



**Fig. 1 Turmeric enriched spice flavoured dairy milk - Golden Milk Commercialised by MILMA**



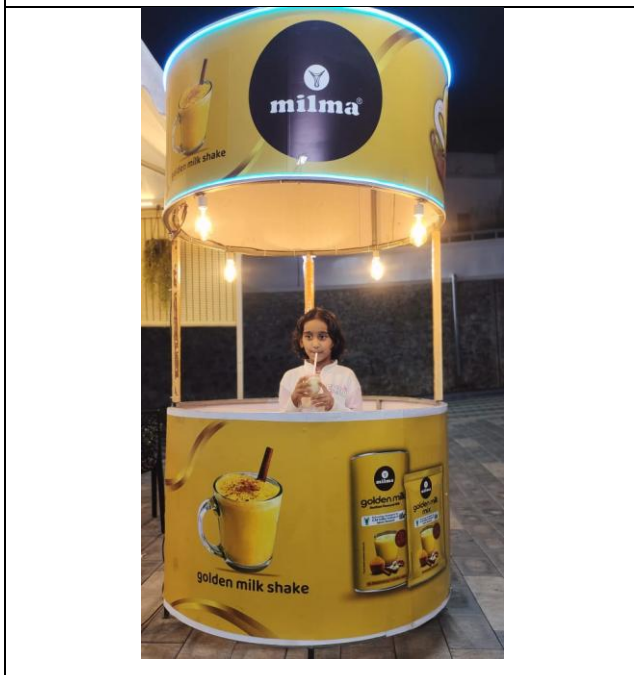
**Fig. 2 Signing of MoU with Malabar MILMA on 21-8-2020 for transfer of technology**



**Fig. 3 The product was launched on 28 Aug 2020 at Thiruvananthapuram by Adv. K. Raju, Hon'ble Minister for Dairy Development, GoK in the virtual presence of Adv. V.S Sunil Kumar, Hon'ble Minister for Agriculture, GoK and Dr. A.K Singh, DDG (Hort. Sci.)**



**Marketed 'MILMA Golden Milk' in cans**



**MILMA Shoppe - an outlet at Kozhikode**



**Public enjoying the drink during an exhibition 'Ente Keralam-2023' at Kozhikode on 19 -5-2023**

**Fig. 3 Marketed 'MILMA Golden Milk'**



Fig. 4 Indian Express report on 23-8-2020



Fig. 5. Report in the Times of Indian 23-8-2023



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#### "Golden Milk Products" launched

28<sup>th</sup> August, 2020, Kozhikode

The Turmeric Milk, being a traditional health drink to ward off illness like common cold, fever, etc., has limitations of insoluble settlement of spices and low bio-availability of its active ingredients. To overcome this, the ICAR-Indian Institute of Spices Research, Kozhikode, Kerala developed a novel spice mix formulation using turmeric, ginger and cinnamon as adjuvant in milk and milk products.



Advocate, Shri K. Raju, Minister for Dairy Development, Government of Kerala launched the "MILMA Golden Milk" and "Golden Milk Mix" Products at the ICAR-Indian Institute of Spices Research, Kozhikode, Kerala today.

Advocate, Shri V.S. Sunil Kumar, Minister for Agriculture, Government of Kerala along with Shri M. Vijayakumar, Chairman, Kerala Tourism Development Corporation, Thiruvananthapuram, Kerala & Former Speaker, Kerala Legislative Assembly released the Golden Milk Mix product during the occasion.

Dr. Patil Suyog Subhash Rao, I.F.S., Managing Director, Kerala Co-operative Milk Marketing Federation (KCMMF), Kerala along with Shri K.S. Mani, Chairman, Malabar Regional Co-operative Milk Producers' Union (MRCMPU) Ltd., Kerala; Shri K.M. Vijayakumaran, Managing Director, MRCMPU Ltd. and Dr. Anand Kumar Singh, Deputy Director General (Horticultural Science), ICAR also virtually participated during the event.

The product is a novel spice mix formulation using the turmeric, ginger and cinnamon as adjuvant in milk and milk products. The water soluble extracts of the constituent spices were used in a powder form to make two separate formulations for the purpose - one as a ready to serve sterilized flavored milk and the other one as an instant mix powder.

The lab scale technology developed at the ICAR-IISR, Kozhikode, Kerala was further fine-tuned by carrying out industrial trials at the processing plant of Malabar Regional Co-operative Milk Producers' Union Ltd. (MRCMPU), Kozhikode, a Kerala Co-operative Milk Marketing Federation (KCMMF) undertaking. The technology was transferred to the MILMA, a registered trademark of the KCMMF on 21<sup>st</sup> August, 2020 at ICAR-IISR.

With its co-operative organizational setup and wide reach, the launch of the novel products will benefit not only the grass root level member-farmers, but also the consumers by the virtue of its immunity boosting properties.

(Source: ICAR-Indian Institute of Spices Research, Kozhikode, Kerala)

**Fig. 6 report in the ICAR web page during August 2020**