



Producer of Camel Milk Powder and Dairy Products



Address: A-7, Block B, N. Nazimabad Karachi
WhasApp: +923376059000
Email: harrren@gmail.com;
harrren@mail.ru

ABOUT US

ACTIVITIES

Madina Merchants SMC Pvt Ltd was initially registered in 2018 as a Trading company with the target in mind to enter in small scale manufacturing, trading, and import export activities.

Initial aim of the company was to provide services to the agriculture sector of Pakistan with the focus on underdeveloped but lucrative small industries.

OBJECTIVE

Objective of Madina Merchant PVT LTD is to supply high quality products to its clients in the Local and in international markets. All products supply is according to ISO procedure and certified by relevant certifying authorities.

The company owe its role to its in-depth understanding of its customer's needs. It operates according to a philosophy of innovation and technological superiority that it put into daily practice. Its dynamic approach to the business gives it a decisive competitive edge. The company works closely with both technical institutions and high-profile consultants. This approach allows it to offer

its customers products with lower life-cycle costs, as well as a fast time to shipment. Our business connections to our customers, based on excellent personal relations, that drive them to invest in our common future. This approach allows the company to make research for new sophisticated ideas and increase its capability to make firm commitments to supply with highest-quality products and services.

ACHIEVEMENTS

At Madina Merchants we are constantly adapting dynamic international environment so that our customers' needs can be met in the best possible way. With its innovative strategies Madina Merchants has achieved the honour of being the first manufacturer of Camel Milk Powder in Pakistan.

In February 2020 Madina Merchants got an opportunity to collect Camel Milk on large scale and manufacture Camel Milk Powder for the purpose to export. Since then, company is operating primarily in the capacity of manufacturing dairy products.

Haris Dagi
CEO



WHY CAMEL MILK

Camel milk, white gold of the desert is more similar to human milk. It differs from other mammals' milk as its chemical composition has low cholesterol, low sugar, high minerals, high vitamin C and higher protective proteins like lactoferrin, lactoperoxidase, immunoglobulins and lysozyme, lacks B-lactoglobulin.

This milk has been used as medicines for diverse ailments since ancient times and has been acknowledged for a long time to provide a potential treatment for a series of diseases such as dropsy, jaundice, anti-hypertensive, asthma, and leishmaniasis or kala-azar.

Camel milk is endowed with very strong immune system. It contains peptides and proteins that exhibit its biological activities that have beneficial effect on many bioprocesses as digestion, absorption, growth and immunity

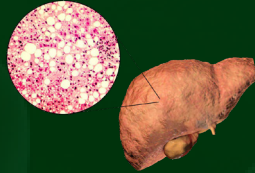
More recent studies have confirmed that camel's milk is unique in terms of antioxidative factors, antibacterial, antiviral, antifungal, anti-hepatitis, treatment for paratuberculosis, hypoglycaemic activity, anticancer, preventives of aging, and remedy for autoimmune diseases.



MEDICAL VALUES

DIABETES

Diabetes mellitus type 1 caused by autoimmune destruction of insulin-producing beta cells of the pancreas or malfunction of the receptors for insulin on the cell surface. Camel milk contains tissue repairing proteins that is helpful in curing the problem. It is a rich source of insulin like proteins that act as regulatory and immune modulatory agents on cells.



A recent study has proven that camel milk can be used as an adjunct to insulin therapy as it appears to be safe and efficacious in improving long-term glycaemic control and also helps in the reduction of insulin requirement in type 1 diabetic patient. The long-term study was undertaken to assess the efficacy, safety and acceptability of camel milk as an adjunct to insulin therapy in type 1 diabetics.

IMMUNE SYSTEM

Camel milk contains antimicrobial enzymes (lactoferrin and Lactoperoxidase) protective protein like caseins, stronger immune system and smaller immunoglobulins than other ruminants. According to the studies camel milk has stronger bacteriostatic effect against both pathogens E. Coli and L. monocytogenes.



Camel milk has been noted to have medicinal properties treating tuberculosis. Study conducted on the effect of camel milk on multiple drug resistance patients with tuberculosis concluded that camel milk can act as an adjuvant nutritional supplement in MDR patients.

Immune system of camel is stronger than that of human and the small immunoglobulins pass from the camel milk into the human blood. As immunoglobulins are found in camel milk throughout lactation, drinking milk will provide a tool for combatting autoimmune diseases by rehabilitating the immune system rather than is depression.

