



**GET MORE
OUT OF YOUR HERD.**



GENUSABSINDIA.COM | abs.india@genusplc.com

Fast Forward Your Genetic Progress

1 More Heifers



- Increase your herd from within
- Know the quality of your heifers
- No high-cost replacement
- No bio-security risk

2 More Genetic Value



- Produce genetically-superior daughters
- Use your best genetic heifers and Sexcel from our top-genetic sires
- Increase lifetime genetic value

3 More Production



- Gestation of a female calf positively impacts your milk volume production
- Positive impact carries over to the second lactation

4 More Options



- Power of choice is yours, top heifers to produce replacement
- Remainder of herd can be used for other profitable programs, such as extra heifer sales

5 Even More Benefits



- Calving of female calf can significantly reduce risk of Dystocia
- Easy calving genetics



Fast Forward Your Genetic Progress.

Bring your genetic value to the next level with Sexcel Sexed Genetics. Propel the genetic value of your herd by using new Sexcel sexed semen. Its simple. With your best heifers and Sexcel from our top-genetic sires, you can see more production and higher, faster returns. Sexcel also uses the most advanced sexing technology, IntelliGen, which is gentler on the cells. It all adds up to the faster expansion of a more productive herd.



ABS PRIMETIME[®] **IMPORTED** GENOMIC S I R E S



**STRYKER
HOTSTAR**

**BRUTE
HULK**

**BEAST
MAGIC**

**PIPER
DUSTER**

**TORNADO
STUNNER**



SAHIWAL

GIR

RED SINDHI

CBHF



BAADAL

**CHETAK
RAFTAAR**

**RAMBO
STOUT**

**SPARTAN
TROY**

Imported Holstein (Primetime)			CDCB, Official Breed Assoc Data, 8/2017														RWD (Real World Data)		
Bull No.	USA Reg. No.	Name	NM\$	TPI	Milk (Lbs)	Pro	Fat	Pro%	Fat%	PL	SCS	DPR	Type	UDC	FLC	SCE	Transition Right	IDI	Beta Casein
29HO18390	3128557333	STRYKER BOASTFUL x YOWZA	713	2522	+1379	+54	+64	+0.04	+0.05	+5.7	2.59	+1.00	+1.65	+1.32	+1.02	6.8	★★★★★	+7102	A2/A2
29HO18391	3128557343	BRUTE MONTROSS x ALTAEMBASSY	749	2611	+2105	+68	+89	+0.02	+0.05	+4.9	3.02	+0.50	+1.85	+2.09	+0.93	8.2	★★	+5883	A2/A2
29HO18388	3128557322	BEAST JOSUPER x FREDDIE	639	2391	+1711	+55	+52	+0.01	-0.04	+6.5	2.82	+1.70	+0.72	+0.69	+0.55	7.2	★★★★★	+6533	A2/A2
29HO18399	3128557331	HOTSTAR BOASTFUL x BALISTO	780	2585	+1254	+55	+76	+0.06	+0.01	+6.3	2.77	+1.00	+1.66	+0.93	+1.33	5.2	★★★★★	+6425	A2/A2
29HO18398	3128557307	HULK MAIN EVENT x ALTAEMBASSY	590	2415	+1197	+38	+40	+0.01	-0.02	+6.7	2.9	+2.80	+1.66	+2.14	+1.49	7.7	★★★★	+6740	A1/A2
29HO18387	3128557315	TORNADO ALTASPRING x FREDDIE	636	2447	+1457	+57	+65	+0.05	+0.04	+4.9	3.17	+2.20	+1.08	+1.21	+0.75	8.1	★★★★	+5414	A2/A2
29HO18397	3128557363	PIPER POWERBALL-P x MASSEY	513	2349	+955	+48	+51	+0.07	+0.05	+2.4	2.81	+1.70	+1.27	+1.00	+0.61	6.7	★★★★★	+5266	A2/A2
29HO18392	3128557330	DUSTER DONATELLO x FREDDIE	564	2283	+1078	+39	+41	+0.02	+0.00	+5.1	2.92	+3.30	+0.11	+0.60	+0.42	5.6	★★★★★	+5836	A2/A2

