



*Dream of Healthy India*



**NOVA**®

**DAIRY PRODUCTS**

**PURE MILK  
& MILK PRODUCTS  
FOR A HEALTHY FAMILY**

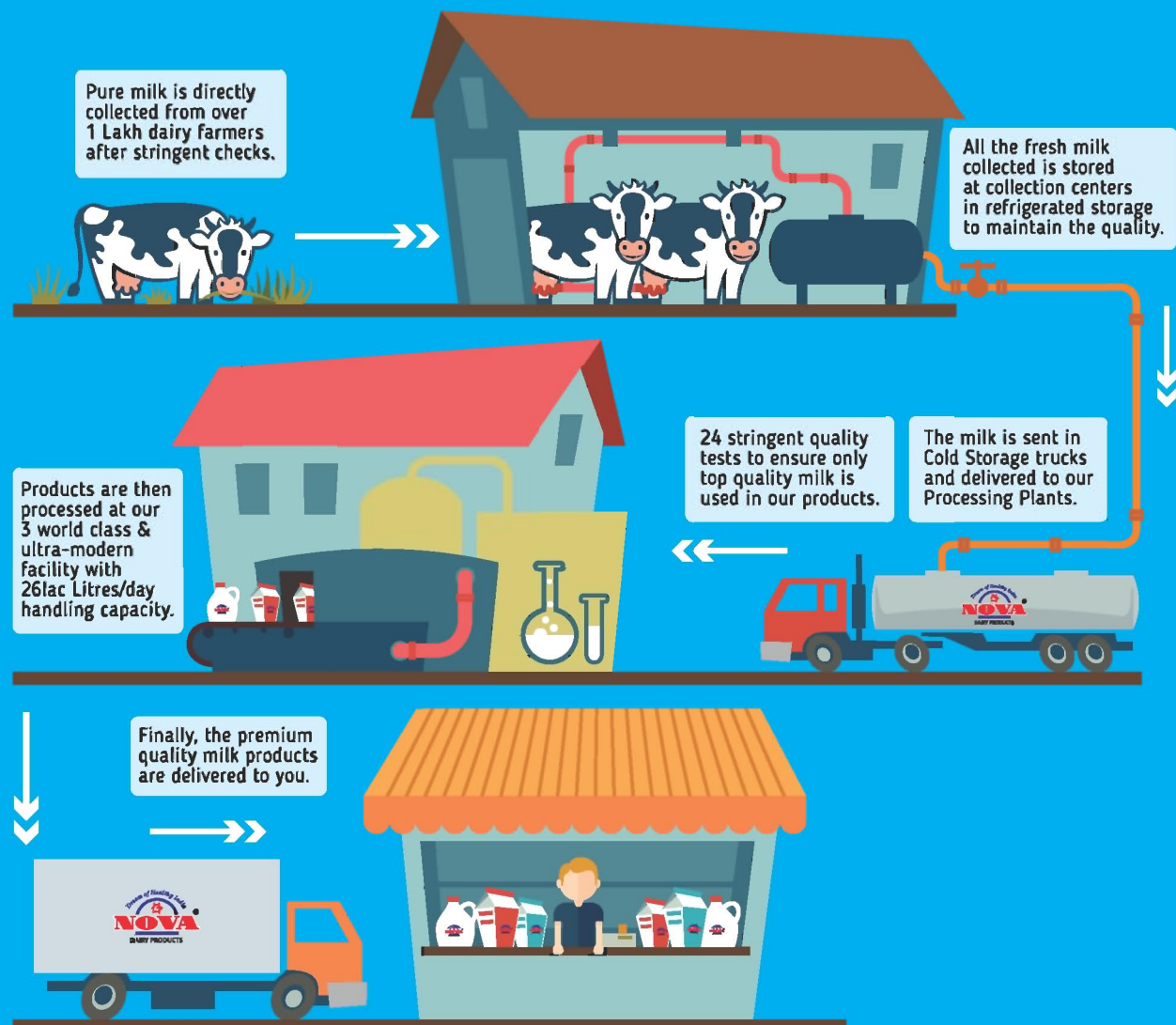


**STERLING AGRO INDUSTRIES LTD.**

# GIVE YOUR FAMILY THE NUTRITION OF PURE & HEALTHY NOVA MILK PRODUCTS

Exported to over 33 Countries

How the Purest and Healthiest Nova Products are processed



# Introduction

Sterling Agro Industries Ltd. has made its mark in the Indian dairy market under the brand name of 'Nova'. The brand is known for its premium quality dairy products. The company's state-of-the-art manufacturing units are well backed by our Research and development centre to ensure product excellence and consistency in quality.

