

# POULTRYLINE



Readership — Poultry Wide

VOLUME - 24

ISSUE - 4

ANNUAL SUBSCRIPTION RS. 500/-

APRIL 2024

Rs. 50/-



## 24th Edition of INDIA POULTRY EXPO

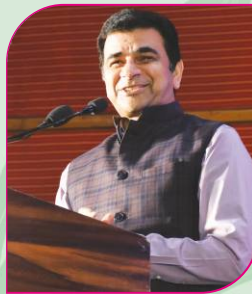
05-06-07 MARCH 2024, LUCKNOW



**Dr. Dinesh Sharma**  
Hon'ble MP (Rajyasabha)



**Prof. (Dr) P K Shukla**  
Ex. Dean College of Vet. Sci. & AH,  
DUVASU, Mathura



**Dr. O.P. Singh**  
Managing Director,  
ABTL, Pune



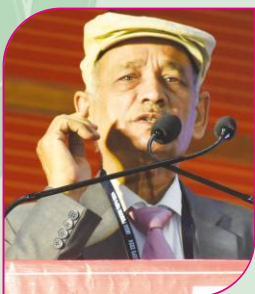
**Mr. Sanjeev Gupta**  
Vice President, PFI  
Sonipat Haryana



**Ricky Thaper**  
Treasurer President, PFI  
Sonipat, Haryana



**Selvan Kannan**  
Business Advisor  
Value Consultants, Hyd.



**Dr. A U Qidwai**  
Ex. Jt. Director, Poultry,  
AH Dept. Uttar Pradesh



**Dr Santosh Kumar Singh**  
Poultry Consultant,  
Lucknow, UP



**Mr. F M Sheik**  
President, PFBWF,  
Kanpur



**Mr. Ajay Mehrotra**  
Director  
Aadhya Biological, LKO



**Dr. Manoj Shukla**  
Poultry Consultant &  
People for Poultry



**Mr. B.V. Shiv Shankar**  
Organizer  
India Poultry Expo

# LUMIS ENZYMES

✉ [info@feedenzymes.com](mailto:info@feedenzymes.com)



**XylaFaB**

**Fungal + Bacterial Xylanase**

[www.xylanase.com](http://www.xylanase.com)

**Thermophyt**

**Highly Thermostable Phytase**

[www.phytases.com](http://www.phytases.com)

**Pro3ase**

**Fungal + Bacterial + Plant Protease**

[www.protease.com](http://www.protease.com)

**LumiMan**

**A Versatile Mannanase**

[www.mannanase.com](http://www.mannanase.com)

**LBzyme  
Prime**

**Unique Multienzyme**

[www.feedenzymes.com](http://www.feedenzymes.com)

**VISIT US**

Visit us at booth B28-1  
13th May - 15th May, 2024  
Riyadh, Kingdom of Saudi Arabia



Visit us at booth 51, hall A  
30th - 31st May, 2024  
Pune, India



Visit us at booth 85  
6th August - 8th August, 2024  
São Paulo, Brazil





Introducing

# RoxaDian™ 20%

3-Nitro-4-Hydroxy-Phenyl Arsonic Acid (Roxarsone)

## BENEFITS

- Helps to improve growth, performance and livability
- Potentiates the action of Coccidostats when used in combination
- Improve pigmentation in birds
- No chances of development of resistance
- Improve egg production in poultry

## USAGE

Poultry/Swine :  
250 gm/ton of feed or  
as per recommendation of  
Nutritionist or Poultry Consultant



### NUTRIDIAN ANIMAL HEALTH

A unit of Kanad Chemicals Pvt. Ltd.

515, Orion Business Park, Next to Cine Wonder Mall,  
Ghodbunder Road, Thane (W) - 400 607. MH, INDIA

• Contact us @ 0251-2611525 • Email : info@nutridian.in  
• Website : www.nutridian.in • www.kanadchem.com





AMINO ACID

- DL-Methionine
- L-Lysine Hcl
- L-Threonine
- L-Tryptophan
- L-Valine
- L-Isoleucine

BULK PRODUCTS

- Di Calcium Phosphate (DCP)
- Monocalcium Phosphate (MCP)
- Sodium Bicarbonate
- Premix (Layer)
- Premix (Broiler)

FEED SUPPLEMENT

- Choline Chloride (CCL)  
Liquid 75% /Powder 60%
- Toxin Binder
- Betain Hcl
- Acidifier
- Phytase
- Multienzyme
- Electrolyte

VITAMINS /ANTIBIOTICS

- Chlortetracycline (CTC)
- Tylosin Phosphate 10%
- Tiamulin 10,45,80%
- Vitamin  
A,C,E,K3,D3,B3,B4

MEALS

- Soyabean Meal
- Fish Meal
- Rapeseed Meal
- MBM (Meat Bone Meal)
- Rice DOC

ANIMAL FEED SUPPLEMENT

ONLINE BOOKING NOW



- Choline Chloride (Liquid 75%)
- L-Threonine
- Toxin Binder
- Multienzymes
- Choline Chloride (Powder 60%)
- Betaine HCl
- Di-Methionine
- L-Tryptophan
- L-Valine
- Phytase
- L-Lysine



ORDER BUY NOW

[www.product.promoisinternational.com](http://www.product.promoisinternational.com)

Contact us :

What's app:

+91 7991715797  
+91 7524871004



**PROMOIS INTERNATIONAL**

✉ [sales@promoisinternational.com](mailto:sales@promoisinternational.com)

🌐 [www.promoisinternational.com](http://www.promoisinternational.com)





# AVIMATRIX® FEED SOLUTION IS MADE OF MORE

A stable lower gut is powerful support for your birds' health. AVIMATRIX® Feed Solution employs a unique blend of organic acids to stabilize gut microflora and improve growth and feed conversion. Plus, our Premium Blend Technology uses intelligent nutrition to ensure every molecule is delivered right where it makes the greatest impact.

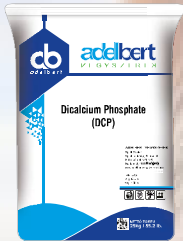
Produce birds that are made of more at [novusint.com](https://novusint.com).



Novus International, Inc. | 17988 Edison Ave. | Chesterfield, MO 63005 USA | 1-800-568-0088

©NOVUS and AVIMATRIX are trademarks of Novus International, Inc., and are registered in the United States and other countries. TM Made of More is a trademark of Novus International, Inc.  
©2024 Novus International, Inc. All rights reserved.





**Dicalcium Phosphate (DCP)**



**Monocalcium Phosphate (MCP)**



**Sodium Bi Carbonate**



**Choline Chloride (CCL)**  
Liquid / Powder  
75% - 60%

## Amino Acids

**DL-METHIONINE**  
**L-LYSINE HCL**  
**L-THREONINE**



## Others Products

- Poultry Antibiotics
- Toxin Binder
- Acidifier
- Multienzymes
- Phytase
- Chlortetracycline (CTC)
- Electrolyte

## Meals

- Soyabean Meal
- Fish Meal
- Rapeseed Meal
- MBM (Meat Bone Meal)
- Rice Doc



**+91 9369832334**  
**+91 9026713634**  
**+91 7054809008**

✉ [sales@adelbertvegyszerek.com](mailto:sales@adelbertvegyszerek.com) | 🌐 [www.adelbertvegyszerek.com](http://www.adelbertvegyszerek.com)



ONLINE ORDER AT

[product.amantroagroproducts.com](http://product.amantroagroproducts.com)



OUR PRODUCT RANGE

- **SOYABEAN MEAL**
- **FISH MEAL**
- **RAPESEED MEAL**
- **MBM (MEAT BONE MEAL)**
- **RICE DOC**
- **SOYA LECITHIN**
- **CALCIUM CARBONATE**
- **AMINO ACIDS**  
*DL-Methionine, L-Lysine, L-Threonine, L-Tryptophan*
- **DCP, MCP, SODIUM BI CARBONATE**



**Animal Feed  
Supplements**


DRIED & HOMOGENISED



Scan to Buy

Call : 8853455127, 7318153787, 9621510838



 [amantroagro017@gmail.com](mailto:amantroagro017@gmail.com)

 [www.amantroagroproducts.co.in](http://www.amantroagroproducts.co.in)



