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Abstract: Lassi has a very important influence in the present day market especially in summer season. It gives high return to the processors and has a numerous of health benefits attributed to it which includes enrichment of human diet through development of wide diversity of flavours, aromas and textures of food and help in immune modulation and detoxification during food fermentation process. The nutritive value of fermented food product like lassi is derived from nutrients among various metabolites produced by lactic acids bacteria (LAB) during fermentations besides the nutrients available from milk. Pasteurized milk standardized to fat 4.6 % and SNF 8.5 % was used for the manufacturing of Lassi. Starter culture (lactic acid) was added at the rate of 1-2% in order to bring about acid coagulation of milk and impart characteristic flavour. The sugar syrup was prepared separately and added at the rate of 20-25 % of milk volume. Lassi was flavoured with rose water and the Packaging was done with Form Fill and Seal (FFS) machine in which LLDPE polyfilms were used. It was packed in pouches of 200ml and the capacity of FFS was 500 pouches per hour. The shelf life of Lassi was assessed through moisture and acidity test and was found to be 5 days when moisture was 82 % and Total Solid was 18 %. The acidity was found to be 0.54 %. Cost estimation of pasteurized Lassi of Sudha Dairy was done and sales of Lassi were found to be very economical. Keywords: Lassi, Pasteurized milk, SNF, Lactic acid culture, Form Fill and Seal (FFS) machine, Shelf life, Cost estimation

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