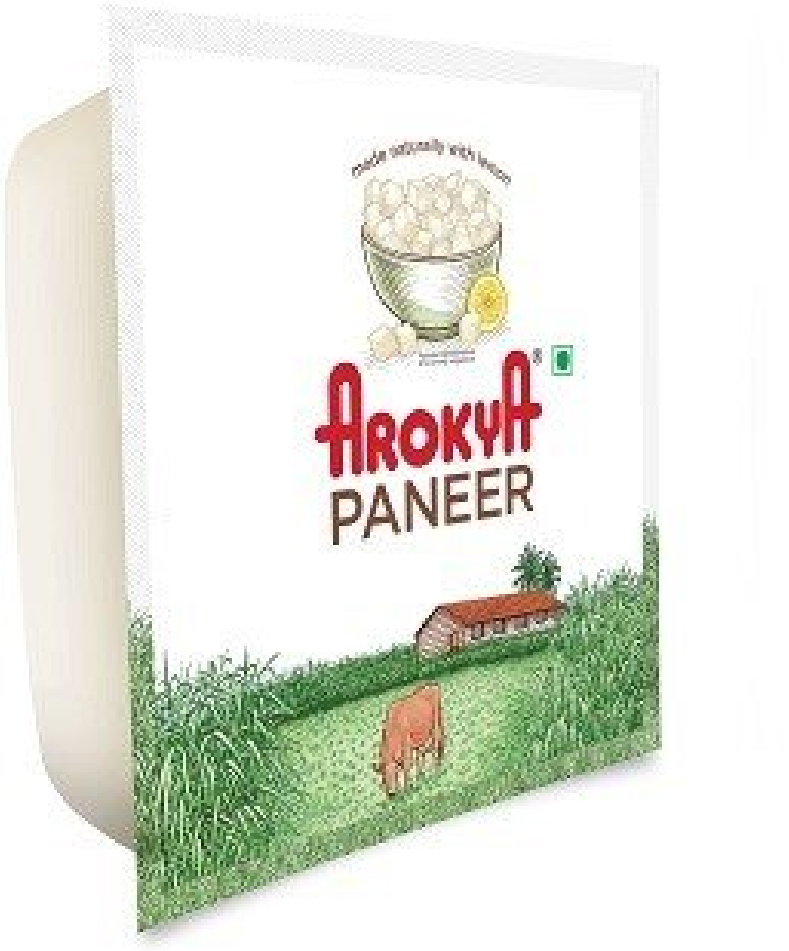
NEWS | ALLIED INDUSTRY

Hatsun Agro launches paneer under Arokya brand

Chennai-based Hatsun Agro Product (HAP) has introduced ‘Arokya’ Paneer, a delectable new addition to its wide dairy product portfolio. ‘Arokya’ Paneer is made using fresh milk sourced directly from farmers and natural lemon. The product will suit consumer

By **Pooja Yadav** | June 30, 2021



hatsun-agro-launches-paneer-under-arokya-brand

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‘Arokya’ Paneer will meet the growing preference among consumers for natural and fresh Paneer made by a traditional process using lemon. Arokya Paneer will be a unique offering as it uses lemon juice to curdle milk the traditional way which ensures the texture of Paneer remains soft that makes it suitable for preparing various dishes.

The product will be launched in Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Goa, Maharashtra and Pondicherry. The product is available in a 200-gram pack and is priced at Rs 100.

With the natural ingredients and hygienic packaging of Arokya Paneer, consumers can experience tasty, healthy, and nutritious Paneer recipes at the comfort of their homes.

Read online: https://nuffoodsspectrum.in/news/30/17659/hatsun-agro-launches-paneer-under-arokya-brand.html
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