## ***The various products offered by the brand are:***

- AMF/Butter Oil
- Cow Butter (Salted)
- Cow Butter (Unsalted)
- Pure Ghee(Milk Fat)
- Butter Milk Powder
- Full Cream Milk Powder/Instant Full Cream Milk Powder
- Instant Skimmed Milk powder/Partially skimmed milk powder
- Skimmed milk powder (Low Heat & Medium Heat)
- Dairy Whiteners/Dairy Creamers
- Various Dairy Blends
- Non-Dairy Creamer
- Flavored Milk
- Cottage Cheese/Paneer
- Curd/Dahi
- Spiced Butter Milk/Chhah
- UHT (tetra pack) Milk



The company is selling its dairy products to several leading MNC's in India as well as exporting to various countries adhering to high class assured quality parameters. The location wise capacity of the production units is as under:

S.No.	Plant Locations	Zone	Milk Handling Capacity / day
1.	Kundli ( Haryana)	Northern	4 Lacs
2	Malanpur ( Madhya Pradesh)	Western	12 Lacs
3	Kasganj ( Uttar Pradesh)	Central	10 Lacs
			<b>Total 26 Lacs</b>

# Our Certifications

Sterling Agro is a front run organisation approved by Export Inspection Council, India for export of Dairy Products. The company manufactures and exports nutritious, microbiologically safe products and follows National & International Food Safety Standards. All three plants of Sterling at Malanpur, Kundli & Kasganj are certified HACCP and FSSC : 22000 - 2011 scheme, which has wider amalgated scope of ISO 22000-2005, ISO 22002-1:2009. Sterling Agro is Halal approved from MUI, Indonesia and other acceptable local Halal bodies. Further, under the guidelines of EIA, all our manufacturing plants are inspected, surveyed and audited by EIA (Export Inspection Agency, New Delhi India) to ensure and validate the authenticity and purity of its manufactured products meant for export.



# Awards



# Milk

## PASTEURISED MILK

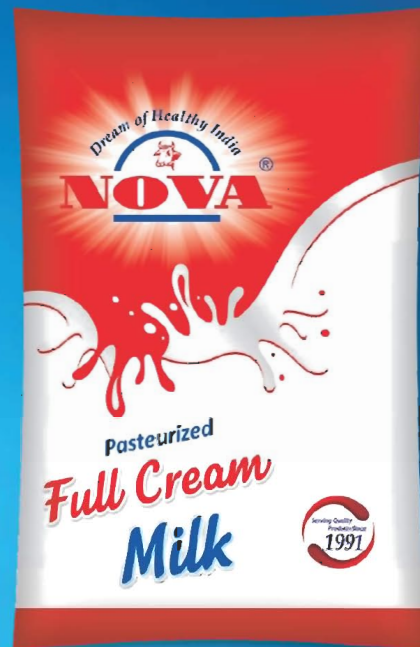
Nova milk is collected from thousands of dairy farmers handpicked from across the country.

Nova milk is processed and packed hygienically under cold chain for its customers, while enhancing its nutritional attributes.

Milk has the following health values:

- (a) growth, (b) supply of energy,
- (c) quick recovery and (d) appetite satisfaction.

'Milk contains a big package of nutrients that are especially important to bone health.' Scientific investigation in the field of modern nutrition have considered milk as an essential part of the human diet. Milk is one of the most important sources of healthy & nutritious food ingredients.



PACKING AVAILABLE					
Full Cream	Toned Milk	Double Toned	Skimmed Milk	Tea Special	Family Milk (Standardized & Homogenized Milk)
200 ML	200 ML	115 ML	150 ML	200 ML	450 ML
500 ML	500 ML	200 ML	175 ML	225 ML	500 ML
1 LITRE	1 LITRE	500 ML	500 ML	250 ML	
6 LITRE	6 LITRE	1 LITRE		500 MI	
		6 LITRE			



# UHT Milk



Nova brings to you Nova UHT Homogenized Milk in a tetra pack.