SWISS CHEMIE

## SWISS ANTIBIOTICS & PREMIXES

- Layer / Broiler  
Vitamins & Other Premix
- Amoxicillin
- Ciprofloxacin
- Doxycycline
- Albendazole
- Fenbendazole
- Lincomycin
- Azithromycin
- Tiamulin 10%/45%/80%
- Oxytetracycline
- Enrofloxacin
- Tetracycline
- Levofloxacin



### VITAMINS

- ▶ Vitamin - C
- ▶ Vitamin - A/D3
- ▶ Vitamin - A
- ▶ Vitamin - B4
- ▶ Vitamin - B5
- ▶ Vitamin - E
- ▶ Vitamin - D
- ▶ Vitamin - K

### AMINO Acids

- ▶ DL-Methionine
- ▶ L-Threonine
- ▶ L-Lysine HCl
- ▶ L-Tryptophan
- ▶ L-Valine

### POULTRY SUPPLEMENTS

- ▶ Toxin Binder
- ▶ Choline Chloride (CCL)
- ▶ Chlortetracycline (CTC)
- ▶ Betain HCl
- ▶ Tylosin Phosphate 10%
- ▶ Acidifier
- ▶ DCP (Dicalcium Phosphate)
- ▶ MCP (Monocalcium Phosphate)
- ▶ Sodium Bi Carbonate
- ▶ Electrolyte

Contact Us :

What app No. :  
+91 8090693995, +91 7380688804

email : sales@swisschemie.co

Website : www.swisschemie.com





ventar 

# Powering gut health

- Higher body weight
- Improved feed efficiency
- Better livability
- Reliable performance improvements in all field conditions



Functional Innovations backed by Science  
[ew-nutrition.com](http://ew-nutrition.com)



## VALUE CONSULTANTS

*Contact for:*

- ✓ **Advisory Services**
- ✓ **Training programs**
- ✓ **Transfer of Technology**
- ✓ **Investment Opportunities**
- ✓ **Senior level Appointments**
- ✓ **Innovative technologies into India**
- ✓ **International Sourcing of Amino Acids,  
Feed Additives, Specialty Products**

**Selvan Kannan**

 **+91 98480 46244**

Email: [selvan@valueconsultants.co](mailto:selvan@valueconsultants.co), [Business@valueconsultants.co](mailto:Business@valueconsultants.co)

Website: [www.valueconsultants.co](http://www.valueconsultants.co)

301, Siva Sai Apartments, Road #9, West Marredpally,  
Secunderabad - 500 026. Telangana. INDIA



# POULTRY LINE

## పావులైన్

Editor : **B. SHIV SHANKAR**  
 Associate Editor : **B. KALYAN KUMAR**  
 Sub Editor : **R. SHAILESH NAATH**  
 Sr. Technical Editor : **Dr. M.A. MUJEEB ATHER**  
 Technical Editor : **Dr. MANOJ SHUKLA**

### TECHNICAL EDITORIAL BOARD

Dr. P.K. SHUKLA, Jt. Commissioner Poultry, G.O.I., New Delhi.  
 Dr. J.L. VEGAD, Phoenix Group, Jabalpur.  
 Dr. V. RAMASUBBA REDDY, Retd. Professor, Agri. Uni. Hyd.  
 Prof. G. DEVEGOWDA, M.V.Sc., Ph.D., (USA), B'lore.  
 Dr. D. CHANDRASEKARAN, Prof&Head, Vet.Col.& Res.Ins. Nammakal.  
 Dr. A.U. QIDWAI, Dy. Director, Directorate of A.H., Badshahbag, Lucknow  
 Prof. DEVAREDDY NARAHARI, M.V.Sc., Ph.D.Chennai.  
 Dr. V. KRISHNA RAO, Poultry Consultant, Hyderabad.  
 Dr. S.V. RAMA RAO, Scientist RJNR, Hyderabad.  
 Dr. A.K. PANDA, Scientist, PDP, RJNR, Hyderabad.  
 Dr. Pankaj Kumar Singh Professor& Head Animal Nutrition, Bihar  
 DR PANKAJ DEKA, AAU, Khanapara, Guwahati  
 DR MIHIR SARMA, AAU, Khanapara, Guwahati  
 Dr. B.S. VENKATARAMI REDDY, Prof. & Head, Hebbal, B'lore.  
 Dr. SUJIT KULKARNI, Sales Director, Biomin Singapore Pte Ltd.  
 Dr. JYOTI PALOD, Professor, C.V.A.Sc., Pantnagar.  
 Dr. RAMDAS S. KAMBALE, CEO - Glocrest Pharmaceuticals Pvt. Ltd.  
 Dr. S. NANDI, B.V.Sc. & A.H, M.V.Sc., Ph.D., IVRI, Izatnagar, U.P.  
 Dr. D. SAPCOTA, M.V.Sc. (APAU) Ph.D. (IVRI) Guwahati.  
 Dr. B.K. SWAIN, M.V.Sc., Ph.D., Ela, Goa.  
 Dr. NIRANJAN KALITA, M.V.Sc., Ph.D, Professor, Guwahati.  
 DR. S. K. KHURANA, Associate Prof., COVAS, Palampur (HP)  
 Dr S K MUKHOPADHAYAY, Asso. Prof.(Vety Pathology) WBUAFS, Kolkata.  
 Dr SUBHA GANGULY, Scientist, AICRP-PHT, Kolkata Centre.  
 Dr LOKESH GUPTA, Tech Mgr-Poultry, Alltech India.  
 DR VIJAY SWAMI, M.V.Sc., A.H., Country Manager, SunHY Biology Co. Ltd.  
 DR ATUL BHAGWANSINGH RAJPUT, DGM, Sales, Optima Lifescience

**B. Shiv Shankar** - Managing Partner  
**B. Kishore Kumar** - Media Executive  
**B. Shailajaa** - Circulation Manager  
**J. Upender Rao** - Marketing Manager South Telangana  
**Sathyendranath** - Marketing Manager North Telangana  
**P. Ramesh** - Head, Designing Department  
**P.N. Nithin** - Incharge - Photography  
**K. Raghuramaraju** - Publication Consultant (09440231211)

Index.....	11&12
Editorial .....	13
Boom-ox.....	47-48
Chicken Promotion.....	14
Strong presence of Indian Herbs.....	29-30
Lumis Enzymes.....	27-28
Weltec.....	55-58
Novus.....	39
Srinivasa Farms.....	42
ABTL.....	19-22
PFI.....	41
Egg Rates.....	40
Broiler Rates.....	59
Optimo.....	49-50
India Poultry Expo-2024, Lucknow.....	61-90

**Poultry Line may not necessarily  
 subscribe to the views expressed in  
 the Articles published herein.**

### TEJASVI PUBLICATIONS

2-1-444/16, 1st Floor, O.U.Road, Nallakunta, Hyd. - 500 044.  
 Ph: 040-2761 0027, Cell : 98493 68003, 63096 77047  
 www.tezasvipublications.com  
 E-mail : tezasvipoultryline@gmail.com  
 tejasvi\_poultryline@rediffmail.com

## INDEX OF ADVERTISEMENTS

Particulars	Page No.	Particulars	Page No.
ABTL	18	Optima Life Sciences Pvt. Ltd.	60
Adelbert Vegyszerek,	6	Poultry consultancy services	48
Amantro Agro	7	Promois International LT	4
Anand Animal Health	46	Provet Pharma Pvt Ltd.	
AVITECH	53	RR Veterinary Healthcare Pvt Ltd	52
Ceva	38	Regen Bio-Corp 1 + 1	34-35
Chishtiya	36	Rossari Biotech Limited	16
Eco-Mix	12	SS Associates	59
EW Nutrition India Pvt Ltd.	5	Sai Krishna Plastic Industries	44
Exotic Bio Solutions Pvt. Ltd.	54	Shri Laxmi Ganapathi Agencies	42
Glocrest Pharmaceutical Pvt. Ltd.	37	Sri Lakshmi Packaging Company	59
Hipra India Pvt. Ltd.	33	Srinivasa Farms Private Limited	43
Himalaya Welness 1+1	24,25	Swiss Chemie International	8
Immeureka	32	Uttara Impex Pvt. Ltd.	17
India Poultry Expo 2024	Title I	Value Consultancy	10
Indian Herbs Specialities	31	VHPL	15, Title-III & IV
Karamsar	50	Zoetis India Ltd	23
Lumis Biotech Pvt Ltd.,	Title II	Zeus Biotech Limited	26
Novus Animal Nutritions India Pvt Ltd	9	Zenex	45
Nutridian Animal Health	3		



