

DUDH RATAN

HAVE A HEALTHY LIFE

Premium Dairy Products Brochure

Authentic Haryana Taste • Traditional Methods • 100% Pure & Natural



Special Desi Bilona Ghee • Fresh Paneer • Pure Desi Ghee

From the heart of Haryana — where pure milk and time-honoured traditions create dairy products that nourish families every day. Dudh Ratan brings you the authentic taste of desi ghee and fresh paneer, crafted with care for purity, flavour and health.

✓ 100% Natural No artificial colours, flavours or preservatives	✓ Traditional Process Bilona method & pure milk sourced carefully
✓ FSSAI Compliant Quality you can trust every day	✓ Haryana Taste ■■■■ ■■■■ ■■■ ■■■■■ ■■■■■■ ■■■■■■ ■■

Dudh Ratan Milk Food Products • Charkhi Dadri, Haryana
Perfect for Online Stores, Amazon, Flipkart & Social Commerce

DUDH RATAN SPECIAL

Desi Bilona Ghee



Net Weight: 1000 ml

Made using the pure traditional **Bilona method** — the age-old Indian way of preparing ghee. Fresh milk is first set into curd, then hand-churned to extract makkhan (butter), which is slowly cooked on low heat to yield aromatic, grainy, nutrient-rich Desi Bilona Ghee.

This is not ordinary cream-based ghee. The Bilona process retains more natural goodness, aroma and the authentic taste of Haryana.

Why Choose Dudh Ratan Special Desi Bilona Ghee?

- **Traditional Bilona Method** — Curd is churned (not cream separated) for superior digestibility and flavour.
- **Rich Aroma & Grainy Texture** — Natural danedar (granular) texture when cooled — a sign of authentic preparation.
- **Pure & Natural** — No chemicals, no preservatives, no artificial additives.
- **Haryana Heritage Taste** — ■■■■ ■■■■ ■■■■ ■■■■ ■■■■ ■■■■ ■■■■ — the real taste of pure desi ghee.
- **Nutrient Dense** — Naturally rich in fat-soluble vitamins (A, D, E, K) and healthy fatty acids.
- **Versatile Kitchen Essential** — Perfect for tadka, sweets, parathas, Ayurvedic use and daily cooking.

Product Highlights

Product	Dudh Ratan Special Desi Bilona Ghee
Net Weight	1000 ml (1 Litre)
Method	Traditional Bilona (curd-churned)
Packaging	Premium glass jar with gold lid
Certifications	FSSAI Quality Assured
Storage	Cool, dry place. No refrigeration needed.

Ideal for: Online grocery platforms, health-conscious customers, premium ghee category, gift hampers and Ayurveda-focused buyers.

DUDH RATAN

Fresh Paneer

■■■■■ ■■■■ | Rich in Milk Proteins



Net Weight: 200 gm

Soft, fresh and pure cottage cheese made from quality milk. Dudh Ratan Fresh Paneer is prepared without any artificial colours, flavours or preservatives — delivering the natural taste and high protein goodness that families love.

Perfect texture for everyday Indian cooking — from soft cubes in curries to crumbled paneer for parathas and snacks.

Why Choose Dudh Ratan Fresh Paneer?

- **No Artificial Colours, Flavours or Preservatives** — Clean label you can trust.
- **Rich in Milk Proteins** — Excellent source of high-quality protein for growing children and active adults.
- **Soft & Fresh Texture** — Ideal for curries, sandwiches, salads, tikkas and homemade sweets.
- **Fresh and Pure Seal** — Carefully processed and packed to retain freshness.
- **Versatile Everyday Ingredient** — From paneer butter masala to healthy snacks and breakfast options.
- **Hygienically Packed** — Convenient 200 gm pack perfect for households and small families.

Product Highlights

Product	Dudh Ratan Fresh Paneer
Net Weight	200 gm
Key Claim	No Artificial Colours, Flavours or Preservatives
Protein	Rich in Milk Proteins
Packaging	Sealed pouch for freshness
Storage	Keep refrigerated. Use within recommended period after opening.

Ideal for: Daily cooking, protein-focused diets, online grocery, quick commerce (Blinkit/Zepto style) and family packs.

DUDH RATAN

Desi Ghee



Pure, natural Desi Ghee that brings the authentic flavour of Haryana to every kitchen. Available in convenient tub and classic glass jar formats — both delivering the same rich aroma, golden colour and pure taste that define quality desi ghee.



Convenient Tub (100% Natural | ISO 22000) Classic Glass Jar (1000 ml)

Why Choose Dudh Ratan Desi Ghee?

- **100% Natural** — Made from pure milk fat with no artificial additives.
- **Authentic Haryana Taste** — ■■■■■ ■■■■■ ■■■■■ ■■■■■ ■■■■■■■■■ ■■■ — the real desi flavour.
- **ISO 22000 Certified Process** (Tub variant) — Food safety management system followed.
- **Rich Golden Colour & Aroma** — Perfect for tadka, sweets, frying and traditional recipes.
- **Long Shelf Life** — Naturally stable; store in a cool, dry place.
- **Everyday & Festive Use** — From daily cooking to special occasions and religious offerings.

Available Formats

Format	Key Features	Best For
Plastic Tub	100% Natural, ISO 22000, easy scoop, resealable	Daily kitchen use, bulk cooking
Glass Jar 1000 ml	Premium look, pure taste, classic packaging	Gifting, retail shelves, premium buyers

About Dudh Ratan

Dudh Ratan Milk Food Products, based in Charkhi Dadri, Haryana, is dedicated to bringing pure, traditional dairy products to modern kitchens. Rooted in the dairy heritage of Haryana — the land of milk — we focus on quality, authenticity and the real taste that families remember.

Our range includes Special Desi Bilona Ghee, pure Desi Ghee and Fresh Paneer — products that stand for purity, tradition and everyday goodness. Whether you shop on Amazon, Flipkart, local online stores or social commerce platforms, Dudh Ratan delivers the taste of home.

Suggested Online Marketing Points

- Highlight “**Traditional Bilona Method**” and “**No Artificial Anything**” for health-conscious buyers.
- Use the Haryana heritage line —  — as a strong regional differentiator.
- Emphasise protein content and clean label for Fresh Paneer in fitness & family segments.
- Showcase premium glass jar packaging for Bilona Ghee in gift and festive campaigns.
- Pair products in combo offers (Ghee + Paneer) for higher average order value.
- Use lifestyle imagery: tadka, parathas, paneer tikka, festival sweets — to drive emotional purchase.

How to Use

Product	Popular Uses
Desi Bilona Ghee	Tadka, sweets (halwa, laddoo), Ayurvedic consumption, parathas, rice, festive cooking
Desi Ghee	Daily cooking, frying, tempering, religious rituals, baking traditional recipes
Fresh Paneer	Paneer curries, tikka, bhurji, sandwiches, salads, stuffed parathas, kids’ meals

Ready for Your Online Store

This brochure is designed for use on product pages, Amazon A+ content, Flipkart descriptions, Instagram/Facebook posts, WhatsApp catalogues and email marketing.

Dudh Ratan Milk Food Products
Charkhi Dadri, Haryana, India
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For bulk orders, private labelling or distribution enquiries, please contact the brand directly.