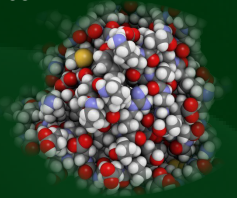
ALLERGIES

Researchers confirmed that camel milk does not contain the allergens which are present in ruminant milk. So, camel milk is recognised as a good substitute for human milk as it does not contain β -lactoglobulin, a typical milk protein characteristic of ruminant milk.

Another fact is that the components of camel milk include immunoglobulins similar to those in mothers' milk, which reduces children's allergic reactions and strengthen their future -

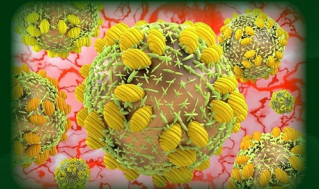
response to foods. It appears that camel milk has a positive effect in children with severe food allergies. The reactions are rapid and long lasting.

Camel's milk can be used as an option for the individual's intolerant to lactose of cow's milk. Camel milk contained low lactose of small molecules and easily digests and metabolized by the human body. Individuals' intolerant to lactose are able to accept camel milk without adverse symptoms.



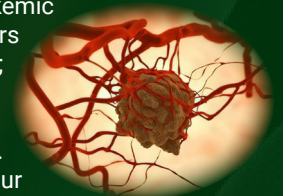
HEPATITIS

Scientific publications have shown that camel milk cures both hepatitis B and hepatitis C. The special fat in camel milk soothes liver and has beneficial action on chronic liver patients. There is also a possibility that the relatively high concentrations of ascorbic acid in camel milk helps in improving liver function. Subsequent studies have shown that camel lactoferrin markedly prevents hepatitis C virus genotype 4 to enter into the cell and cause infection. Additionally, camel lactoferrin is more potent anti-viral agent than bovine and human lactoferrins, even its anti-parasitic action can clear Schistosoma Mansoni.



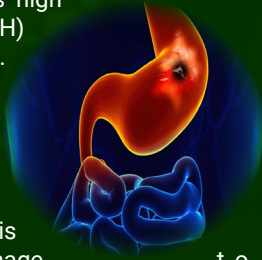
TUMOUR

More recent literature claims that series of vitro experiments succeed in demonstrating that camel milk can stop the growth of tumour cells and malignant cells such as hepatocellular carcinoma, colon carcinoma, human glioma cells, lung cancer cells and leukemic cells. There are a number of tumours which can be cured with camel milk; very active antibodies bind onto the tumours, killing the tumour cells without damaging healthy tissue. It is also revealed that anti-tumour properties of camel milk are due to strong antimicrobial and anti-oxidative activities that help in reduction of liver inflammation and camel milk is rich with nutrients that are required for healthy liver function. Conversely, camel milk also shown to have potential thrombolytic action, as it causes inhibition of coagulation and fibrin formation which in turn hinders the spread and growth of metastatic tumour cells.



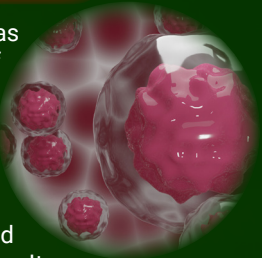
ULCER

Camel milk has been proved to have pronounced antiulcer properties. Nonetheless, it contains high levels of vitamins C, A, B2 and E (acidic pH) and is very rich in magnesium and zinc. These vitamins are useful in reducing the oxidative stress caused by toxic agent and Magnesium is very essential for absorption and metabolism of vitamins, B, C and E. Additionally, magnesium is essential for biosynthesis of glutathione; prevents damage to cellular components caused by free radicals, peroxides, heavy metals. Magnesium significantly enhances the antioxidant defence..



CANCER

It has been confirmed that lactoferrin has the ability to inhibit the proliferation of cancer cell in vitro, and repair of DNA damage. The main iron binding protein of camel milk, lactoferrin is potent for 56% reduction of cancer growth. Camel milk induces apoptosis in HepG2 and MCF7 through apoptotic and oxidative-stress-mediated mechanisms. It has antigenotoxic and anticytotoxic effects through inhibition of MnPCEs and improves the mitotic index of bone marrow cells.



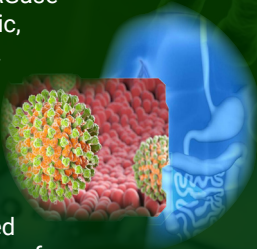
ARTHRITIS

Camel milk has higher amount of iron chelating protein known as lactoferrin. This protein removes free iron from joints of arthritic patients thereby improves arthritic.