CUT SHORT YOUR FEED COST

# Eco-Mix

LEAST COST FEED FORMULATION SOFTWARE FOR  
POULTRY, DAIRY AND ANY KIND OF LIVESTOCK

LOGIC SOFT SOLUTIONS

Flat No. 101, H.No. 1-1-565, Raghavendra Apts., New Bakaram,  
Musheerabad, Hyderabad - 500.020. (A.P.) INDIA  
E-mail: [contact@logicsoftsolutions.com](mailto:contact@logicsoftsolutions.com) [www.logicsoftsolutions.com](http://www.logicsoftsolutions.com)

Y.SRINIVAS

Cell : +91-9849039200



## India awakening

No sooner India is digitally enabled - the country is fast evolving into an informed and knowledgeable common man. They become aware about real time developments and issues! The social media is accessible to the poorest of poor - with an highly affordable mobile phone starting at 2000, everyone is able to pay and receive money ( by UPI ) do banking and is now able to participate wisely and intelligently in the political affairs.

India a complex but world's most vibrant democracy - a lot of investigations and facts are open and available.

The Political parties that have managed successfully for decades to manipulate the psychology of the people are exposed to the bones today.

Certain communities with a strategy of always playing the victim card habitually, are now exposed as the clear aggressors or the creators of the problem themselves. Actually propagates peace but is the most violent one.

Opportunity for the truth to come out in open is being used to the common Man's advantage. A political party that rose to prominence only by promising to eradicate corruption - is the one now involved in biggest of scams. Blatantly clinging to the power much to the shock and dismay of the voting public. He's blind to his own corruption charges, money-trail, defying summons for nine times, promoting his wife as his replacement, but wants to accuse and blame the judiciary the opposition party, and the investigating authorities. It's insulting to the people of India, and the strong democracy, that the United States of America, the United Nations, Germany and the enemies of India are giving vocal advice to Indians about being fair to a criminal under Indian judiciary. This exposes what kind of anti-India connections does this person have ? It's time that the citizens recognize the reality and be aware! We should have strong and stringent laws against any individual be it a common man or a political power that collaborate with anti national elements or powers of any kind.

One really wonders that honorable president Abdul Kalam had 300 persons for his funeral procession as compared to 30,000 for a dubious person who died recently. One needs serious thinking if religion is above Nation then it's not long before the country will explode into fragments. Awaken India!



बच्चे की ग्रोथ चाहिये पुरी  
तो खाणे में  
**चिकन** है जरूरी !



Issued In Public Interest By  
Poultry Farmers & Breeders Association, Maharashtra

Should we be concerned  
about Antibiotics used on  
**Chicken Farms?**

Swipe left to know the answer



Issued In Public Interest By  
Poultry Farmers & Breeders Association, Maharashtra



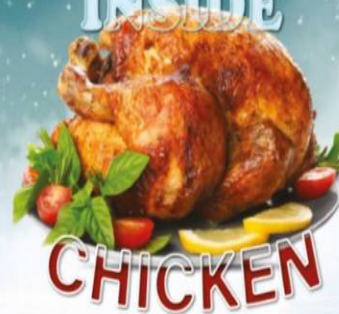
**Chicken  
Safe Hain**

we believe in Transparency, Quality, and your Peace of Mind.

Issued In Public Interest By  
Poultry Farmers & Breeders Association, Maharashtra



**COLD  
OUTSIDE,  
COZY  
INSIDE**



Your  
**Winter COMFORT FOOD!**

Issued In Public Interest By  
Poultry Farmers & Breeders Association, Maharashtra.



Best performer water sanitizer



Be assured of pure water  
as safe as nature's!



'FOURTH GENERATION QUATS' with

- ◆ Superior germicidal action
- ◆ Increased tolerance to hard water
- ◆ Better performance in high pH



**VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED**

(An ISO 9001:2015, OHSAS 18001:2007 & GMP Certified Company)  
Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030  
Tel.: (020) 24251803, Fax: +91-20-24251060/24251077, Website: [www.venkateshwarabvbiocorp.com](http://www.venkateshwarabvbiocorp.com)



# PROTOXY FORTE

## New paradigm to protein nutrition



Protease is a game-changing enzyme that improves the performance and profitability of flock. Rossari has the ground breaking **Protoxy Forte** - a secret weapon for exceptional success in the poultry industry.

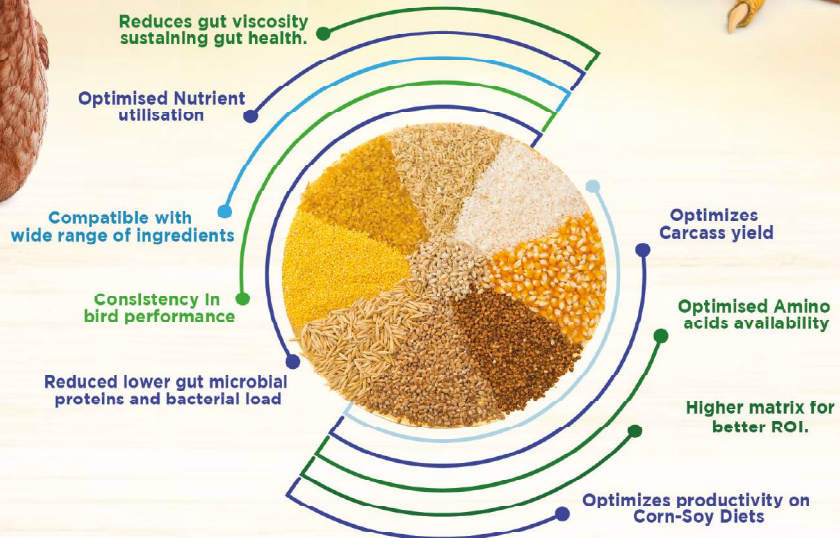
The Multi-Protease formulation of Acidic, alkaline, and Neutral Protease Enzymes has been carefully selected and blended to improve digestion and nutritional absorption in poultry birds.

A Thermostable & microgranular Serine Protease extracted from *Bacillus licheniformis* to unleash the full protein potential of feed and ensure that birds get the most out of every feed.

Witness the astonishing outcomes of greater feed conversion rates, better profitability, and a healthier, productive flock.

Your poultry farm's success story begins with Protoxy Forte!

**'A Multi-Purpose Multi-Protease'**



### ROSSARI BIOTECH LIMITED

(An ISO 9001:2015 & 14001:2015 Certified Company)  
201 A - B, 2nd Floor, Akruvi Corporate Park, L.B.S Marg, Next to GE Gardens,  
Kanjurmarg (W) Mumbai - 400078, India.

+91 22 6123 3800

info@rossari.com

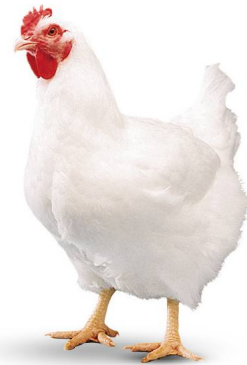
www.rossari.com



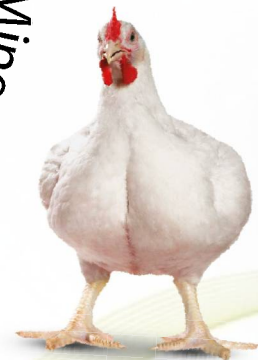




# UT GlysoMin **GOLD**



Better Availability Better Performance With Glycinated Trace Minerals



25 Kg Bag

## UTTARA IMPEX PVT. LTD.

Feed Supplement Division, Venkateshwara House, Pune.

