



# GAURI TRADING



## ABOUT US

We are a trusted cattle feed trading company with a proud legacy of over 70 years, spanning across three generations of dedication and hard work. Over the decades, we have built an unshakable bond of trust with farmers, dealers, and business partners, making us a household name in the field of animal nutrition and feed supply.

With a unique portfolio of more than 250 dealers and a strong base of 1000+ satisfied farmers and customers, our company stands as a reliable partner in supporting the backbone of our nation – the dairy and farming community.

Our goal has always been simple yet powerful: to source and supply the best quality raw materials for cattle feed, whether from within the state or across India, and to deliver them at competitive prices. By combining experience, trust, and innovation, we ensure that our customers not only receive premium quality but also benefit from the best value for their investment.

## OUR VISION

Our vision is to make high-quality feed and food accessible to farmers without burdening them with high costs. We believe that healthy cattle are the foundation of prosperous farming, and hence, we are committed to supplying only the finest quality materials.

Through our dedicated quality control team, we strive to maintain the highest standards of nutritional value, safety, and consistency in every product. Our vision also extends beyond business – we aim to empower farmers, strengthen rural livelihoods, and contribute to the overall growth of the agricultural ecosystem.

## SCOPE OF OUR WORK

**Quality Sourcing:** Identifying, procuring, and supplying the finest raw materials for cattle feed from trusted sources across India.

**Dealer Network:** Maintaining and expanding our extensive network of 250+ dealers, ensuring accessibility and timely delivery to every corner we serve.

**Customer Focus:** Serving over 1000 happy farmers and customers, we are dedicated to meeting their needs with transparency, reliability, and personalized support.

**Affordability & Value:** Offering premium quality products at economical rates, ensuring farmers get maximum benefits without compromising on quality.

**Sustainability & Growth:** Working towards sustainable business practices that not only support farmers today but also secure a better future for generations to come.

## WHY CHOOSE US?

- **Over 70 years of trust in the feed industry**
- **Wide portfolio catering to cattle and poultry needs**
- **Quality-assured raw materials sourced from the best suppliers**
- **Competitive pricing with reliable supply chain**

## OUR PRODUCTS LIST

### ► VIPROMI CATTLE FEED LACTATION RANGE

(Balanced Nutrition for Every Dairy Animal)

#### ● VIPROMI SILVER

**Purpose:** An affordable and balanced cattle feed, specially designed for farmers who want steady milk yield with optimum investment.

#### Nutritional Profile (per 100 kg):

- Crude Protein: 20%
- Crude Fat: 3%
- Crude Fiber: 12%
- TDN: 70
- Moisture: 11% Max



#### Detailed Benefits:

- Maintains cow body weight & health even under stress.
- Provides steady milk production without fluctuation.
- Improves digestion due to balanced fiber level.
- Suitable for farmers with low to moderate yielding cattle.

#### Highlights:

- ✓ Economical choice with quality assurance
- ✓ Consistent formulation for reliable results
- ✓ Best starter product for small dairy farms

## ● VIPROMI GOLD

**Purpose:** A premium version of Silver feed, crafted for farmers who want consistent performance and improved milk yield.

### Nutritional Profile:

- CP: 20%
- Fat: 3%
- Fiber: 12%
- TDN: 70



### Detailed Benefits:

- Enhances stamina and supports lactation cycles
- Improves udder health and milk flow
- Provides extra energy for long milking hours

### Highlights:

- ✓ Reliable mid-range feed
- ✓ Builds farmer trust with visible improvement in yield
- ✓ Balanced nutrition at affordable pricing

## ● VIPROMI PLATINUM

**Purpose:** High-protein feed designed for high-yielding cows in commercial dairy farms.

### Nutritional Profile:

- CP: 22%
- Fat: 3.5%
- Fiber: 10%
- TDN: 72



### Detailed Benefits:

- Supports cows producing 12+ liters/day
- Improves SNF & milk fat content
- Helps faster recovery post-calving
- Enhances reproductive efficiency

### Highlights:

- ✓ Scientific formulation with better digestibility
- ✓ Trusted by commercial farms
- ✓ Ensures higher yield with less feed wastage

## ● VIPROMI DOODH MALAI PRO MAX

**Purpose:** Ultra-rich feed for cows producing creamy, high-fat milk.

### Nutritional Profile:

- CP: 24%
- Fat: 4%
- Fiber: 10%
- TDN: 72



### Detailed Benefits:

- *Increases milk fat % significantly*
- *Provides strong energy for high-milking animals*
- *Improves animal fertility & udder strength*
- *Reduces chances of metabolic disorders*

