

**Holstein Bull Feed :**

**Holstein Herbal Vitality Feed** is formulated as per BIS Type 1 standards, ensuring premium quality and balanced nutrition for livestock. It is enriched with a Unique Herbal Vitality Premix containing Ashwagandha, Shatavari, Safed Musli, Fenugreek, and Moringa. This natural blend helps boost stamina, support reproductive health, improve digestion, and enhance overall vitality. Designed to keep cattle healthier, stronger, and more productive, it is the trusted choice of progressive farmers.

**Benefits for Holstein Herbal Bulls Feed :**

- Improves fertility and reproductive performance.
- Enhances stamina, strength & endurance for working bulls.
- Boosts immunity & disease resistance.
- Promotes better digestion & nutrient utilization.
- Maintains body condition and prevents fatigue.
- Natural herbal support
- No synthetic stimula

Nutrients	Specification
Crude Protein	Min 20%
Crude Fat	Min 4%
Crude Fibre	Max 7%
Total Ash	Max 7%
Calcium	Min 1.5%
Phosphorus	Min 0.6%
Urea	Max 1%
Moisture	Max 11%
Sand/Silica	less than 1%
Aflatoxin BI PPB	Max 20

**FEEDING INSTRUCTION:**

- Adult Breeding Bulls: 2-3 kg/day (based on body weight & activity)
- Working Bulls (Ploughing/Carriage): 3-4 kg/day
- Always provide green fodder + clean drinking water
- Introduce feed gradually over 7-10 days when shifting from traditional feed



**ASHWAGANDHA**  
boosts stamina & reduces stress.



**SHATAVARI & SAFED MUSLI**  
supports reproductive health & semen quality.



**FENUGREEK**  
aids digestion & nutrient absorption.



**MORINGA**  
rich in natural antioxidants & minerals.



Driven by **Science,**  
Inspired by **Farmers**

**OUR CORE FOCUS AREAS**

- Scientifically Researched Feed Solutions
- Affordable Premium Nutrition
- Lifecycle-Based Product Range
- Farmer-Centric & Transparent Approach

Empowering Dairy Farmers with Proven Nutrition

**About Us**

Holstein Nutrition is best known as a livestock feed-producing company. It is a sister concern of MMC Group founded in 2001 under the name of Mahajan Molasses Company. Being a trusted and proud supplier of top premium -quality raw materials for cattle feed, we started our subsidiary to produce the best quality cattle feed under the brand **HOLSTEIN**.

As a subsidiary of MMC Group, Holstein benefits from the strength and expertise of our parent company. With MMC's vast experience in processing and supplying key raw materials like molasses, maize, and DORB, Soya DOC, we have access to the finest ingredients for premium quality balanced cattle feed. This connection allows us to focus on producing the best quality feed and ensure superior nutrition and health for livestock. MMC's strong reputation and resources enable us to consistently deliver high-standard cattle feed products. Together, we ensure that farmers receive only the best feed for their cattle.

**Vision**

To be India's most trusted and innovative cattle feed company, driving sustainable dairy farming by enhancing animal health, productivity, and farmer prosperity.

**Mission**

- To deliver scientifically formulated, high-quality, and affordable cattle nutrition solutions tailored to every stage of animal growth.
- To empower farmers with knowledge and training, helping them make informed decisions for better herd management.
- To continuously innovate through research and development, ensuring our products meet evolving industry standards and challenges.
- To build long-term relationships based on trust, transparency, and performance with our customers, employees, and partners.



**Holstein Nutrition Private Limited**  
Animal Feed Division

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# 1 CALF STARTER

Give Your Calves the Best Start for a Profitable Future

## Why Calf Starter?

A quality calf starter is essential to bridge the gap between milk and solid feed. It helps develop the rumen early, promoting faster weaning, better growth, and stronger immunity.