For trade Enquiry Contact : North India – Mr. Hariom Singh Chauhan / +919552526901,  
East India – Mr. Kunal Goswami / +918888858839, T.N – Mr. Michaelsamy / +918778408835,  
Maharashtra – Swapnil Ballal / +919689948713, Telangana/ Andhra Pradesh  
Orissa – Mr. Shankar Reddy / +918008802148

Collaboration with :





# STRAIGHT AND COMBINATION

## WE HAVE ALL THAT YOU NEED



# 1 ONE STOP SOLUTION

### Protease

**BG-PRO**<sup>®</sup>  
Optimizing Protein Digestion and Amino Acid Utilization

### Xylanase

**XylaOpt**<sup>®</sup>  
Intrinsically Thermostable Xylanase with Optimal Energy Release.

**BG-Xylan**<sup>®</sup>  
Targeting Arabinoxylans

### Phytase

**ADPHOS**<sup>®</sup>  
Microgranulated Velocious Phytase

### $\beta$ -Glucanase

**BG-GLUCAN**  
Efficient Breakdown and Utilization of B Glucans

### Pectinase

**BG-PECTIN**  
Improving Pectin Degradation and Utilization

### Cellulase

**BG-Cellulose**  
Efficient Breakdown and Utilization of Cellulose

### $\alpha$ -Amylase

**BIOGRAIN-ASB**<sup>®</sup>  
Improving the Digestibility of Starch

### Lipase

**BIOGRAIN-L**<sup>®</sup>  
Efficient Utilization of Lipids

### Mannanase

**BG-MANNAN**<sup>®</sup>  
Breaking galactogluco-mannan

+91 20 2729 1020 / 21  
info@abtl.in  
www.abtlenzymes.com



Scan for more details

**ABTL**  
ENZYMES • NUTRITION • TECHNOLOGY

# ENZYMES



**Mr. Sumit Sipany**  
Assistant Manager - Marketing



**Mr. O. P. Singh**  
Managing Director

## Enzymes – Growth Trends & Forecasts

Presently livestock keepers require more competent exploitation of low-quality feedstuffs due to rising economic pressures. The animal's digestive system is not fully efficient. Poultry cannot digest approximately one fourth of the diet they are fed because the feed ingredients contain undegradable harmful factors that hinder the digestive process and/or the animal is devoid of the necessary enzymes needed to degrade certain complexes in the feed. Supplementation of feed with enzymes enhances its nutritive value, thereby increasing the effectiveness of digestion. Animal feed enzymes help break down indiscriminating factors (e.g., fibre, phytate) that are naturally occurring in various feed ingredients. Indiscriminating factors may result in decreased meat or egg production and inferior feed efficiency, and can cause digestive disturbances as well. Exogenous enzymes are mainly added to enhance the accessibility of nutrients from feed ingredients. The animal feed industry uses enzymes that degrade crude fibre, starch, proteins, and phytates, and being proteins, they are eventually digested or excreted by the animal, having no residual effect on products like meat or egg. Feed enzymes enhance the competence of meat and egg production by improving the nutrient utilization and reducing animal excreta/waste.

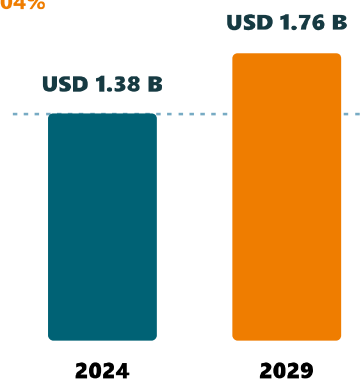
Enzymes are proteins that help speed up metabolism, or the chemical reactions in our bodies. The molecules upon which enzymes may act are called substrates, and the enzyme converts the substrates into different molecules known as products. A "substrate" is the portion of the feed that the enzyme will break down to release the nutrients bound to it. It is similar to a "lock and key" concept, where the substrate is the lock, and the enzyme is the key. If there

is no lock, then it becomes absolutely pointless to buy a key! Therefore, it is important to consider what substrates (i.e. ingredients) are prevalent in your diets to best determine which enzyme(s) you should include for optimal results. In the field of nutrition and applied feeding programs, one area in which producers have adopted improved technology is the use of feed enzymes. The advantages of using commercial enzymes in poultry feeds include improved productive performance and feed utilization, minimized environmental pollution due to reduced nutrient of manure.

## Feed Enzymes Market Analysis

The Feed Enzymes Market size is estimated at 1.38 billion USD in 2024, and is expected to reach 1.76 billion USD by 2029, growing at a CAGR of 5.04% during the forecast period (2024-2029).

**Market Size in USD Bilion**  
**CAGR 5.04%**



**ABTL**



The global feed enzymes market is experiencing rapid growth due to the crucial role that enzymes play in increasing energy and nutrient intake from animal feed. Cereals, in particular, benefit from using enzymes, as they can increase starch intake in animals, which is especially useful when cereal prices are high. Despite their importance, the feed enzymes market accounted for only 3.8% of the global feed additives market in 2022.

### LARGEST MARKET BY SUB-ADDITIVE

46%

Value Share, Carbohydrases, 2023



*It has the largest market share due to its ability to increase the energy or starch intake from cereal feed and increase the intake of protein and minerals from animal feed.*

### LARGEST MARKET BY REGION

31.57%

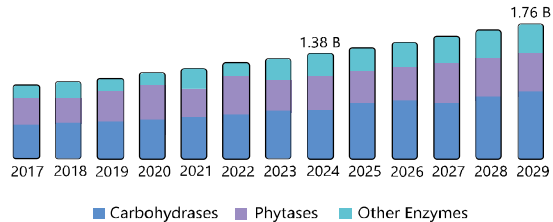
Value Share, Asia-Pacific, 2023



*The Asia-Pacific region is the largest because of increased feed production, per capita meat consumption, and high feed additives adoption rates.*

- Feed enzymes are critical in increasing the intake of energy, starch, and phosphorus from animal feed. In the case of cereals, feed enzymes increase the starch intake of animals, which is beneficial when cereal prices are high. Despite their importance, the feed enzymes market accounted for only 3.8% of the global feed additives market in 2022.

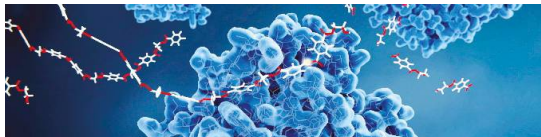
Value of Feed Enzymes by sub additive Categories, USD, Global, 2017-2029



- Asia-Pacific is the largest market for feed enzymes, accounting for 31.6% of the global market share in 2022. North America and Europe followed closely, accounting for 25.8% and 23.1% of the market share, respectively. The high market share in Asia-Pacific is attributed to higher penetration rates of feed additives and a higher animal population.
- Carbohydrases are the most widely consumed feed enzyme, with a market value of USD 576.5 million, due to their ability to increase the energy and starch intake from cereal feed. Carbohydrases are expected to be the fastest-growing feed enzyme, with a CAGR of 5.1% during the forecast period. Phytases are also expected to record a CAGR of 4.9% during the forecast period.
- Proteases and lipases are other enzymes that are significantly used to increase protein digestibility and utilization by animals. The demand for meat products is expected to increase the market for these enzymes, with a CAGR of 5.0% during the forecast period.

- Asia-Pacific is the largest regional segment in the global feed enzymes market, accounting for USD 395.9 million in 2022 due to the higher penetration rates of additives and animal cultivation in the region. However, the United States is the largest country-wise segment for the global feed enzymes market, accounting for USD 225.8 million in 2022, or about 18.0% of the market share, due to highly developed production practices and commercial animal cultivation.

With the growing concerns over rising productivity, the growing global population, and increasing urbanization, an increase in the consumption of meat and dairy products is expected to drive the global feed enzymes market with a CAGR of 5% during the forecast period (2023-2029). This growth will be driven by the need to improve animal health, increase the nutritional value of animal feed, and enhance animal productivity.