Holstein Genomic (ET)			Production Traits				
Bull No.	USA Reg. No.	Name	Daughter Milk Avg Genomic (Kg)	Fat %	Fat (Kg)	Pro %	Pro (Kg)
29HO18211	71867250	BRAVO LEVI x JORDAN	12040	3.90	470	3.12	376
29HO18324	71867261	PROFIT BRAWLER x PLANET	12482	3.75	468	3.09	386
29HO18325	71867262	SNOWMAN BRAWLER x PLANET	12613	3.71	468	3.10	391
29HO16883	71867233	WISCONSIN JORDAN x BOLIVER	12204	3.71	453	3.09	377
29HO17679	71867240	ABS CHAMPION PENNYMAKER	11935	3.81	455	3.09	369
29HO17543	71867235	INDEPENDENCE STEADY x GOLDWYN	11780	3.95	465	3.11	366
29HO17544	71867236	FREEDOM STEADY x GOLDWYN	12095	3.86	467	3.07	371

CDCB 08/17 PTA Value (G)		
PL	SCS	DPR
2.4	2.77	+2.2
3.1	2.93	+1.1
2.7	2.97	~4
2.7	2.88	+1.7
0.08	2.86	+4.0
0	3.04	~6
-0.1	2.93	-1.0

RWD (Real World Data)		
Transition Right	IDI	Beta Casein
★★★★	+3022	-
★★★★	+3464	-
★★★	+2379	-
★★★★	+2332	-
★★★	+3116	A2/A2
★★	-	-
★★	-	A2/A2

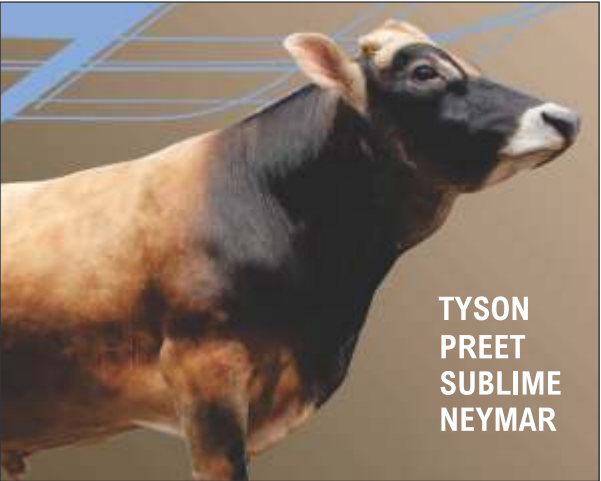
JERSEY (GENOMIC) - PRODUCTION TRAITS							
Breed	Name	Daughters Avg.	Fat% Milk (Kg)	Fat (kg)	Pro %	SCS	Transition Right
JERSEY (G)	PREET	9146	4.7	434	3.6	2.81	★★★
JERSEY (G)	TYSON	9322	4.7	439	3.6	2.78	★★
JERSEY (G)	SUBLIME	8884	4.90	435	3.4	2.82	★★★
JERSEY (G)	NEYMAR	8554	5.20	445	3.4	2.9	★★★

SAHIWAL, GIR, RED SINDHI							
Breed	Name	Parents average Yield (kg)	Dams Yield (kg)	Sire dam's Yield (kg)	Fat %	Fat (kg)	Sire
Gir	CHETAK	NA	4813	NA	4.6	221	NA
Gir	RAFTAR	4853	4673	5032	4.7	220	G01
Sahiwal	BAADAL	5094	4996	5191	5	250	124
Sahiwal	TOOFAN	4405	4618	4191	5	231	Bahadur
Sahiwal	SHAKTI	4061	4111	4010	5.1	210	Rustam
Sahiwal	BABBAR	4433	4802	4064	5	240	Yug
Sahiwal	SULTAN	4298	4512	4083	5.1	230	Singawala
Red Sindhi	RAMBO	2940	3044	2836	4.9	149	RAGHU
Red Sindhi	STOUT	3432	4028	2836	4.9	197	RAGHU

MURRAH, CROSS BREED							
Breed	Name	Parents average Yield (kg)	Dams Yield (kg)	Sire dam's Yield (kg)	Fat %	Fat (kg)	Sire
Murrah	MAHABALI	NA	4332	4093	7.7%	333	99
Murrah	VIKRANT	NA	4609	NA	7.2%	332	18737
Murrah	IMRAN	3619	3450	3787	7.3%	253	YUVARAJ
CB (HF X GIR)	TROY	12350	5800	18850	6.2	NA	SNAP SHOT
CB (HF X SAHIWAL)	SPARTAN	11452	5990	16182	4.8	288	LA - P. VIGNOBLE



MAHABALI
IMRAN
VIKRANT



TYSON
PREET
SUBLIME
NEYMAR



Arshi means the first sun rays of a rising sun. It is also the name of the female calf born at Saraswat Dairy Farm at Karab village in Mahaval tehsil Mathura, UP.