UHT (Ultra High Temperature) simply means that the Nova milk has been heated for a very brief period at very high temperature but ensuring that it retains its nutrition and taste.

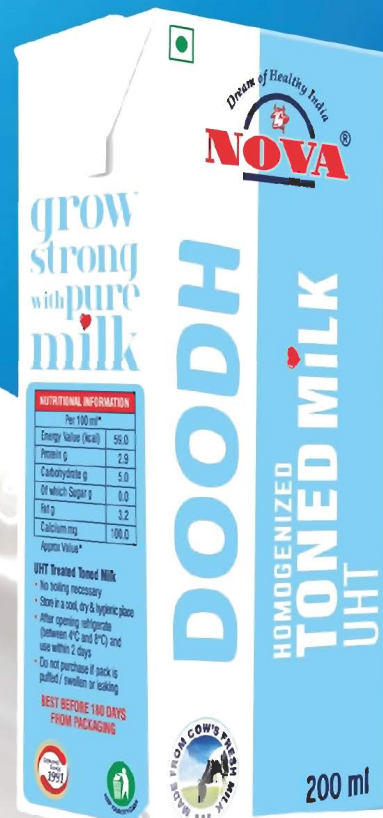
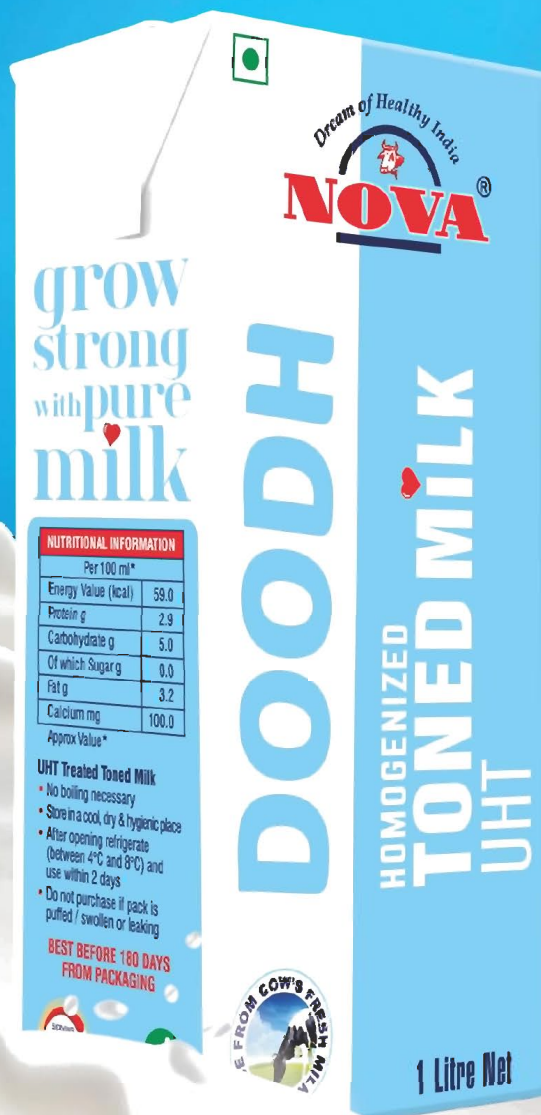
There is no need to boil Nova UHT Milk and the shelf life of the same can last up to 6 months with the carton remaining sealed. Once the Nova UHT Milk Carton has been opened then it needs to be consumed within 4-5 days. The homogenization process prevents any cream concentration or layer formation.

So no more worries of your milk spoiling or the trouble of boiling it. Enjoy Nova UHT Milk anywhere & everywhere!

## PACKING AVAILABLE

**Toned Milk UHT:** 1 Litre & 200 ML

**Double Toned Milk UHT:** 1 Litre & 200 ML



# Flavoured Milk

'Nova' Flavoured Milk offers a fresh experience, with no artificial flavours, colors or preservatives. The drink is a unique combination of great taste and nutrition. The benefits of milk have been made available in a sterilized bottle from which the kids would love. As the most popular milk choice in schools, flavoured milk is a highly palatable, nourishing beverage that can help children to meet daily food and calcium intake recommendations.

'Nova' nutrient-rich flavoured milk comes in a variety of flavours and offers the same unique nutrient package of nine essential nutrients as plain milk. Flavoured milk is available in traditional flavours such as chocolate as well as innovative flavours including Rose, Elaichi, Butterscotch, Coffee & Kesar.