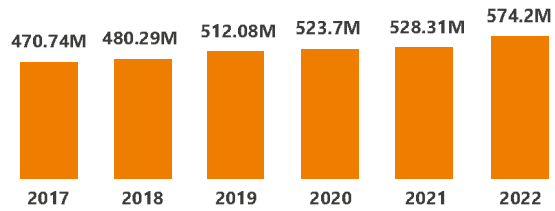
ABTL

### Global Feed Enzymes Market Trends

High demand for animal protein and poultry products such as eggs with increasing investment in poultry sector is increasing poultry population

- The poultry population has significantly increased in recent years due to the growing demand for chicken meat and eggs in daily diets. The shift toward poultry products has been driven by the increasing prices of other meat, such as pig meat, in the United States. The consumption of eggs in Europe increased by 4.6% between 2017 and 2021, accounting for 6,135 metric tons in 2021.
- Asia-Pacific is the largest producer of poultry birds, with production increasing by 6.6% in 2022 compared to 2017. The rise in poultry production is due to the growing demand for animal protein following the outbreak of African Swine Fever, which has reduced the supply of pork meat. China accounts for 40% of global production, the country has more than 900 million stock-laying hens, and the largest layer poultry farming center can hatch 60 million chicks annually.
- The Middle Eastern region is also expected to witness growth in poultry production during the forecast period (2023-2029).
- The increasing demand for poultry products, coupled with rising investments in the poultry sector, is expected to strengthen the growth of feed production. This, in turn, is expected to drive the demand for feed additives in the global market during the forecast period. Overall, the poultry industry is poised for significant growth in the coming years, driven by the shift toward poultry products and increasing investments in the sector.

Production Volume of Poultry Feed, Metric Ton, Global, 2017-2022



Source : Mordor Intelligence



# ABTL



## Advanced Bio-Agro Tech Limited (ABTL)

### Corporate Office:

No. 201, 2<sup>nd</sup> Floor, S.N.6/1/1,  
Deron Hills, Baner Road,  
Pune 411045 (India)

✉ info@abtl.in

☎ +91 20 2729 1020 / 21

🌐 www.abtlenzymes.com

CIN: U24100MH2004PLC149464

### Registered Office:

5<sup>th</sup> Floor Sun Magnetica,  
LIC Service Road, Louiswadi,  
Thane (W) 400604 (India)





**Engormix**

Global Digital Platform

**ABTL**



**Mr. O. P. Singh**

Managing Director, ABTL

**Engormix, the largest global digital community specialized in agribusiness recently interviewed Mr. O.P. Singh on various aspects of the company's long-term role & plans.**

**ABTL is a place where a new trend is set, products & services get enhanced, any innovations in the globe meets with our latest technology turning an idea to a utility.**

**Following were the questions asked during an interview:**

- Can you tell us about the mission & vision of ABTL ?
- How does ABTL differentiate itself as a leader in providing affordable poultry enzyme solutions ?
- Introducing new tagline - Where Innovation Meets Technology & ABTL's commitment of R&D & its impact on product innovation ?
- Share a piece of advice to leaders in animal nutrition industry worldwide?



**Scan the QR code & watch exclusive the interview**

+91 20 2729 1020 / 21

info@abtl.in







www.abtlenzymes.com



**Virkon™  
LSP**

**Kills  
Avian Flu  
Virus in just**



-  **Broad Spectrum**
-  **Multipurpose**
-  **Effective in presence of organic matter**
-  **No know biocidal resistance**
-  **Perform in hard water**
-  **7 day Stability**

01-2024

Disclaimer - Zoetis India Limited does not recommend the use of it's product in any manner other than as described in the prescribing information. Please read the full prescribing information before using the product.

**Zoetis India Limited**

31, 3<sup>rd</sup> Floor, Kalpataru Synergy, opp. Grand Hyatt, Santacruz (East), Mumbai- 400 055

• Web: [www.zoetis.in](http://www.zoetis.in) • Email: [indiaanimalhealth@zoetis.com](mailto:indiaanimalhealth@zoetis.com)

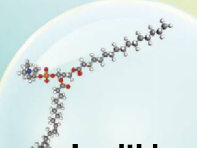
**zoetis**

# Fatty liver

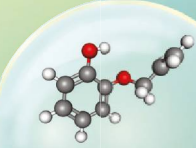
over shadowing

# performance

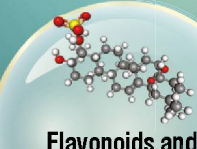
*Introducing...*



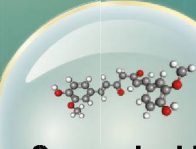
**Lecithin**  
Fat Metabolism



**Polyphenols**  
Immunity



**Flavonoids and Triterpenoids**  
Synergistic Hepatic Action



**Curcuminoids**  
Gut Health



Polyherbal Choline Chloride Replacer for Optimal Performance

**Himalaya Wellness Company**  
Makali, Bengaluru 562 162, India  
[www.himalayawellness.com](http://www.himalayawellness.com)  
E-mail: [write.to.us@himalayawellness.com](mailto:write.to.us@himalayawellness.com)



Scan for  
more  
info on  
HimChol-P



*Increase  
your egg  
production  
with ease*



**Trust India's  
#1 Brand**



**Himalaya Wellness Company**  
Makali, Bengaluru 562 162, India  
[www.himalayawellness.com](http://www.himalayawellness.com)  
E-mail: [write.to.us@himalayawellness.com](mailto:write.to.us@himalayawellness.com)



Scan for  
more  
info on  
HimLay



# CHROMISAC™ -C<sub>vit</sub>

Chromium protienate  
with a natural Vitamin-C  
substitute for thermal stress



# LUMIS ENZYMES

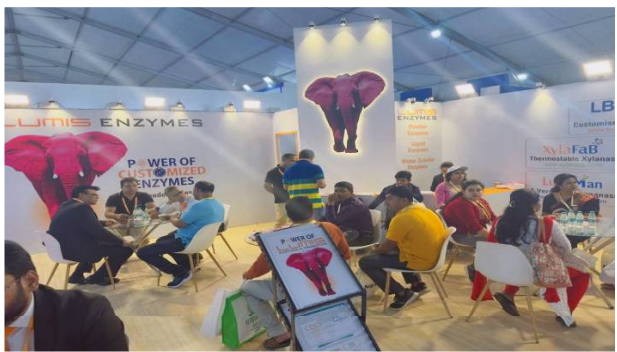
## AT KOLKATA INTERNATIONAL POULTRY FAIR





# LUMIS ENZYMES

## AT KOLKATA INTERNATIONAL POULTRY FAIR





## **Strong Presence of INDIAN HERBS in Kolkata International Poultry Fair, 7- 9 February, 2024, at Eco Park, Kolkata, WB**

INDIAN HERBS, pioneer and global market leader in Herbal Animal Health Care Products Industry since 1951, made an impressive mark at the prestigious Kolkata International Poultry Fair-2024 held at Eco Park, Major Arterial Road (South-East), Action Area II, New town, Kolkata, West Bengal from 7th to 9th February, 2024. The stall was inaugurated by Mr. Madan Mohan Maity, Chairman of NECC Eastern Zone, Mr. J.S. Dhull, Managing Director of Skylark Group, and Mr. Shetty, Chairman of Karnataka Breeders Welfare Association, alongside other distinguished personalities. Our strong sales and marketing team headed by Mr. Paramartha Roy, National Sales Manager, Indian Herbs gave a warm welcome to our international patrons and visitors from India, Nepal and Bangladesh.

The INDIAN HERBS booth at the event saw an impressive turnout of distinguished business partners, customers, consultants, and poultry nutritionists, creating an atmosphere of remarkable success and grandeur. Demonstrating a steadfast dedication to innovation, INDIAN HERBS showcased its wide range of innovative phyto-genic feed supplements and healthcare products. Embracing a comprehensive approach that blends 'Traditional Glory and Modern Science,' the company has been at the forefront of advancements in phyto-genics, transforming 'Herbalism' into a dynamic and scientifically proven science. INDIAN HERBS offers distinctive phyto-genic alternatives renowned for their superior effectiveness, affordability, and absence of side effects or residual toxicity across various animal species for over seven decades.

At the event, we proudly introduced our range of phyto-genic products and innovations. Our latest offerings, BioEmulsin DS, a natural nutritional emulsifier, and PhytoVita, the vitagene regulator, have received exceptional acclaim, stemming from extensive research efforts. We showcased a diverse array of natural alternatives in segments such as vitamins, herbal respiratory supplements, anti-stressors, immunopotentiators, liver tonics, metabolic stimulants, growth promoters, gut enhancers, and adaptogens for different species

Our recent advancements include evaluating products using advanced techniques, delving into not only their safety and efficacy but also comprehending their mechanisms through cutting-edge molecular sequencing technology. Through collaborations

with top-tier institutes in over 30 countries, we have intensified our efforts to enhance our understanding of our products. What sets INDIAN HERBS' phyto-genic solutions apart is the advantageous combination of multiple plant-derived bioactives and phyto-compounds, resulting in synergistic effects that optimize animals' genetic potential, promote growth, boost immunity, and aid in disease control. Leveraging advanced scientific techniques, we have successfully deciphered the safety, efficacy, and mechanism of action of these products.

