

Read Before Buying Ghee (FSSAI Parameters Explained)

Parameter	FSSAI Standard	Kya Matlab Hai? (Layman Explanation)
Moisture	Max 0.5%	Agar ghee mein paani zyada hoga toh jaldi kharab ho jayega.
Milk Fat	Min 99% hona chahiye	Sirf doodh ka fat hona chahiye, koi oil/adulteration nahi.
RM Value	Minimum 24	Asli ghee ki pehchaan, yeh dikhata hai ki andar kuch aur mila hai ya nai
BR Reading	40–44	Yeh batata hai ghee asli cow/buffalo se bana hai ya usme mix hai.
Iodine Value	25–38	Agar zyada hai toh samajh lo vegetable oil mila hai.
Saponification Value	205–235	Yeh ghee ki asli fatty acid profile ko confirm karta hai.
Peroxide Value	Max 10	Bataata hai ghee fresh hai ya basi/oxidized ho gaya hai.
β-sitosterol	Absent	Agar present hai toh samajh lo ki oil mix kiya gaya hai.
Butyric Acid (C4:0)	1.0 – 5.0	Ye ghee ka sabse important acid hai. Ayurveda me isse Amrit bola gaya hai. • Ye gut health ke liye best hai. • Constipation door karta hai, digestion strong banata hai. • Ye sirf Desi Cow Ghee me hota hai, buffalo ghee ya refined oil me nahi.
Lauric Acid (C12:0)	1.5 - 4.0	Ye ek anti-bacterial aur anti-viral acid hai. • Immunity boost karta hai, infections se bachata hai. • Mothers milk me bhi lauric acid hota hai.
Palmitoleic Acid (C16:1)	0.9 - 2.8	• Ye ek rare omega-7 fatty acid hai. • Diabetes control me help karta hai. • Body ke metabolism aur skin health ke liye beneficial hai.
Stearic Acid (C18:0)	8 – 19	• Ye wahi acid hai jo Olive Oil me bhi hota hai. • Heart ke liye best hai. • Bad cholesterol (LDL) kam karta hai aur good cholesterol (HDL) badhata hai. • Is wajah se desi cow ghee ko heart-friendly bola jata hai (moderation me).
Linoleic Acid (C18:2)	0.5 - 3.5	• Ye ek Omega-6 fatty acid hai. • Skin, hair aur brain function ke liye zaroori hai. • Immunity ko bhi support karta hai.
Myristic Acid (C14:0)	6.0 – 13.0	• Baccho aur elderly logon ke liye bahut jayada useful hote hain.

Hum sirf ghee deliver nahi karte, balki kosish karte hain ki aap jo kha rahe ho, wo aapke health ke liye kaise faydemand hai.

Thank You for supporting our **Village Startups**. Kyunki aapne humpe vishwaas kiya hai aur hum maante hain ki:

- 👉 Shuddh ghee khana aapka **हक है**
- 👉 Shuddh ghee pahunchana **हमारी ज़िम्मेदारी है**

Hum shuddh banane ko ready hain, aap shuddh khana chahte ho... par beech ke middlemen ne itna adulteration bhar diya ki logon ka vishwaas hi toot gaya.

Ab waqt aa gaya hai ki aap hamare jaise village startups ko support karein, taki asli aur शुद्ध ghee phir se har ghar tak pahunch sake wo bhi bina middleman ke.

Regards,
Arvind Godara
Founder & Farmer
9001924784
www.ratnayaorganics.com