- Faster rumen development
- Early weaning (45-60 days)
- Strong immunity & better weight gain
- Improved future milk yield
- Reduces mortality

Nutrients	Specification
Crude Protein	Min 22%
Crude Fat	Min 4%
Crude Fibre	Max 8%
AIA	Max 2.5%
Calcium	Min 0.8%
Phosphorus	Min 0.5%
Urea	NIL
Moisture	Max 11%
Aflatoxin BI PPB	Max 20%

## CALF FEEDING SCHEDULE

Age	Milk	Calf Starter
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
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# 2 CALF GROWTH BOOSTER

Fuel Growth. Muscle building. Prepare for Productivity

## What is Calf Grower Feed?

Calf grower feed is a balanced concentrate specially formulated calves aged 3 to 8 months. This is the key growth window when skeletal frame, muscle mass, and future productivity are built.

- Supports fast, lean growth
- Prepares for breeding and future milk production
- Maintains rumen development
- Ensures proper bone, muscle building & immune development
- Cost-effective growth without fattening

Nutrients	Specification
Crude Protein	Min 22%
Crude Fat	Min 4%
Crude Fibre	Max 8%
AIA	Max 2.5%
Calcium	Min 0.8%
Phosphorus	Min 0.5%
Urea	NIL
Moisture	Max 11%
Aflatoxin BI PPB	Max 20%

## CALF FEEDING SCHEDULE

Age	Milk	Calf Starter
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
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99	99	99
100	100	100



# 3 HEIFER PRIME CARE

Build the Future Cow. Promote Growth. Ensure Reproductive Success.

## Why Heifer Nutrition Matters?

Heifers are the future of your herd. From 12 months onward, they undergo rapid growth, rumen development, and reproductive system maturation. Sub-optimal nutrition during this stage can permanently limit their potential.

- Ensures target weight gains for timely breeding
- Supports bone development and body frame growth
- Promotes mammary gland development without excessive fat
- Enhances fertility and conception rates
- Sets the stage for high lifetime milk yield

Nutrients	Specification
Crude Protein	Min 20%
Crude Fat	Min 3%
Crude Fibre	Max 10%
AIA	Max 3%
Calcium	Max 1.2%
Phosphorus	Min 0.6%
Urea	Max 1%
Moisture	Max 11%
Magnesium	Min 0.5%
Aflatoxin BI PPB	Max 20%

## FEEDING INSTRUCTION:

2-3 Kg/day depending on forage quality and body weight consult your veterinarian/nutritionist for customized feeding plans.

- Bypass protein sources for lean muscle growth
- Balanced energy profile grains protected fats
- Organic trace minerals-better immunity & hoof health
- Vitamins A, D3, E, Biotin for reproductive health & coat condition
- Yeast cultures & probiotics-improve digestion & nutrient absorption
- Calcium, Phosphorus & Chelated Minerals-strong bones.
- No growth-promoting hormones or banned substances

## Premium Ingredients

Our scientifically formulated concentrate includes:

- Bypass protein sources for lean muscle growth
- Balanced energy profile grains protected fats
- Organic trace minerals-better immunity & hoof health
- Vitamins A, D3, E, Biotin for reproductive health & coat condition
- Yeast cultures & probiotics-improve digestion & nutrient absorption
- Calcium, Phosphorus & Chelated Minerals-strong bones.
- No growth-promoting hormones or banned substances



# 4 ULTIMATE DRY CARE

Give Your Dry Cows the ultimate dry care

## Why Dry Care?

The dry period (first 4-5 weeks after dry-off) is crucial for:

- Udder health
- Fetal development
- Preventing metabolic diseases
- Ensuring smooth transition to lactation

Nutrients	Specification
Crude Protein	Min 20%
Crude Fat	Min 3.5%
Crude Fibre	Max 11%
AIA	Max 4%
Calcium	Max 0.8%
Phosphorus	Min 0.35%
Urea	Max 1%
Moisture	Max 11%
Magnesium	Min 0.4-0.5
Aflatoxin BI PPB	Max 20%

## FEEDING INSTRUCTION:

3-4 Kg/cow/day along with green fodder and /silage 60 days before calving to 20 days before calving