Jaidev Saraswat opened a dairy farm about two years ago with 20 pregnant cows at his native village Karab after retiring as Dairy Superintendent from the Livestock Research Centre, Pantnagar. He soon got many male calves and could not do much about them as they kept on draining dairy resources and increasing operational expenses. He decided to use Sexed semen from next time but it was either not available or he had to import at very high price after a long permit process. In the meantime, he read about ABS bovine genetics company launching SEXCEL sexed semen in India as ABS started sexed semen production for the first time in the country in Maharashtra under "Make in India" initiative. He was happy to note that prices were also affordable due to local production and he used ABS Sexcel Semen from their top genetics. Though Sexed semen gives best results on heifers but Jaidev was determined to avoid unproductive male calves for better dairy returns. He went for it and got 16 cows pregnant after using 40 straws in lactating cows.

He was elated to get female calf from the 1st animal due for delivery on 6th March 2018. The fact that he became the first in India to get first Sexcel female calf from Made in India Sexed semen, added to his joy.

"Other farmers should also use this as male calf is only a loss. I am delighted and very happy to have 16 pregnancies from sexed semen. Thanks to ABS as it is going to increase my profitability in future" said Jaidev

ABS India has invited Mr. Jaidev Saraswat to the only bovine semen sexing lab in India - Brahma at Maharashtra to honour Mr. Jaidev - the proud owner of ARSHI - the first calf from SEXCEL sexed semen made in India ever. "I am already honoured to have female calves", he said.

Jaidev Saraswat was gifted a Sexcel gift by the ABS team at his Saraswat Dairy Farm. Alongside his grandson, Jaidev sporting Sexcel T shirt, posing for cameras with a broad smile and Arshi next to him was absolutely elated and exuding with pride.

Both Arshi and Jaidev have created history and so has Karab village of UP.

For any information on ABS Sexcel Sexed Genetics, contact ABS representative or write at abs.india@genusplc.com

Better genetics

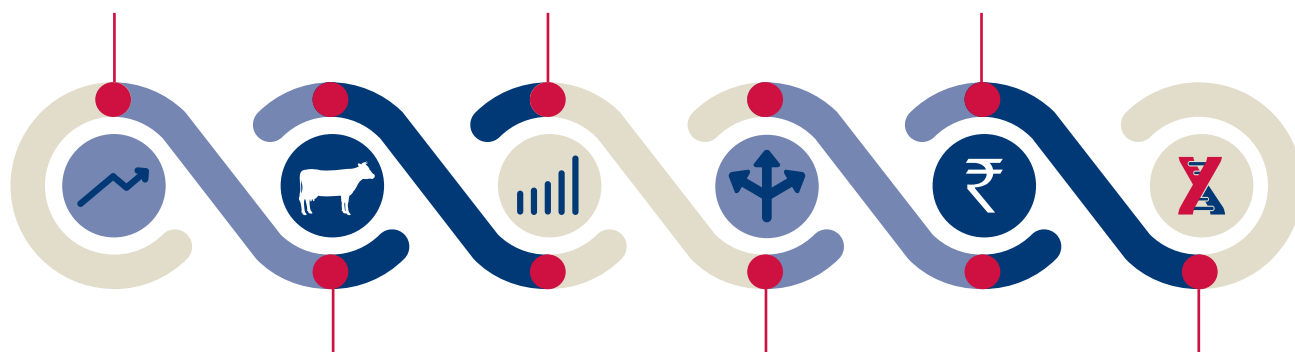
High IDI, Top genetic sires

More milk

Higher productivity

Easy Calving

No bio-risk,
Reduced dystocia



More heifers

No replacement costs

More profit sources

Heifer sales

Sexcel

ABS proprietary
sexed technology

"I got better calf weight, better growth and higher production after using ABS Genomic Genetics."

I am sure ABS Sexcel Sexed Genetics will help me achieve my targeted dairy growth in five years instead of ten"

Deepak Raj
Binsar Farms, Haryana



Fast Forward Your Genetic Progress