### Highlights:

- ✓ Branded as “Cream Booster Feed”
- ✓ Farmers report visible improvement in milk creaminess & taste
- ✓ Specially designed for crossbred & high-performance cows

## ● VIPROMI KAVERI

**Purpose:** Balanced regional feed suitable for a variety of climatic conditions.

### Nutritional Profile:

- CP: 22%
- Fat: 3%
- Fiber: 12%
- TDN: 70



### Detailed Benefits:

- Provides strength & maintains fertility
- Improves bone health due to higher calcium
- Keeps milk production steady in fluctuating weather

### Highlights:

- ✓ Regionally adaptive feed
- ✓ Strong immunity builder
- ✓ Ideal for medium-yielding cows

## ● VIPROMI GODAVARI

**Purpose:** A higher-energy formula, specially designed for buffaloes and high-fat milk producers.

### Nutritional Profile:

- CP: 22%
- Fat: 5%
- Fiber: 10%
- TDN: 71



### Detailed Benefits:

- *Extra fat content boosts milk creaminess*
- *Provides better body condition & skin coat shine*
- *Improves reproductive efficiency in buffaloes*

### Highlights:

- ✓ **Dual benefit – yield + body strength**
- ✓ **Excellent choice for buffalo & crossbred cows**
- ✓ **Increases farmer income through higher milk fat sales**

## ● VIPROMI GANGA

**Purpose:** Premium high-protein, high-fat feed for farms aiming at both quality & quantity.

### Nutritional Profile:

- CP: 24%
- Fat: 5%
- Fiber: 7%
- TDN: 71



### Detailed Benefits:

- *Low fiber = better digestibility*
- *Boosts milk yield with higher SNF*
- *Improves udder health & reduces stress*

### Highlights:

- ✓ Premium farmer's choice
- ✓ Fast visible results in yield & milk thickness
- ✓ Maximum efficiency per kg feed

## ● VIPROMI BUFFALO BOOST

**Purpose:** Exclusive feed for buffaloes with highest protein & fat content.

### Nutritional Profile:

- CP: 25%
- Fat: 7%
- Fiber: 7%
- TDN: 74



### Detailed Benefits:

- Maximizes buffalo milk fat (ideal for paneer, khoa, ghee)
- Improves heat cycle & fertility
- Maintains buffalo stamina for long lactation periods

### Highlights:

- ✓ Most powerful formula in VIPROMI range
- ✓ Exclusive to buffalo farmers
- ✓ Helps achieve record-breaking milk fat %

## ► VIPROMI CALF FEED RANGE

Healthy Start, Strong Future

### ● CHHOTA BHEEM (CALF STARTER FEED)

**Purpose:** Specially designed for calves from birth to 3 months, when digestive system development and immunity building are most crucial.

#### Nutritional Profile:

- Crude Protein: 21%
- Crude Fat: 3.5%
- Crude Fiber: 10%
- TDN: 71
- Calcium: 0.9%
- Moisture: 11% Max
- Salt: 1% Max

#### Detailed Benefits:

- Provides high protein for rapid body growth
- Supports the development of strong immunity against diseases
- Ensures early rumen development for better digestion later
- Reduces calf mortality and improves weaning success



#### Highlights:

- ✓ Boosts growth during critical early life stage
- ✓ Provides energy & nutrition in small feed quantities
- ✓ Lays the foundation for a healthy, high-yielding cow or buffalo

## ● **BAL VARDHAN (CALF GROWER FEED)**

**Purpose:** Formulated for calves aged 3 to 9 months, focusing on muscle growth, bone strength, and smooth transition into adulthood.

### **Nutritional Profile:**

- *Crude Protein: 20%*
- *Crude Fat: 4%*
- *Crude Fiber: 10%*
- *TDN: 71*
- *Calcium: 0.9%*
- *Moisture: 11% Max*
- *Salt: 1% Max*



### **Detailed Benefits:**

- *Builds strong bones & muscles with high energy and calcium*
- *Improves feed conversion efficiency (more growth per kg feed)*
- *Prepares calves for early maturity & better fertility*
- *Reduces stress during growth phases and weaning*

### **Highlights:**

- ✓ **Ensures steady growth till adulthood**
- ✓ **Makes calves healthier, stronger, and disease-resistant**
- ✓ **Helps farmers raise future high-yielding dairy animals**

## ► VIPROMI DRY RANGE

### ● DRY FAR OFF

Dry 8 is designed for dairy cows during the early dry period, which is from the beginning of the 8th month of pregnancy until the cow enters the 9th month of pregnancy. This stage is crucial for preparing the cow for the close-up phase (Dry 9) and ultimately for calving.

