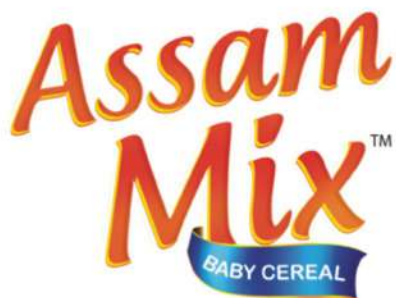




## AASRAY CONCEPT FOODS



Bureau of Indian Standards (BIS)  
Certified



Developed with 30 years of clinical research

Research product of Assam Agricultural University, Jorhat

# Assam Mix™

## BABY CEREAL

Contains no added sugar or salt



### FEEDING INSTRUCTION

Age	Quantity Per Feed		Feeds/day
	Assam Mix	Water/ Milk/ Stock	Assam Mix
After 6 upto 24 months	20gm 3 level scoop	100ml	2 to 3 feeds/day
1 level scoop = 7.2 gm approx.			

CAUTION: Avoid in case of peanut intolerance.

### ASSAM MIX

RICE + MOONG DAL + SESAME SEEDS + GROUNDNUTS

### EASUM

RICE + MOONG DAL + SUGAR

### NESTUM

PLAIN RICE + SUGAR

Clinically proven  
nutritious mix  
for babies & toddlers

NUTRIENTS	UNIT	ASSAM MIX	EASUM	NESTUM
		per 100 g of product		
Energy	Kcal	362.0	387.0	371.0
Fat	g	2.0	1.4	0.5
Protein	g	15.0	10.0	6.0
Carbohydrate	g	71.0	83.6	86.1
Sugar	g	0.0	19.6	10.0
Mineral (Ash)	g	5.0	1.0	0.0
<b>MINERALS</b>				
Calcium	mg	400.0	120.0	190.0
Potassium	mg	440.0	90.0	200.0
Zinc	mg	2.5	2.5	2.5
Iron	mg	8.0	18.0	12.0
Sodium	mg	105.0	25.0	0.0
Copper	mg	0.3	0.0	0.28
<b>VITAMINS</b>				
Vitamin A	µg	400.0	375.0	400.0
Vitamin D	µg	5.0	10.0	6.25
Vitamin C	mg	35.0	85.0	65.0
Niacin	mg	5.5	12.0	5.0
Thiamine	mg	0.5	0.6	0.0
Riboflavin	mg	0.4	0.5	0.0
Folic Acid	µg	25.0	20.0	21.0
Crude Fibre	%w/w	1.0	0.0	0.4

From 6 Months to 2 Years plus

## Cereals - Rice

- Great source of energy, vitamins and minerals

- Maintains normal GI function



## Pulses - Green Gram

- Strengthens body immunity

- Promotes normal growth and development of babies

- Assists healthy functioning of muscles

- Rich source of dietary fiber & big source of protein

## White Sesame seed

- Stimulates growth of bones

- Improves the digestive process



## Groundnuts

- Rich source of proteins and essential vitamins

- Promotes brain functioning



## Vitamins

- Reduces the risk of lowered immunity

- Stimulates the production of infection-fighting immune cells

- Maintains strong bones and controls hormonal activity

## Minerals

- Supports healthy immune system

- Maintains fluid and electrolyte balance in the body

Improves height

Enhances weight

Enhances body defence

Promotes overall well being





**ASSAM BHIM**  
RICE + MILK SOLIDS + BHIM BANANA + MCT + SUGAR



FEEDING INSTRUCTION			
Age	Quantity Per Feed		Feeds/day
	Assam Bhim	Water	
After 6 to 10 months	3 level Scoops	75 ml	2 feeds/day
After 10 to 24 months	4 level Scoops	100 ml	2 feeds/day
24 months & above	6 level Scoops	150 ml	2 feeds/day
1 level scoop = 7.8 gm approx.			