With a portfolio comprising over 230 products catering to various animal categories, INDIAN HERBS maintains strict adherence to quality standards and regulatory compliances. Our core strength lies in our robust research and development initiatives, supported by state-of-the-art R&D and QC laboratories equipped with cutting-edge scientific instruments, ensuring product quality and consistency.

INDIAN HERBS' products have earned acclaim and trust from leading institutions globally, being exported to over 50 countries across Asia, Europe, Latin America, and Africa. Our commitment to quality and innovation is validated by certification from the Export Inspection Council of India, Ministry of Commerce and Industry, making us the first Herbal Company to achieve such recognition. Our R&D Centre, approved by the Ministry of Science and Technology, Govt. of India since 1986, boasts modern facilities for the standardization and quality control of herbal products.

The INDIAN HERBS booth attracted a significant audience, including feed millers, integrators, large farmers, consultants, nutritionists, and distributors, where our technical team expertly addressed inquiries. Upholding our vision of sustainability and global well-being, INDIAN HERBS is dedicated to supporting the animal healthcare industry and esteemed customers. We are committed to delivering antibiotic-free, residue and resistance-free, environmentally friendly, and cost-effective phyto-genic solutions, ensuring feed-to-food safety. We extend our gratitude to customers, patrons, scientists, and well-wishers for their steadfast support, cooperation, and guidance, and eagerly anticipate exploring new business horizons with their continued invaluable cooperation in the future.

For media inquiries, please contact: [ihspl@indianherbs.org](mailto:ihspl@indianherbs.org)







**INDIAN HERBS ROBUST AND COMPLETE RANGE OF PRODUCTS FOR POTENTIATING ANTIOXIDANT DEFENSE, STRESS TOLERANCE AND IMMUNOCOMPETENCE IN BIRDS**

**HeatBeat**

Power-packed with natural heat stable vit. C, organic chromium complex and mint

*Replenishing & Revitalizing Formula*

**ELECTRO-C**

Water soluble concentrate power-packed with electrolytes, natural vitamin C & energy

**HERBAL C**

Natural heat stable vitamin C and universal anti-oxidant

*With Triple Advantage*

**OSMO C**

Natural, heat stable vitamin C with betaine and Phyto-antioxidants

**Heat stability**  
Naturally conjugated phytoconstituents remains highly heat stable at pelletization (upto 130°C)

**Universal antioxidant**  
Antioxidant activity in both lipid and is aqueous phase and is higher than synthetic coated vitamin C

**Adaptogen**  
Helps attaining adaptive homeostasis

**Outstanding bioavailability**  
Provides self replicating, sustained bio-activity and gets fully absorbed in biological system



- Heat and oxidative stress
- Cellular oxidation
- Free radical generation
- Cell death and mortality
- Immuno-suppression
- Increase respiration, alkalosis and compensatory HCO<sub>3</sub> loss

**Extreme heat stress adversely affects production, performance and farm profitability**

Modern high performing poultry birds face difficulties in coping with heat and other stressors resulting into thermo-intolerance, reduced feed intake, poor growth, FCR, poor shell quality, reduced egg production, hatchability, increased morbidity and mortality. There is a need to strengthen antioxidant defense of birds by supplementing potential antioxidant.

**INDIAN HERBS SPECIALITIES Pvt. Ltd.**

C-215, 2nd Floor, Elante Offices, Plot No. 178-178A, Industrial & Business Park Phase - 1, CHANDIGARH (U.T.) - 160002, Ph. No. 0172 - 5011470, 4181014, +91 9023247217 E-mail : ihspl@indianherbs.org, Website: www.indianherbs.org



# DO NOT LET THE SUMMER COOL DOWN YOUR PROFITABILITY

Immeureka proudly presents

## C-Viva

A Natural Synergetic blend against stress



Along with Organic Chromium, Natural Vitamin C, Ascorbic Acid,  
C-Viva is also augmented with Electrolytes that help reduce the stress.  
Choose C-Viva & protect your stock from the heat & keep the profitability graph high

Marketed by  
**IMEUREKA**  
the art of science

IMMEUREKA ANIMAL HEALTH PRIVATE LIMITED  
Ground Floor, Plot No.9B, Near Tiny Trees, Vasavi Colony,  
Vikrampuri, Secunderabad 500015 | Phone No: 040 27748989  
✉ info@immeureka.com 🌐 www.immeureka.com



100%  
COCCIDIOSIS  
VACCINATION  
IS POSSIBLE

# EVANT<sup>®</sup>

With **HIPRAMUNE<sup>®</sup> T**

Live attenuated vaccine against coccidiosis  
in chickens, in suspension for oral spray.



**HIPRA**  
**SMART**  
**VACCINATION<sup>®</sup>**

Hipra India Pvt Ltd.  
#209, Platinum Square, Next To Hotel Hyatt Regency, Viman Nagar,  
Pune- 411014, Maharashtra, India Tel. (91) 20 67682300 | [www.hipra.com](http://www.hipra.com)



# Immon & CRDX-IR

Protect your Birds from  
Respiratory Viral Infection and Immunosuppression



## Immon

A multi-nutrient formula to improve Innate and Adaptive Immunity even during diseases.

## CRDX-IR

A dual acting respiratory stress reliever works at very low dose.

To know more about Total Prevention Program. Write to: [query@regenbiocorps.com](mailto:query@regenbiocorps.com)



*Regenerating solutions for your changing needs...*

**Regen Biocorps AHI (P) Ltd.**

3rd Floor, D&E 301, Ananta Trendz, Near Narayan Garden  
Gotri, Vadodara – 390 021. Gujarat (India)

Website: [www.regenbiocorps.com](http://www.regenbiocorps.com)

An ISO 9001 : 2008 Certified Co.

We are there when you need the most





# Thermogard™

Z-Level Summer Protection



## Stay Stressfree, Stay Productive



we are there when you need the most

*Regenerating solutions for your changing needs...*

**Regen Biocorps AHI (P) Ltd.**

3rd Floor, D&E 301, Ananta Trendz, Near Narayan Garden Society  
Gotri, Vadodara – 390 021. Gujarat (India)

Website: [www.regenbiocorps.com](http://www.regenbiocorps.com)

An ISO 9001 : 2008 Certified Co.



Chishtiya

Presents

range of innovative & economical

## POULTRY EQUIPMENTS



Semi Automatic  
Feeders & Drinkers



Brooding  
Equipments



Disinfection  
Equipments



Cooling  
Equipments



Transportation  
Equipments



Hatchery  
Equipments



Measurement  
Equipments



Other  
Equipments



Chishtiya

Poultry Services

*Let's grow chicks better!*

332, GIDC, Por, Dist. Vadodara - 391 243. (Gujarat) INDIA  
Emails: [info@chishtiya.com](mailto:info@chishtiya.com) or [cpsservicesindia@gmail.com](mailto:cpsservicesindia@gmail.com)  
Web: [www.chishtiya.com](http://www.chishtiya.com) or [www.cps.net.in](http://www.cps.net.in)

Customer Care: +91 - 94096 78642

Chishtiya Poultry Services | [cpservicesindia](https://www.cpservicesindia.com)



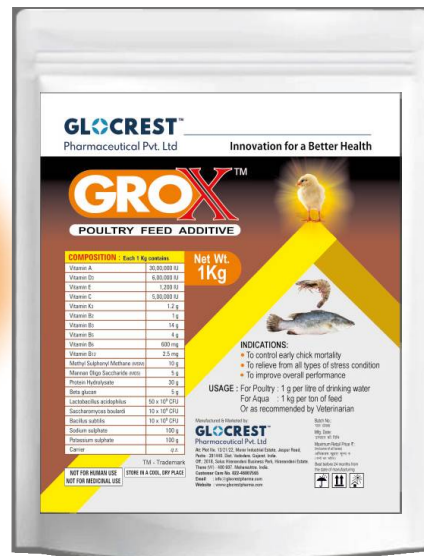
# GLOCREST™

Pharmaceutical Pvt. Ltd

Innovation for a Better Health

**Early chick mortality & stress**  
need to be addressed with growth promoter

# GROXX™



**USAGE :**  
For Poultry : 1 g per litre of drinking water  
For Aqua : 1 kg per ton of feed  
Or as recommended by Veterinarian

