



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.



28+ states



350+ districts



68,000+ villages



900+ team members



Legacy of over 3 decades



10 patented products



220+ service support locations



24x7 support via mobile app

Optimise your farm with other related products

BovEasy - Bovine Pregnancy Rapid Test Kit

The BovEasy Bovine Pregnancy Rapid Test Kit is a game changer in bovine reproductive management. Combining precision, affordability, and speed, it offers accurate pregnancy detection in just 20 minutes. 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 - Veterinary multipurpose endoscopic gun

Smartphone enabled endoscopic 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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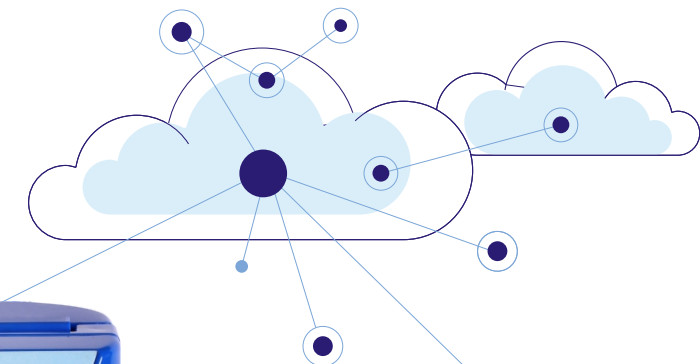
ERROR-FREE AND ACCURATE SEMEN-THAWING THAT ENHANCES CONCEPTION RATES

Introducing

prompt

THAWEASY

frozen semen thawing system



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. Sub optimal thawing affects the motility and viability of the sperm,

resulting in reduced conception rates. Given the criticality of this step, an 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

KEY FEATURES

High-precision
regulatory sensors

Durable, lightweight,
and portable for all
weather condition

In-built battery for easy field operation

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

BENEFITS

- Enhances conception rates, reduced inter-calving intervals, and optimized breeding efficiency
- 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 (co-operative dairy, NGO, Govt. Organization)

THAWEASY MODELS



***Prompt ThawEasy Smart**
Semi automatic model also available



***Prompt ThawEasy Lite Plus**
Model with bluetooth and mobile app

TECHNICAL SPECIFICATIONS

Product	ThawEasySmartPro	ThawEasySmart	ThawEasyLitePlus	ThawEasyLite
Controller	16-bits	16-bits	16-bits	16-bits
Keys	3 Push Buttons	3 Push Buttons	3 Push Buttons	3 Push Buttons
Display	3 digits, 7-Segment Display for temperature(°c) & time set-point indication for thawing	3 digits, 7-Segment Display for temperature(°c) & time set-point indication for thawing	3 digits, 7-Segment Display for temperature(°c) & time set-point indication for thawing	3 digits, 7-Segment Display for temperature(°c) & time set-point indication for thawing
LEDs	6 LEDs Indicator	6 LEDs Indicator	6 LEDs Indicator	5 LEDs Indicator
Bluetooth (BLE)	In-built	In-built	In-built	Not Included
Power supply	Adapter Input: 110-280VAC; 50/60 Hz; Output: 14VDC 4A	Adapter Input: 110-280VAC; 50/60 Hz; Output: 14VDC 4A	Adapter Input: 110-280VAC; 50/60 Hz; Output: 14VDC 4A	Adapter Input: 110-280VAC; 50/60 Hz; Output: 14VDC 4A
	DC Input: 12-14VDC 4A	DC Input: 12-14VDC 4A	DC Input: 12-14VDC 4A	DC Input: 12-14VDC 4A
Temperature Sensor	PT100	PT100	PT100	PT100
Temperature Resolution	0.1 °C	0.1 °C	0.1 °C	0.1 °C
Thawing Temperature Accuracy	+/- 0.1 °C	+/- 0.1 °C	+/- 0.1 °C	+/- 0.1 °C
Thawing Medium (Water)	Volume approx. 50 ml	Volume approx. 50 ml	Volume approx. 50 ml	Volume approx. 50 ml
Thawing Temperature	35 to 42 °C (cloud control)	35 to 42 °C (cloud control)	35 to 42 °C (cloud control)	35 to 42 °C (manual control)
Vibrator	In-built	In-built	In-built	In-built
Enclosure	ABS	ABS	ABS	ABS
Operating Temperature	~ 5 to 50 °C	~ 5 to 50 °C	~ 5 to 50 °C	~ 5 to 50 °C
Buzzer	Heating & Thawing cycle completion	Heating & Thawing cycle completion	Heating & Thawing cycle completion	Heating & Thawing cycle completion
Tweezer	Metal tweezer for handling of semen straw	Metal tweezer for handling of semen straw	Metal tweezer for handling of semen straw	Metal tweezer for handling of semen straw
Straw Per Thawing	1 straw at a time	1 straw at a time	1 straw at a time	1 straw at a time
Battery	In-built 12V (Nominal: 10.8V) 5700mAh Li-Ion; Battery backup: 40+ number of thawing	In-built 12V (Nominal: 10.8V) 5700mAh Li-Ion; Battery backup: 40+ number of thawing	In-built 12V (Nominal: 10.8V) 2800mAh Li-Ion; Battery backup: 20+ number of thawing	In-built 12V (Nominal: 10.8V) 2800mAh Li-Ion; Battery backup: 20+ number of thawing
Straw Detection Sensor	IR sensor	Not Included	Not Included	Not Included
Water Level Sensor	Conductive type	Not Included	Not Included	Not Included
Thawing Time	30 to 120 second (cloud control)	30 to 120 second (cloud control)	30 to 120 second (cloud control)	30 to 120 second (manual control)
Operation	Fully operational through mobile app	Use of mobile app and push button for operation	Use of mobile app and push button for operation	Manual operation with push buttons
Equipment Weight	~ 800 gm	~ 800 gm	~ 550 gm	~ 550 gm