE CAN AFFECT THE MOTILITY OF THE SEMEN			
Parameter / thawing temperature	T1(36°C, 30 sec)	T2(38°C, 30 sec)	T2(40°C, 30 sec)
Total motility (%)	63.2±2.46 ^b	74.9±2.23 ^a	72.3±2.01 ^a
Progressive motility (%)	31.5±2.14 ^b	41.9 ± 2.23 ^a	40.5± 2.10 ^a

prompt
THAWEASY
semen thawing machine

Prompt ThawEasy is India's first smart and intelligent semen thawing machine designed to standardize and streamline semen thawing during artificial insemination. This Bluetooth-enabled device integrates with a mobile app that collects real-time temperature data and geo-location information during thawing, allowing for an easy and accurate semen thawing process that ensures adherence to standard operating procedures (SOPs). Prompt ThawEasy offers customizable temperature control settings, providing versatility for handling multiple semen samples. Moreover, real-time access to data through secured cloud storage enables quick decision-making.



KEY FEATURES

High-precision regulatory sensors

Real-time data access for informed decision-making

Durable, lightweight, and portable for Indian field condition

Inbuilt battery for easy field operation with power constraints

Unique logic and vibrator for gradual water heating

Operating temperature range: -5°C to 50°C

Digital display for precise interpretation

An integrated buzzer to guide & keep the user alert while using the device

TECHNICAL SPECIFICATIONS

Controller	PIC24 16-bits
Keys	3 Push Buttons
Display	3 digits, 7-Segment Display for temperature(°c) and time set-point indication, unit default (°c)
LEDs	6 LEDs Indicator
Bluetooth	BLE 4.2 In-built
Battery	12V Li-Ion 5000mAh; Battery life can support up to minimum 30 thawing cycles(1 straw at a time) or last for 3 days, whichever is earlier under standard operating conditions
Adaptor	Input-100-240VAC; 50/60 Hz; Output – 14VDC 4A
Power supply	14VDC 4A
Straw Detection Sensor	IR sensor
Temperature Sensor	PT100
Water Level Sensor	Conductive type
Temperature Resolution	0.1 °C
Thawing Temperature Accuracy	+/- 0.2 °C
Thawing Medium	Water (Volume approx. 40 ml)
Thawing Temperature	35 to 42 °C (cloud control)
Thawing Time	30 to 120 second (cloud control)
Vibrator	In-built
Enclosure	ABS (External)
Operating Temperature	-5 to 50 °C
Buzzer	Auto-indication while unit on/off and thawing cycle completion
Operation	Operation of heating and thawing should be operated through mobile app
Weight of the Equipment	~900 gm
Tweezer	Metal Tweezer for handling of semen straw

BENEFITS

- Enhances conception rates, reduced inter-calving intervals, and optimized breeding efficiency
 - Enhanced data analytics report emphasizing areas, villages, or specific users requiring improvement
 - THAWEASY incorporates digital systems which ensures that correct thawing SOP is followed, and it can be monitored remotely
- Ensures proper implementation of AI process on ground level - increases reliability of AI programs, reduces cost of AI programs
 - Enables efficient monitoring of SOP implementation for large service providers (cooperative dairy, NGO, Govt. Organization)