**Presentation : 1Kg Bag**

**Protect your birds from summer stress**

**GLOCREST Pharmaceutical Pvt. Ltd.**

Off.: 2018, Solus Hiranandani Business Park, Hiranandani Estate, Thane (W) - 400 607. Maharashtra. India.

www.glocrestpharma.com

+91 22-46007565

info@glocrestpharma.com



Cevac  
**IBird**<sup>®</sup>  
+ Cevac<sup>®</sup> Vitabron L

The **FIRST** and  
**ONLY VACCINE**  
in **INDIA** for  
**IB VARIANT**  
**STRAINS**



**HEALTHY**  
**CHICKENS**

**Cevac IBird<sup>®</sup> + Cevac<sup>®</sup> Vitabron L**  
infectious bronchitis under control from the hatchery

- ♥ Compatible from day 1 by spray for broilers & layers
- ♥ 9 weeks duration of immunity
- ♥ Reduction of challenge virus in the trachea
- ♥ Safe repeat use in lay for Cevac IBird<sup>®</sup>

Ceva Polchem Private Limited  
Premises No. 101, First Floor, Phase II, Manikchand Galleria,  
Model Colony, Shivajinagar, Pune - 411016, India  
Tel.: +91-20-25670606, 25670607. E-mail: sales.ind@ceva.com Website: www.cevapolchem.in



Together, beyond animal health



# NOVUS Acquires Enzyme

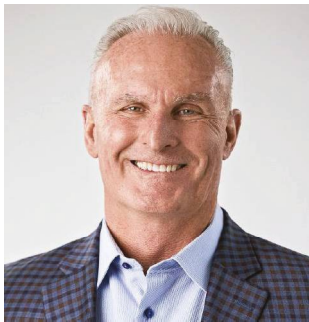


## Company BioResource International, Inc.

Acquisition aims to strengthen the company's portfolio and innovation goals

CHESTERFIELD, MO (March 5, 2024) – Novus International, Inc. announces it has completed the acquisition of U.S.-based enzyme company BioResource International, Inc. (BRI). Under the terms of the agreement, NOVUS becomes the owner of all BRI's products and intellectual property and takes control of the company's facilities.

microbials, among others.



"This move will allow us to serve our customers better and expand our innovation pipeline further," says **NOVUS President & CEO Dan Meagher**. "Enzymes are vital tools for producers to ensure animal health and well-being and help deliver on-farm profitability. We're very excited to offer our customers more options, as well as aspire to develop new feed additives."

The relationship between the two companies isn't new. NOVUS has partnered with BRI since 2008 to manufacture its protease product, CIBENZA® Enzyme Feed Additive. Meagher says having full ownership and control of the product line and the option to expand NOVUS' portfolio beyond protease enzymes is a natural fit in the company's long-term strategic plans.

"As a leader in intelligent nutrition, NOVUS' priorities include investing further in functional proteins and the gut health segment, growing our portfolio, and achieving stronger control of our supply chain," he says. "Along with supporting these goals, acquiring BRI also increases our capabilities to develop innovative solutions in the fermentation space."

BRI's products include Versazyme® protease feed additive, Xylamax® xylanase feed enzyme, Dymanase® mannanase enzyme, Phytamax® granulated, thermostable, microbial 6-phytase enzyme; and EnzaPro® enzyme and direct-fed



**BRI's co-founder and CEO Giles Shih, Ph.D.**, says the acquisition and tapping into the knowledge of employees in both BRI and NOVUS allows for the continued growth of the company he helped create 25 years ago.

"We are super excited about the future where BRI's products and people combine forces with the global reach and deep industry knowledge NOVUS brings to the feed additive space," Shih says. "This deal is not one of happenstance. Our two companies have worked closely together since 2008 to launch the first generation of heat-stable protease feed enzymes and shape how they are developed, marketed, and optimized to add value to customers worldwide. This acquisition will enable NOVUS to innovate the next generation of proteases and enzymes that will do even more, from promoting gut health to promoting the bottom line."

Along with BRI's current product portfolio, NOVUS also takes over the company's facilities in North Carolina in the U.S.

Meagher says continuity is key for current BRI customers and they should experience "business as usual" during the integration process.

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, and a network of experts worldwide to provide guidance on management best practices. NOVUS is owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd.

For information on how NOVUS is supporting producers around the world, visit [novusint.com](http://novusint.com).

NATIONAL EGG CO-ORDINATION COMMITTEE

DAILY/MONTHLY EGG PRICES SUGGESTED BY NECC AND PREVAILING PRICES AT VARIOUS PRODUCTION CENTRES (PC) AND CONSUMPTION CENTRE (CC)

Name Of Zone / Day	NECC SUGGESTED EGG PRICES																														Average			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		31		
Ahmedabad	510	510	515	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	518	472.71		
Ajmer	465	475	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	477	427.97	
Barwala	450	455	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	457	420.55	
Bengaluru (CC)	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	474.84	
Brahmapur (OD)	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	445.6	
Chennai (CC)	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	493.71	
Chittoor	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	523	486.71	
Delhi (CC)	490	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	452.06	
E.Godavari	460	460	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	430.71	
Hospet	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	434.84	
Hyderabad	460	463	466	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	469	417.39	
Jabalpur	490	490	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	493	439.7	
Kolkata (WB)	505	500	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	505	483.16	
Ludhiana	450	450	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	453	421.97	
Mumbai (CC)	530	530	530	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	490.65	
Mysuru	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	520	477.59	
Namakkal	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	480	439.52	
Pune	540	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	487.74	
Raipur	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	470	430.1	
Surat	530	530	530	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	484.19	
Vijaywada	460	460	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	430.71	
Vizag	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	450
W.Godavari	460	460	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	463	430.71
Warangal	462	465	468	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	471	419.39

Prevailing Prices

Allahabad (CC)	519	514	514	514	514	505	500	495	490	481	476	467	462	452	452	462	467	467	467	467	457	457	457	457	457	457	457	448	443	443	438	438	471.84	
Bhopal	485	485	490	490	490	480	470	470	460	440	440	430	430	430	440	415	425	435	435	435	435	435	435	435	435	435	435	425	425	425	410	410	441.94	
Indore (CC)	500	505	505	500	500	490	475	470	460	460	460	440	440	440	410	440	440	445	445	445	445	445	445	445	445	445	445	440	430	430	420	420	450.16	
Kanpur (CC)	519	510	510	510	510	510	500	490	490	490	476	467	467	467	467	467	467	467	467	467	467	467	467	467	467	467	467	467	452	438	438	429	429	473.9
Luknow (CC)	533	533	533	533	533	533	524	517	517	500	500	483	483	483	483	483	483	483	483	483	483	483	483	483	483	483	483	483	477	477	473	467	467	495.23
(CC)	510	510	515	505	495	495	495	495	495	495	495	480	480	480	470	475	480	483	483	483	486	486	486	486	486	486	486	465	465	465	455	455	482.26	
Nagpur	490	490	495	495	500	485	485	485	460	450	445	435	435	435	435	435	440	440	440	440	440	440	440	440	440	440	440	440	430	430	420	-	452.41	
Patna	510	510	515	515	505	495	495	495	495	495	495	480	480	480	470	475	480	483	483	486	486	486	486	486	486	486	465	465	465	455	455	482.26		
Ranchi (CC)	514	505	505	505	505	505	495	495	495	476	476	476	476	476	471	476	476	476	476	476	476	476	476	476	476	476	467	467	467	452	448	448	478.94	
Varanasi (CC)	523	523	523	523	510	500	500	500	500	490	490	477	477	477	477	477	477	483	483	483	483	483	483	483	483	483	483	483	473	473	463	453	453	486.48





## Poultry Federation of India and USA Poultry and Eggs Export Council Sign MOU to Promote Poultry Protein Knowledge and its Consumption.