Available in 180 ml Bottle



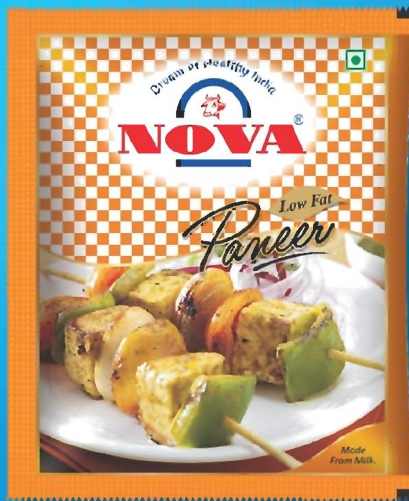
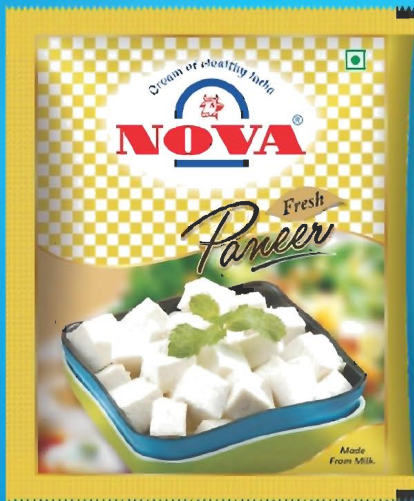
# Paneer

'Nova' paneer involves standardization of milk, heat treatment, coagulation, draining of whey, pressing, dipping in chilled water and packaging. Paneer can be eaten raw as well with just a sprinkle of black pepper and salt. Paneer contains a host of nutrients like calcium, protein, phosphorus, zinc, vitamin A & vitamin B12. The high quality protein in paneer provides the body with essential building blocks for strong muscles, which is important throughout life and specifically beneficial for athletes and the elderly. It is highly recommended to use paneer for following benefits:

Good source of protein, keeps hunger pangs at bay, build stronger teeth & helps burn more fat.

## PACKING AVAILABLE

Fresh Paneer	Low Fat Paneer
200 G	200 G
1 KG	1 KG



# Dahi

"Nova' Dahi is manufactured under most hygienic conditions using best quality milk and employing active FD microbial cultures. For the benefits of all class of consumers, the product is available in all variants of packs and sizes.

Being at the heart of various Indian traditions, Nova Dahi has a special place in our customers' daily diet.

PACKING AVAILABLE	
<b>Cup</b>	Toned Milk-90 GM, 180 GM   Double Toned Milk-90 GM, 180 GM, 400 GM
<b>Pouch</b>	Toned Milk-400 GM, 1 KG   Double Toned Milk-180 GM, 400 GM, 1 KG Skimmed Milk-180 GM, 1 KG
<b>Bucket</b>	Toned Milk-500 GM, 1 KG, 5 KG, 15 KG   Double Toned Milk-5 KG, 15 KG
<b>Matka</b>	Skimmed Milk-5 KG, 15 KG



# Chhach

Nova Chhach or buttermilk is a traditional Indian refreshing cold beverage. It is often consumed to help with ailments like gastro-diseases, excessive vomit, jaundice, diabetes & diarrhea. Nova Chhach or buttermilk is made from good quality fresh milk in two variants - Plain & Spiced (masala).

The plain variant is without salt in it and such drinks purify the blood and give strength & vitality.

Besides good benefits of gut friendly bacteria, Chhach provides protein, calcium, phosphorus,, lactose, riboflavin, vitamin B6 & Vitamin B12.