- Prevents over-conditioning
- Reduces milk fever & ketosis risk
- Supports healthy calves
- Boosts next lactation performance

## Benefits of Our Ultimate Dry care

Our scientifically formulated concentrate includes:

- Anionic salts for calcium balance (DCAD control)
- Bypass protein with essential and limiting amino acids
- Gluconogenic precursors & protected choline.
- Herbal liver protectants & antioxidants-improve liver detox & metabolic resilience
- Yeast cultures & live probiotics-stabilize rumen and reduce stress
- Electrolytes & adaptogens manage calving stress and improve feed intake



# 5 TRANSITION WELLNESS(PRE-20)

Support Transition. Protect Health. Maximize Performance.

## Why the Transition Period Matters?

The last 21 days before calving is the most crucial time in a cow's lifecycle. Strategic concentrate feeding ensures a smooth transition into lactation.

- Boosts immunity & liver function
- Prepares rumen for high-energy lactation diets
- Reduces risk of milk fever, ketosis & retained placenta
- Enhances colostrum quality & calf vitality
- Minimizes metabolic stress before and after calving

Nutrients	Specification
Crude Protein	Min 22%
Crude Fat	Min 4%
Crude Fibre	Max 10%
AIA	Max 3%
Calcium	Max 1.5%
Phosphorus	Max 0.5%
Urea	Max 1%
Moisture	Max 11%
Magnesium	Max 0.6%
Aflatoxin BI PPB	Max 20%

## FEEDING INSTRUCTION:

3-4 Kg/ day for 20 days before calving along with forages. (approx. 750g per 100kg body weight) or consult your nutritionist

- Support immune system recovery
- Rebuild energy balance and prevent negative energy status
- Stimulate appetite and dry matter intake (DMI)
- Promote smooth onset of peak milk production
- Prevent early lactation disorders like ketosis and fatty liver

## Premium Ingredients

Our scientifically formulated concentrate includes:

- Cereal grains (maize, wheat)
- Protein meals (soybean, groundnut, cottonseed cake)
- Digestible fiber sources (churri, rice bran)
- Molasses (for palatability)
- Mineral mix, salt & vitamin pack



# 6 TRANSITION WELLNESS(POST-20)

Restore Health. Support Recovery. Maximize Milk Production

## Why the Post-Transition Period Matters?

The first 21 days after calving are a high-stress, high-demand phase for dairy cows. This is when they face the greatest risk of metabolic diseases, nutrient deficits, and reduced appetite. Proper concentrate feeding during this time is essential for:

- Support immune system recovery
- Rebuild energy balance and prevent negative energy status
- Stimulate appetite and dry matter intake (DMI)
- Promote smooth onset of peak milk production
- Prevent early lactation disorders like ketosis and fatty liver

Nutrients	Specification
Crude Protein	Min 22%
Crude Fat	Min 4%
Crude Fibre	Max 10%
AIA	Max 3%
Calcium	Max 1.5%
Phosphorus	Max 0.5%
Urea	Max 1%
Moisture	Max 11%
Magnesium	Max 0.6%
Aflatoxin BI PPB	Max 20%

## FEEDING INSTRUCTION:

3.5 - 5 Kg/ day for the first 21 days after calving along with high quality forage. ( approx. 750g per 100kg body weight) or consult your nutritionist/ veterinarian for specific ration balancing

- Bypass energy sources (rumen-protected fats, propylene glycol)
- Bypass protein rich in essential amino acids (methionine, lysine)
- Live yeast cultures and probiotics for rumen stability
- Protected choline & niacin to reduce liver fat accumulation
- Organic trace minerals - better bioavailability and immunity
- Mycotoxin binders & antioxidants - protect liver and gut
- Appetite stimulants & adaptogens-improve feed intake and resilience

## Premium Ingredients

Our scientifically formulated concentrate includes:

- Cereal grains (maize, wheat)
- Protein meals (soybean, groundnut, cottonseed cake)
- Digestible fiber sources (churri, rice bran)
- Molasses (for palatability)
- Mineral mix, salt & vitamin pack