From 6 Months to 2 years plus

NUTRIENTS	UNIT	per 100 g of product	
		ASSAM BHIM	CERELAC Rice
<b>Energy</b>	Kcal	416	415
	kJ	1720	1736
Protein	g	15	15
Carbohydrate	g	71	68.5
-Sugar (Sucrose)	g	10	9
Dietary Fibre	g	1	0.5
<b>FATS</b>	g	8.5	9
-Saturated Fatty Acids	g	4.68	4.3
-Monounsaturated Fatty Acid	g	1.92	1.5
-Polyunsaturated Fatty Acids	g	1.6	1.7
-Trans Fatty Acids	g	0.2	0.35
-Cholesterol	g	0.02	8
<b>MINERALS</b>			
Calcium	mg	400	438
Phosphorus	mg	300	300
Chloride	mg	250	250
Magnesium	mg	45	70
Copper	mg	0.3	0.3
Zinc	mg	2.5	2.5
Sodium	mg	105	115
Potassium	mg	440	500
Selenium	µg	8	-
<b>Iron</b>	<b>mg</b>	<b>8</b>	<b>7.5</b>
<b>VITAMINS</b>			
Vitamin A	µgRE	400	350
Vitamin C	mg	35	37.5
<b>Vitamin D</b>	<b>µg</b>	<b>5</b>	<b>5</b>
Vitamin E	mgTE	2.5	2.5
Thiamine (B1)	mg	0.5	0.5
Riboflavin (B2)	mg	0.4	0.37
Niacin (B3)	mg	5.5	5.5
Pantothenic Acid (B5)	mg	1.5	1.5
Folic Acid (B9)	µg	25	25
Vitamin (B6) - Pyridoxin	mg	0.4	0.4
Biotin (B7)	µg	5.2	5.2
Vitamin (B12)	µg	0.5	0.15

## Cereals - Rice

- Great source of energy, vitamins and minerals
- Maintains normal GI function

## Bhim Kol (Bhim Banana)

- Stimulates growth of bones
- Improves the digestive process
- Rich source of proteins and essential vitamins
- Promotes brain functioning



## Milk

- Strengthens body immunity
- Promotes normal growth and development of babies
- Assists healthy functioning of muscles
- Rich source of dietary fiber & big source of protein



## MCT-Medium Chain Triglycerides oil

- Better brain and memory function
- Energy boost and increased endurance
- Lowers cholesterol
- Lowers blood sugar levels



## Vitamins

- Reduces the risk of lowered immunity
- Stimulates the production of infection-fighting immune cells
- Maintains strong bones and controls hormonal activity

## Minerals

- Supports healthy immune system
- Maintains fluid and electrolyte balance in the body

Manufacturing Technology of Bhim Kol Powder from NRCB (National Research Centre for Banana)



Provides 47% of your baby's protein requirement in 2 serves.



**Aasray Concept Foods**, recipient of **National Award for Outstanding North East Region India Entrepreneur** is one of India's great food companies and leading manufacturers, distributing its products to multi brand retail outlets, various healthcare entities and government. Company has a premium line of nutritious food for all age groups made with natural cereals and ingredients. The company employs approximately 200 people in various locations nationwide.

**Company has technical collaboration with best of the food technology institutes in India -**



**CSIR – Central Food Technological Research Institute, Mysore, India**



**Assam Agricultural University, Jorhat, India.**



**ICAR-National Research Centre for Banana, Tamilnadu, India.**

## Manufacturing & Quality Control Facility



Manufacturing facility is equipped with continuous automatic line with no human touch. Our in house laboratory is equipped to undertake all kinds of testing which is necessary and sufficient in our field including the microbiological tests. Hygienic condition is maintained at every step as per IS2491: 2013 from production to final transportation to ensure that the food is safe and suitable for human consumption. We are Bureau of Indian Standards (ISI), ISO22000 and HACCP certified.

## Corporate Social Responsibility

We have tied up with various philanthropic organizations, NGOs and Government where in we provide specially designed food for malnourished infants and children. We also undertake projects to provide ready to eat nutritious food during natural calamities in various part of the country.

“ The preparation – Assam Mix has been found to be nutritionally rich, and palatable. Patients taking the supplement were able to cope with the stresses of their treatment better. ”  
**Medical Superintendent, Dr B Barooah Cancer Institute, Guwahati**

“ We are delighted to inform that out of from 20 children sponsored, 10 children have gained suitable weight for surgery, improved health parameters, & have received surgery. Their average weight gain is 150 to 500 grams/ month.”  
**Col(Retd) S. Samaddar, COO, Mission Smile.**

“ “Assam Mix” supplements the nutrition needs of the children. We have observed that it is liked by the children of ShishuGreh rather than the other products available in the market”  
**Administrative Officer, Indian Council of Child Welfare, Assam State Branch.**



### AASRAY CONCEPT FOODS

**HQ:** 22, Amaravati Path, 1st floor, Oriental Insurance Building, Christian Basti, G. S. Road, Guwahati-781005, Assam

**Factory:** Amingaon, Near Statefed, Vill. - Namali Jolaha, Guwahati 781031, Assam



RECIPIENT OF  
**NATIONAL AWARD WINNER  
FOR OUTSTANDING  
NORTH EAST REGION INDIA  
ENTREPRENEUR**