PACKING AVAILABLE	
Plain Chhach	Masala (spiced) Chhach
400 ML	180 & 400 ML



# Shudh Ghee



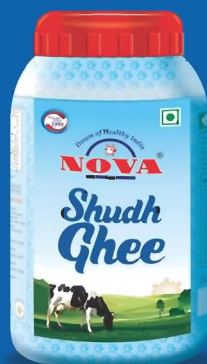
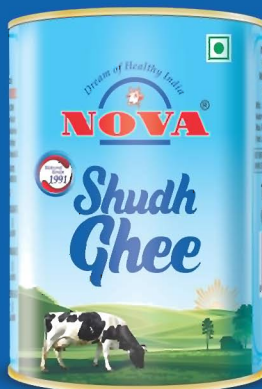
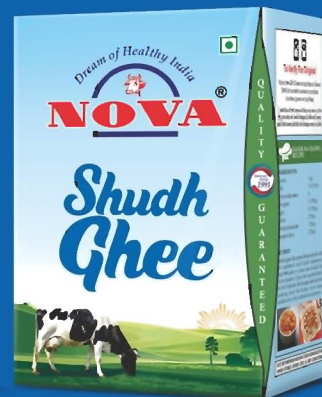
Ghee, also referred as clarified butter is a healthy alternative to cooking oil. Consuming ghee in moderation is considered very healthy and even important for weight loss. 20-25% of our daily calories should come from dairy fat. Healthy fats help our body to pressure cell membrane structure, absorb important nutrients and aid in proper immune system function.

Studies have shown that ghee reduces cholesterol in the human body by triggering an increased secretion of biliary lipids. Ghee is also good for nerves, brain and helps control eye pressure. Ghee stimulates secretion of stomach acids to help with digestion. Ghee is rich in antioxidants and acts in absorption of vitamins and minerals from other foods.

There are several health benefits of consuming Ghee - Aids in reducing inflammation, provides antioxidants, increase effectiveness of herbal remedies, helps in digestion, adds flavour in cooking and helps heal skin diseases - ghee has been used in Ayurvedic medicines as a cure for blisters and burns. It can also help in healing and softening irritated skins when applied.

## PACKING AVAILABLE

TIN PACKING	POUCH PACKING	HDPE JAR PACKING	CEKA PACKING
500 ML	20-50 ML	100 ML	200 ML
1 LITRE	500 ML	200 ML	500 ML
5 LITRE	1 LITRE	500 ML	1 LITRE
15 KG		1 LITRE	
		2 LITRE	
		5 LITRE	



New  
TADKA  
Pouch

# Cow Ghee



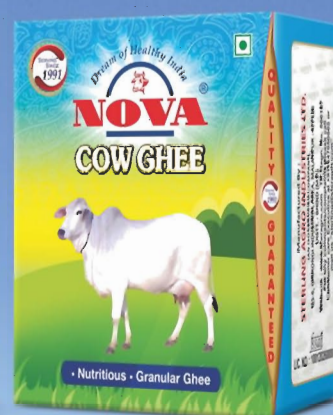
Ayurveda says that Cow Ghee is full of essential nutrients, fatty acids and has antibacterial, anti fungal, antioxidants and antiviral properties.

Nova Cow Ghee is made from pure cow milk at our state of the art processing plants where we maintain quality testing of the highest level that ensures you and your family gets the nutrition that our culture has consumed for ages.

Cow Ghee, according to Ayurveda, is also known for improving digestion, memory & intelligence, strengthens our immune system and vitality, vision and has many more benefits.

So come, enjoy the goodness and purity of Nova Cow Ghee !

PACKING AVAILABLE		
CEKA PACKING	PET JAR PACKING	TIN PACKING
200 ML	500 ML	1 LITRE
	1 LITRE	



# Butter

Butter is a high energy food containing approximately 715 calories per 100 grams having a high content of milk fat (at least 80%) with substantial amounts of vitamin A and minor amounts of calcium, phosphorus and vitamin D. Butter is manufactured by continuous butter making method involving accelerated churning of normal cream to achieve the perfect butter texture.

Nova unsalted butter is also known for its benefits such as strengthening the immune system, boosting metabolism, keeping the brain and nervous system healthy, enhancing vision and preventing cataract.

Nova butter is uniformly firm and easy to slice and spread.



## PACKING AVAILABLE

500 G	100 G	10 G CHIPLET
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# Dairy Whitener

Nova Dairy whitener is widely used as a substitute for fresh milk, cream or evaporated milk in tea, coffee, cocoa or drinking chocolates and is also suitable for adding to foods like soups, sauces, puddings and cereal dishes. Nova dairy whitener possesses good whitening ability, high dispensability, feathering and emulsion stability.

Nova dairy whitener remains stable in tea / coffee with better mouthfeel without leaving any undissolved suspended particles.

