

HARI:BOL

Pure Food for the Soul

AN
ISKCON
TOVP
INCUBATEE



Sri Mayapur Chandrodaya Mandir
Temple of the Vedic Planetarium

**UNVEILING THE HARIBOL MAGIC:
YOUR JOURNEY TO ETHICAL DAIRY STARTS HERE!**



Dhruva

Dear Haribol Family,

We're thrilled to bring you the latest updates from our Haribol community. But first, let's kick things off with a glowing review from **Dhruva**, a delighted customer from the USA.

“

People who are watching this , you should buy this Haribol's new product Freeze dried Khichdi that my mom says is available in ISKCON temples in the USA, its mind-blowing. It takes 5 minutes to make this khichdi and I love it , I literally ate my entire bowl and we are heating up a next one. It is amazing and tastes so good, I can't resist licking it straight out of the pack, they also have other stuff that's also good, but I love the Haribol's Khichdi!

”

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Haribol's International Presence

Our products have found a home in ISKCON temples across the USA, including Boise, Berkeley, Laguna Beach, Houston, Miami, Austin, Dallas, West Virginia, New Jersey, New York. We're proud to be a part of the global community, promoting ethical dairy practices.



Haribol's Temple Highlight in India

We're thrilled to announce that 30+ ISKCON temples across India now use Haribol Ghee for Deity Prasad. Our products are also available in 8 states' ISKCON temples. This is a testament to the trust and faith that our customers have in our products.



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Haribol's Presence in Stores

You can find us in 100+ stores in India, including Nature's Basket, Freshpick, Haiko, Dmart Ready, Modern Bazaar, Le Marche, Sodhi's, Deerika, and more. Our Bilona and Cream Ghee are amongst the top 3 best selling in the category at Nature's Basket. This is a testament to the quality and taste of our products.



Haribol at ISKCON GBC Meet '23, Pune

We were proud to be part of the ISKCON GBC Mid-term Meet 2023, where we showcased our efforts towards cow-protection and our growing acceptance across 40+ ISKCON temples worldwide.



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Haribol's Ahimsa Mission: A Visit from ISKCON Agriculture and Cow Ministry

We recently had the privilege of hosting the ISKCON Agriculture and Cow Ministry at our backend to suggest systems for supplementing the ongoing efforts to create the first of its kind Ahimsa Milk Certification. The visit was facilitated by Mr. Sanjay Bhosale, a member of the Govt of Maharashtra appointed Gau Seva Ayoga, a judicial position for policy creation and protection for cows in Maharashtra. The ministry team visited all areas of Haribol's backend including Ahimsa cow-tagging project, dry cows & bull shelters, farmer homes, collection centres, etc.



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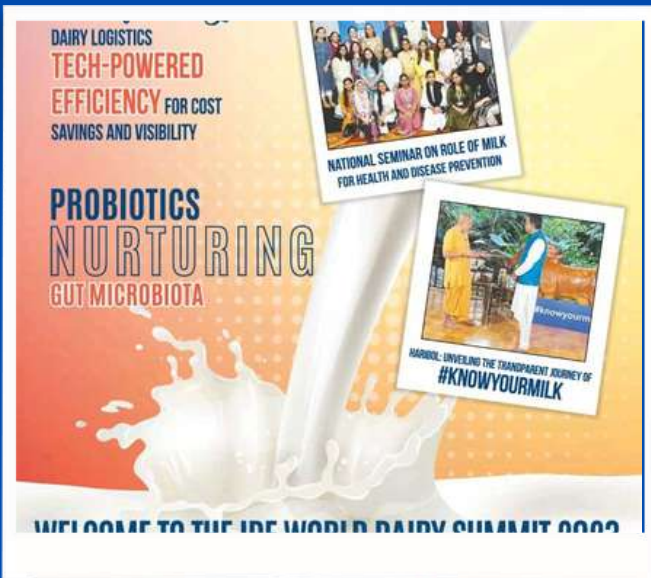
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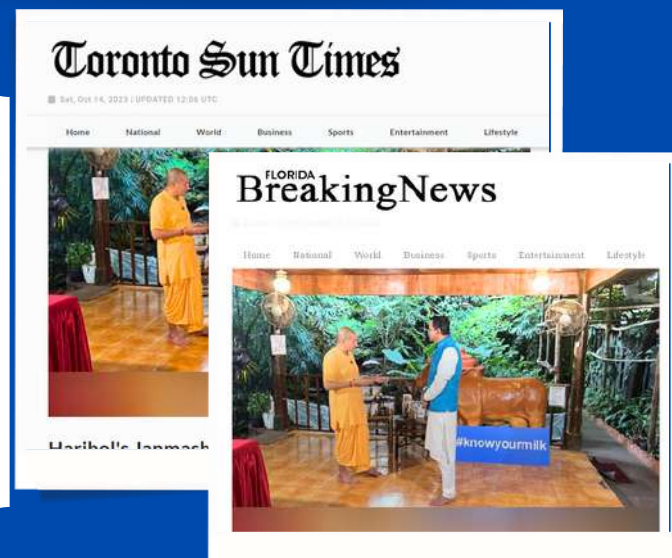
Haribol in the Spotlight: Dairy Times' 47th IDF Special Issue

We're excited to share that Haribol was featured on the cover page of Dairy Times Oct-Nov 2023 edition. The primary focus of the cover story was the #knowyourmilk campaign. Additionally, an article by our MD & CEO, Mr. Yachneet Pushkarna, titled "Unveiling the Transparent Journey of #KnowYourMilk," was featured in Dairy Times' 47th IDF Special Issue. This recognition further cements our position as a thought leader in the dairy industry



Press Coverage of #knowyourmilk Campaign

Our Janmashtami Showcase titled "Haribol's Janmashtami Showcase: Empowering Ethical Dairy through the "KnowYourMilk" Campaign at ISKCON RadhaGopinath Temple" was covered by 151 domestic and overseas media channels. The press coverage highlighted our innovative use of technology for ethical dairy farming and the role of our brand in promoting cruelty-free practices.



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Prabhuji

And to wrap up, here's another testimonial from a satisfied customer in the USA:

“

We use Haribol's A2 Bilona ghee, its a pure ghee, and it tastes really good. I'm on a special diet from Ayurveda, and they want us to use pure ghee. This is our 4th or 5th pack, and we love it. The taste is excellent, the smell is good, and I'm feeling a lot better with this ghee.

”

Thank you for being a part of our journey towards ethical and sustainable dairy farming. We're excited about what's to come and can't wait to share more with you soon!

Stay tuned, stay healthy, and remember, with Haribol, you always
#KnowYourMilk!