#### When to Feed Dry 8

- *Start Feeding: From the beginning of the 8th month of pregnancy*
- *End Feeding: When the cow reaches the first day of the 9th month of pregnancy and moves to Dry 9.*



#### Purpose of Dry 8

- *Maintains the cow's body condition during the early dry period*
- *Provides balanced nutrients, fiber, and energy for fetal development*
- *Prevents overconditioning before transition to the close-up phase*
- *Supports metabolism and prepares for the higher nutritional demands of late pregnancy*
- *Dry 8 helps reduce the risk of metabolic disorders and lays a healthy foundation for the final dry period and calving.*

## ● DRY CLOSE UP

Dry 9 is specially formulated for dairy cows in the final stage of pregnancy, starting from the first day of the 9th month of pregnancy until delivery. This feed prepares the cow's body for calving and ensures a smooth transition into lactation.

### Key Features and Benefits of Dry 9

#### 1. High Energy for Lactation Preparation

- *Meets the increased energy demands of late pregnancy*
- *Prepares the cow for milk production after calving*

#### 2. Balanced Protein Levels

- *Supports calf growth and tissue repair in the mother*
- *Aids in healthy udder development*

#### 3. Digestive Support with Fiber

- *Ensures proper rumen function and digestion*
- *Reduces risk of bloating and digestive disorders*

#### 4. Essential Vitamins and Minerals

- *Includes vitamins A, D, and E*
- *Balanced calcium, magnesium, and phosphorus to prevent milk fever and hypocalcemia*

#### 5. Improved Immunity

- *Strengthens immune system to reduce infection risks during calving*
- *Special additives support health in this critical phase*

#### 6. Metabolic Support

- *Reduces the risk of ketosis and metabolic imbalance*
- *Helps the cow adapt to higher energy demands*



## 7. Prevention of Postpartum Disorders

- Prevents milk fever and other calving-related disorders
- Ensures a smooth transition into lactation

### ● WHEN TO FEED DRY 9

**Start:** From the first day of the 9th month of pregnancy

**End:** Continue feeding until calving

*Dry 9 ensures cows remain healthy, calve smoothly, and enter lactation with reduced complications, supporting both mother and calf.*

### DIFFERENCE BETWEEN DRY 8 AND DRY 9

Aspect	Dry 8 Cattle Feed	Dry 9 Cattle Feed
Feeding Period	From the beginning of the 8th month until the first day of the 9th month	From the first day of the 9th month until calving
Main Purpose	Maintains condition and supports fetal growth in the early dry period	Prepares for calving and supports lactation in the close-up period
Energy Level	Moderate energy to prevent excess weight gain	Higher energy to meet late pregnancy and lactation needs
Protein Content	Balanced protein for early fetal development	Higher protein for calf growth and milk production
Fiber Content	High fiber for rumen health and digestion	Moderate fiber for digestion while preparing for lactation
Vitamins & Minerals	Vitamins A, D, E and minerals like magnesium for general health	Higher calcium, phosphorus, magnesium to prevent milk fever and hypocalcemia
Special Additives	Basic additives for digestion and immunity	Advanced additives like rumen-protected choline for metabolic balance
Metabolic Support	Maintains body condition and prevents stress	Reduces risk of ketosis and postpartum disorders
Transition to Lactation	Indirect preparation for the close-up phase	Direct preparation for calving and lactation
Calving Preparation	Indirect preparation for the close-up phase	Ensures smooth calving and fewer postpartum issues

### Summary

Dry 8 is for the early dry period to maintain cow health and fetal growth with moderate nutrition.

Dry 9 is for the close-up period to prepare the cow for calving and lactation with higher energy, protein, and mineral support.

Together, Dry 8 and Dry 9 provide a complete dry period feeding program, ensuring cow health, calf growth, and successful lactation.

## ● VIPROMI PIG STARTER

### Importance:

Piglets need special care after weaning as their digestive system is still developing. A balanced starter feed helps build immunity, supports gut health, and promotes strong skeletal and muscle growth.