## PACKING AVAILABLE

200 G POUCH	500 G POUCH	500 G TIN	1 KG POUCH	10 KG JAR
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# Dairy Creamers

Sterling Agro markets Dairy Creamers under the brand names of "Nova Dairy Rich", "Nova Milk Mix", "Nova Dairy Mix" and "Nova Dairy Creamer". These are proprietary foods with lower FAT content and are ideal for a low fat tea or coffee. 'A-One Dairy Creamer' is another brand name from the house of Nova, with a different recipe being marketed in selected areas.



PACKING AVAILABLE		
Nova MILK MIX	AONE DAIRY CREAMER	NOVA DAIRY MIX
3 G POUCH	12 G POUCH	12 G POUCH
5 G POUCH	500 G POUCH	22 G POUCH
100 G JAR	1 KG POUCH	100 G POUCH
200 G JAR	10 KG JAR	10 KG Nova Dairy Rich Jar
500 G JAR		10 KG Hello Milk Mix Jar
500 G POUCH		
1 KG POUCH		



# Skimmed Milk Powder

Sterling Agro manufactures high quality Skimmed Milk Powder (SMP) in 3 variants:

- Nova Gold - Rich in Protein, Low Cholesterol; available in 1/2 Kg Laminate packaging.
- Nova Super - Especially for Khoya and Chhenna; available in 1 Kg Laminate packaging.
- Nova Special - SMP Standard Grade with Natural Taste and Goodness; 1 Kg in Poly pouch packaging.

All of the above confirm to BIS grade, IS:13334 (Part 1):1998 and are readily soluble in lukewarm water.

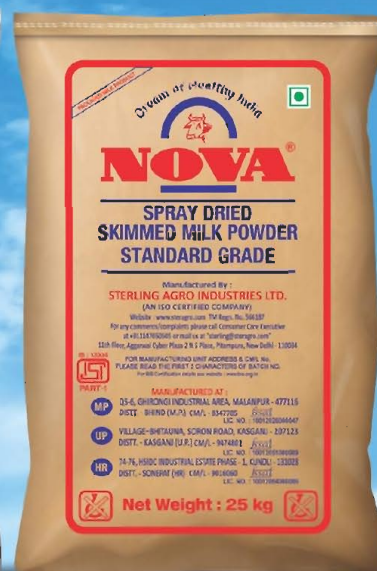
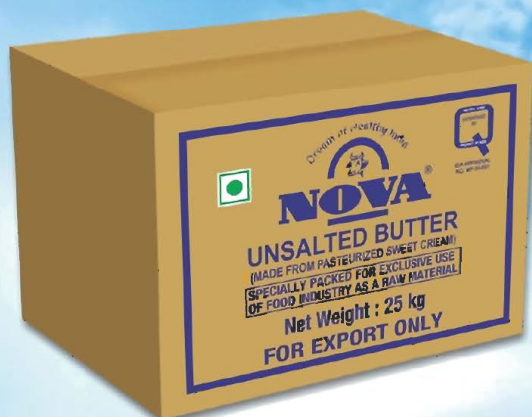
Besides the above, we also manufacture SMP for domestic and international bulk consumers such as bakery, confectionery and other dairy companies.

PACKING AVAILABLE			
Nova Premium	Nova Special	Nova Gold	Nova Super
1 KG	1 KG	500 GM	1 KG



# Institutional Products

PACKING AVAILABLE				
Butter (Salted/unsalted)	Whole Milk Powder	Skimmed Milk Powder	Barrel of Butter Oil	Tin of Anhydrous Milk Fat
25 KG	25 KG	25 KG	210 KG	15 KG



# Export Packs



# Institutional Customers



Corporate office: **Sterling Agro Industries Ltd.**  
11th Floor, Agarwal Cyber Plaza II, Netaji Subhash Place,  
Pitampura, New Delhi - 110034, India

For any trade enquiry,  
please call customer care at **+91 47008000**  
or mail us at [sterling@steragro.com](mailto:sterling@steragro.com)

***fssai***  
**10012022000475**

**Manufacturing Units:**

Q5-6, Ghirongi Industrial Area,  
Malanpur - 477116, District - Bhind (M.P.)

***fssai***  
**10012026000047**

Village Bhitauna, Soron Road, Kasganj - 207123,  
District - kashiram Nagar (U.P.)

***fssai***  
**10012951000089**

74-76, HSIDC Industrial Estate Phase-1,  
Kundli - 131028, District - Sonapat (Haryana)

***fssai***  
**10012084000088**