DIARRHEA

Camel's milk contains a number of protective proteins like Lactoferrin, lactoperoxidase, NAGase and PGRP that exert immunologic, bactericidal and viricidal properties. Among the protective proteins in camel milk lysozyme, lactoferrin, LP and PRP have antibacterial action as well as high titers of antibodies against rotavirus, and they impact on the immune system. It should be noted that rotavirus is the most common cause of diarrhea in children under 5 years old. Since camel milk is rich in anti-rotavirus antibodies the diarrhea subsides.



CROHN'S DISEASE

Crohn's disease is a condition that causes inflammation of the digestive system or guts that boosts with autoimmune disease. Camel milk has been identified as assisting in the recovery processes of autoimmune diseases. It becomes apparent, that the powerful bactericide properties of camel milk, combined with PGRP have a quick and positive effect on the healing process.

Camel milk has powerful bactericidal properties and can rehabilitate the immune system. It was observed that drinking non-pasteurised camel milk is beneficial to people with all the variety of symptoms associated with an infection of the alimentary canal. Camel milk has shown good effect for treating Crohn's diseases. As the bacteria belongs to the family of tuberculosis and as camel milk has been used to treat tuberculosis it becomes apparent that the powerful bactericide properties of camel milk combined with PGRP have a quick and positive effect on the healing process. In addition, immunoglobulin restore the immune system.



AUTISM

Autism is a general term for a group of complex disorders of brain development. The aetiology of many autistic cases is based primarily on autoimmune disease, affecting an intestinal enzyme responsible for the formation of amino acids from the milk protein casein.

The most prominent cerebral symptoms are caused by a malfunction in the formation of amino acids from two caseins in cow milk, beta-casein and beta-lactoglobulin. Instead, a powerful opioid, casomorphins, is formed. This opioid elicits the cerebral symptoms of the autism syndrome due to brain damage.



However, camel milk does not contain the two caseins that form casomorphins so autism symptoms do not develop by the use of camel milk. In addition, camel milk contains protective proteins, including immunoglobulins necessary for initiating the immune system and nutritional advantages for brain development. Furthermore, camel milk has emerged to have potential therapeutic effects in autism.

The consumption of camel milk in children suffering from autism showed reduction in autism symptoms and improved motor skills, language, cognition, joint coordination and skin health. It has been observed that children drinking camel milk have had amazing improvements in their behaviour and diets.

Study evaluated the effect of camel milk consumption on oxidative stress biomarkers in autistic children, by measuring the plasma levels of glutathione, superoxide dismutase, and myeloperoxidase before and 2 weeks after camel milk consumption, using the ELISA technique which stands for enzyme-linked immunosorbent assay. All measured parameters exhibited significant increase after camel milk consumption. These findings suggest that camel milk could play an important role in decreasing oxidative stress by alteration of antioxidant enzymes and non-enzymatic antioxidant molecules levels, as well as the improvement of autistic behaviour as demonstrated by the improved childhood autism rating scale (CARS).

COLLECTION

Camel Milk is a rare product and this fact is sufficient to cause distinctive challenges pertinent to its collection methods. In most countries, camel milk collection is farm based which has certain limitations.

Madina Merchants is the pioneer that has organised collection of camel milk for industrial purpose in Pakistan. Being the pioneer, it has developed unique procedure for the collection of camel milk compared to traditional farm-based milk collection. For the collection of camel milk from rural and remote areas, company's management has developed system of mobile collection centres and small fleets of camel milk collectors. Collection activities are entirely based on seasonal migration patterns of nomads, the camel herd drovers.

QUALITY

All collection activities are strictly constrained to the conventional hygiene standards. Collection centres are well equipped with laboratory equipment for preliminary quality tests and with chilling facilities to keep the milk fresh. Staff at collection centres make sure that milk is chilled thoroughly up to 3 °C to keep its quality intact. Milk Tanker then collects milk from all collection centres and consolidated milk goes through series of laboratory tests and chilling process before dispatching to the factory.

At the factory, Camel Milk again goes through the process of laboratory tests and chilling process before releasing for the production. Throughout production process factory staff test quality of milk powder through precise laboratory tests at different stages of production. At the end samples of Camel Milk powder (collected randomly during production process) sent for the third-party laboratory tests.