### When to Feed:

- From weaning (approx. 6–8 kg body weight or 25–30 days of age)
- Continue until piglets reach 15–20 kg body weight.

### How to Feed:

- Offer small frequent meals for easy digestion.
- Ensure fresh, clean drinking water at all times.
- Feed in hygienic feeders to avoid wastage.

### Benefits:

- Smooth weaning transition
- Higher weight gain and uniform growth
- Better resistance against diseases



## ● VIPROMI PIG GROWER

### Importance:

Growing pigs (20–50 kg) need higher energy and protein to support rapid muscle development. This phase decides the future growth potential.

### When to Feed:

- *From 20 kg up to 50–60 kg body weight.*

### How to Feed:

- *Provide 2–3 meals per day or allow restricted ad-lib feeding.*
- *Ensure balanced feeding without overfeeding to avoid excess fat deposition.*

### Benefits:

- *Accelerates lean muscle growth*
- *Improves feed efficiency (FCR)*
- *Prepares pigs for finishing stage*



## ● VIPROMI PIG FINISHER

### Importance:

In the final stage, pigs require feed that maximizes weight gain and meat quality before marketing. The feed should be economical yet nutrient-rich.

### When to Feed:

- *From 60 kg until market weight (90–110 kg).*

### How to Feed:

- *Offer 2 meals daily in measured quantities.*
- *Maintain proper housing and avoid stress for better feed utilization.*

### Benefits:

- *Higher carcass yield and desirable fat-to-lean ratio*
- *Cost-effective finishing with good feed conversion*
- *Improves market value of pigs*



## ● VIPROMI PIG LACTATION FEED

### Importance:

A lactating sow requires extra nutrition to maintain body condition and produce sufficient quality milk for piglets. Feed must be energy-dense with balanced protein, vitamins, and minerals.

### When to Feed:

- *From farrowing (birth) until piglets are weaned (usually 4–6 weeks).*

### How to Feed:

- *Feed in 3–4 small meals daily.*
- *Gradually increase feed intake after farrowing to avoid digestive stress.*
- *Ensure plenty of clean water for milk production.*

### Benefits:

- *Higher milk yield and better piglet survival*
- *Maintains sow's body condition post-lactation*
- *Reduces weaning stress in piglets*



## ● VIPROMI PIG GESTATION FEED (SOW PREGNANT)

### Importance:

During pregnancy, a sow's nutrition affects both her health and the development of unborn piglets. Balanced feed prevents over-conditioning or weakness at farrowing.

### When to Feed:

- *From conception until farrowing.*

### How to Feed:

- *Provide controlled amounts (2–3 kg/day depending on body weight).*
- *Do not overfeed – excess weight leads to farrowing problems.*
- *Maintain constant feed routine to avoid stress.*

### Benefits:

- *Ensures proper fetal growth and healthy litters*
- *Reduces farrowing complications*
- *Keeps sows in optimum body condition*



## VIPROMI PIG FEED SERIES – COMPARISON CHART

Feed Type	Importance	When to Feed	How to Feed	Benefits
<b>Pig Starter</b>	Builds immunity, supports gut health, helps strong bone and muscle growth in piglets	From weaning (6–8 kg or 25–30 days old) until 15–20 kg body weight	Small, frequent meals; clean water; hygienic feeding	Smooth weaning transition, higher weight gain, disease resistance
<b>Pig Grower</b>	Provides high protein and energy for rapid growth and muscle development	20 kg up to 50–60 kg body weight	2–3 meals per day or controlled ad-lib feeding	Lean muscle growth, better feed efficiency, prepares for finishing stage
<b>Pig Finisher</b>	Maximizes weight gain and meat quality prior to sale	60 kg until 90–110 kg market weight	2 meals daily in measured quantity; avoid stress	Higher carcass yield, good fat-to-lean ratio, improved market value
<b>Pig Lactation Feed</b>	Supports sow's milk production and maintains body condition	From farrowing until piglets are weaned (4–6 weeks)	3–4 small meals daily; gradually increase intake; plenty of water	Higher milk yield, better piglet survival, maintains sow health
<b>Pig Gestation Feed</b>	Ensures fetal growth and maintains sow's body during pregnancy	From conception until farrowing	Controlled 2–3 kg/day feeding; avoid overfeeding; regular routine	Healthy litters, fewer farrowing issues, optimum sow condition

## RAW MATERIALS (CATTLE/POULTRY)

Here's a comprehensive version of our raw material section:

### Our Raw Materials for Cattle & Poultry Feed

At VIPROMI, we believe that the foundation of good animal health and productivity lies in the quality of feed. That is why we offer a diverse portfolio of carefully sourced raw materials designed to meet the nutritional needs of cattle and poultry at every stage of growth, milk production, or reproduction.



**Below are the major raw materials we supply, along with their importance and benefits:**

## VIPROMI – RAW MATERIALS FOR CATTLE & POULTRY FEED



### Raw Material

Wheat Bran (Chokhar)

### Nutritional Role

Fiber, moderate protein, B vitamins

### Benefits for Animals

Improves digestion, supports rumen health, adds bulk



### Raw Material

Makka Darra / Makka Daliya

### Nutritional Role

Starch and energy

### Benefits for Animals

Supports weight gain, body condition, poultry growth



### Raw Material

Makka Flour (Pahari Baba Atta / Ghausala Atta)

### Nutritional Role

Easily digestible energy

### Benefits for Animals

Balances feed formulations, improves feed intake



### Raw Material

Rahar Chunni / Masoor Chunni / Chana Chunni

### Nutritional Role

Protein and fiber

### Benefits for Animals

Enhances milk yield, promotes digestion, balanced protein

**Raw Material**

Chana Chilka & Chana Dal

**Nutritional Role**

Protein, starch, minerals

**Benefits for Animals**

Muscle growth, better milk production, improved reproduction

**Raw Material**

Sarso Khal (Mustard Oil Cake)

**Nutritional Role**

Protein and amino acids

**Benefits for Animals**

Increases milk yield, maintains body condition

**Raw Material**

Badam Khalli (Groundnut Cake)

**Nutritional Role**

Protein-rich and palatable

**Benefits for Animals**

Faster growth, better milk yield, strong body condition

**Raw Material**

Binola Khalli (Cottonseed Cake)

**Nutritional Role**

Protein and fiber

**Benefits for Animals**

Economical, supports milk production, balances rations

**Raw Material**

Maize De-oiled Cake & Maize Oiled Cake

**Nutritional Role**

Energy and protein

**Benefits for Animals**

Improves feed efficiency, supports fast growth

**Raw Material**

Soya DOC

**Nutritional Role**

High-quality digestible protein

**Benefits for Animals**

Maximum milk yield, rapid poultry growth

**Raw Material**

Mustard De-oiled Cake

**Nutritional Role**

Protein and minerals

**Benefits for Animals**

Balanced nutrition, body weight gain

**Raw Material**

Makka Chokhar (Multigrain Chokhar)

**Nutritional Role**

Fiber-rich

**Benefits for Animals**

Improves digestion, promotes rumen health

**Raw Material**

Chana Besan

**Nutritional Role**

Protein and energy

**Benefits for Animals**

Boosts growth, improves palatability

**Raw Material**

DORB

**Nutritional Role**

Carbohydrates, protein, fiber

**Benefits for Animals**

Staple energy source, supports growth and performance

**Raw Material**

Rice Bran (Full Fat)

**Nutritional Role**

Oil, protein, energy

**Benefits for Animals**

Better body condition, shiny coat, supports lactation

**Raw Material**

Gud (Jaggery)

**Nutritional Role**

Natural sugar/energy

**Benefits for Animals**

Improves palatability, quick energy, reduces stress

**Raw Material**

Namak (Salt)

**Nutritional Role**

Essential mineral

**Benefits for Animals**

Improves appetite, digestion, milk production

**Raw Material**

Sodium Bicarbonate (Meetha Soda)

**Nutritional Role**

Buffer for rumen pH

**Benefits for Animals**

Prevents acidosis, improves feed utilization

**Raw Material**

Tisi Khalli (Linseed Cake)

**Nutritional Role**

Omega-3 fatty acids, protein

**Benefits for Animals**

Improves fertility, enhances milk quality, immunity, coat health

## FEED SUPPLEMENTS

- CALCIUM SUPPLEMENTS
- LIVER TONIC
- VITAMINS ORAL SUPPLEMENTS
- IONIC GELS



## MEDICINES

- PRESCRIBED MEDICINES



## DOG/CAT SUPPLEMENTS

- BRANDED COMPANY'S LIKE PEDIGREE, ROYAL CANIN, DROOLS AND MANY MORE



## VACCINES FOR ALL PETS

## ACCESSORIES

- COW MAT (6.6 FEETX 4 FEET \* 17 MM)
- TOYS FOR DOGS AND CATS





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