In a historic moment, the Poultry Federation of India (PFI) and the USA Poultry and Eggs Export Council (USAPEEC) signed a Memorandum of Understanding (MOU) to collectively combat protein deficiency and promote the consumption of poultry and poultry products in India. The signing ceremony at Hotel The Oberoi, New Delhi on March 20, 2024, brought together esteemed representatives from both organizations, including Mr. Greg Tyler, President & CEO USA Poultry & Egg Export Council, Mr. Clay M. Hamilton, Agricultural Minister Counsellor for Agricultural Affairs, USDA, and Mr. Ramesh Khatri, Chairman, Mr. Sanjeev Gupta, Vice President (HQ), Mr. Ricky Thaper, Treasurer, Mr. Parveen Kumar, Vice-President-North Zone and Mr. Jagdish from Poultry Federation of India. This partnership symbolizes a shared dedication to enhancing the nutritional landscape and fostering a healthier, protein-rich future.

organizations aspire to raise awareness about the nutritional advantages of poultry products.

Poultry Federation of India Team presented Mementoes to Mr. Greg Tyler, Mr. Clay M. Hamilton and Ms. Devna Khanna. Later Ms. Devna Khanna, India Representative of USA Poultry & Egg Export Council, expressed gratitude to all attendees for their support and participation in this milestone event. This was followed by Trade Reception which provided an opportunity for networking among the invitees including USA Soybean and Corn Grower Farmers, Star Chefs from elite Hotels, Commodity Members, PFI Team and USAPEEC Team.



Mr. Ricky Thaper, Treasurer, Poultry Federation of India highlighted the significance of this partnership in addressing critical nutritional needs and fostering international cooperation in the poultry industry. Mr. Thaper said that this

occasion marked the beginning of what promises to be a fruitful collaboration aimed at enhancing nutritional standards and promoting economic growth in the poultry sector.



While addressing the gathering, Mr. Greg Tyler, President & CEO USA Poultry & Egg Export Council added that this collaborative approach encompasses a range of initiatives, including educational, research and development, expansion of market opportunities and campaigns to raise nutritional awareness. By combining their expertise, both



## Srinivasa Farms is poised to scale new horizons with the advent of top-notch Business Leaders joining hands in its growth trajectory.



About Mr. Venugopal

Venu has worked in GCMF, ITC, Parrys Confectionery, Airtel and Reliance over the past 34 years in a spectrum of roles spanning various industries and sectors – Telecom, FMCG, Retail, Consulting and Services. He has handled many Senior roles and very large teams across functions including Sales, Marketing, Supply Chain, Manufacturing, Operations and Strategy.

Venu is a professional CEO with experience in building organizations from scratch, scaling up, turning around businesses, managing large teams, enhancing team competencies, driving operations with full P&L accountability and providing operational, strategic and tactical leadership for sustained profitability and market share and mentoring senior leadership roles for over 17 years. He has been a part of the Senior Management Team at Reliance Industries and has been associated with building all their growth businesses spanning Telecom, Retail, and E-Commerce, over the past two decades.

A Management graduate from IRMA, Venugopal is also a post-graduate in Econometrics from the Central University of Hyderabad. He has been a gold medallist and University ranker all through. He has also done quite a few Senior level Executive Programs in Singapore, USA, UK and Australia.

As President, Venu will drive execution of strategic plans, guide teams to service excellence, oversee financial, commercial and production obligations. He will be spearheading India operations encompassing Layers, Broilers, Integration and Feed.

Srinivasa Farms heartily

welcomes

YOU



About Mr. Y. Hari Prasad

Hari has over three decades (34 years) of experience in Poultry industry and most of his experience was with Pfizer Animal Health, which is now Zoetis Inc.

He started his career as Veterinary Service Executive in Glaxo Animal Health and moved on to Pfizer/Zoetis as Veterinary Sales Representative. During his tenure at Pfizer/Zoetis, he held various leadership roles, including Marketing Director, Business Unit Director and General Manager (India & BNS Markets).

Hari is a staunch believer in customer-centric approach, while fostering long-term relationships with co-workers and customers alike.

Hari Prasad holds M.Sc. degree in Physical Oceanography from Andhra University.

Mr. Hari will be championing expansion of market share, driving company's sales growth, optimizing revenue & profitability, gauging and meeting consumer preferences & market trends. He will predominantly look after Layer, Feed & Vaccine sales for pan India.

## SHRI LAXMI GANAPATHI AGENCIES

We undertake to purchase and sell the  
**Growers and Layers on commission basis.**

We also supply growers of all kinds of  
breeds ranging from 5th to 20th weeks

Available on all  
seasons

Contact us for purchasing / selling the poultry farms

**Shri Laxmi Ganapathi Agencies**

Attili, West Godavari District – 534 134, (A.P).

(M): 9666939299 and 9849195410



P.L. Ganapathi





# World No.1 Layer Bird Now Ready to Rule India



- ★ Local Breeding Program
- ★ Lowest Feed Per Egg
- ★ Maximum No. of Saleable Eggs
- ★ Superior Livability
- ★ Ability to Recover From Diseases
- ★ Unmatched Technical Services

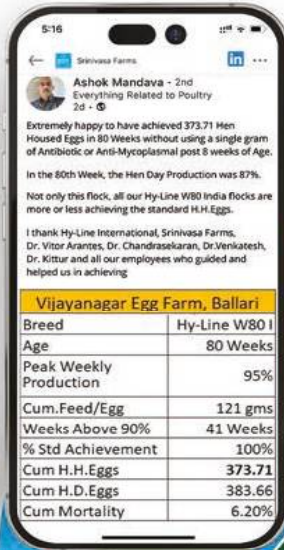
## BEST FARMER PERFORMANCES

We celebrate the success story of

**Mr. Ashok Mandava**, the poultry virtuoso who is rewriting records!

With his unwavering dedication & inventive methods, his farm attains unprecedented production heights.

*Congratulations*



#farmertestimonial

### 6 Batches Taken Till Now

**Om Sri Ganesh Agri Products,**  
West Godavari Dist, A.P  
Mr. U. Brahmaji

**Achieved 238 HHE in 60 Weeks**  
With 106 g Feed Intake/Day (Laying Period)

Peak Weekly Production	92%
Weeks Above 90%	19
Cum Feed / Egg	125
% Achievement	92%
Feed Cost / Egg @ Rs. 26/KG	Rs. 3.25

### 4 Batch Taken Till Now

**S.A.K Poultry Farm,**  
Ranga Reddy District, Telangana

**Achieved 234 HHE in 60 Weeks**  
With 105 g Feed Intake/Day (Laying Period)



Mr. Sohaib  
Ahmed Khan

Peak Weekly Production	94%
Weeks Above 90%	33
Cum Feed / Egg	125
% Achievement	91%
Feed Cost / Egg @ Rs. 25/KG	Rs. 3.13



### 10 Batches Taken Till Now

**Divya Farms,**  
Namakkal Dist, Tamil Nadu

**Achieved 121 HHE in 40 Weeks**  
With 101 g Feed Intake/Day (Laying Period)



Mr. Vivek  
Kaliannan

Peak Weekly Production	94%
Weeks Above 90%	14
Cum Feed / Egg	127
% Achievement	93%
Feed Cost / Egg @ Rs. 28/KG	Rs. 3.56

**Srinivasa Farms™**

(CIN : U01222TG1983PTC003979)



For More Info

+91 91000 21340

www.srinivasa.co

26/03/2024



# SAI KRISHNA

## POULTRY EQUIPMENTS



Chick Feeder



Egg Tray



Chick Feed Tray



Chick Drinker



Drinker  
( Assemble Valve System )



Deluxe Drinker  
( Standard & Large )



Feeder



Gas Brooder



Chain Link Mesh



Jumbo Drinker



## SAI KRISHNA PLASTIC INDUSTRIES

Manufacturers of Plastic Poultry Equipments

Factory : Behind Petrol Bunk, Padmanagar, Karimnagar - 505002, Tel : 0878 - 6504508, Mobile : 98490 59508  
Sales Depot : Plot No : 11, Road No:2, Opp : Nimanthran Function Hall, Mamatnagar Colony, Nagole, HYDERABAD - 68. (A.P),  
Tel : 040 64610508, Mobile : 92466 59508, E-mail : info@sai.krishnapoultry.com, Web : www.sai.krishnapoultry.com





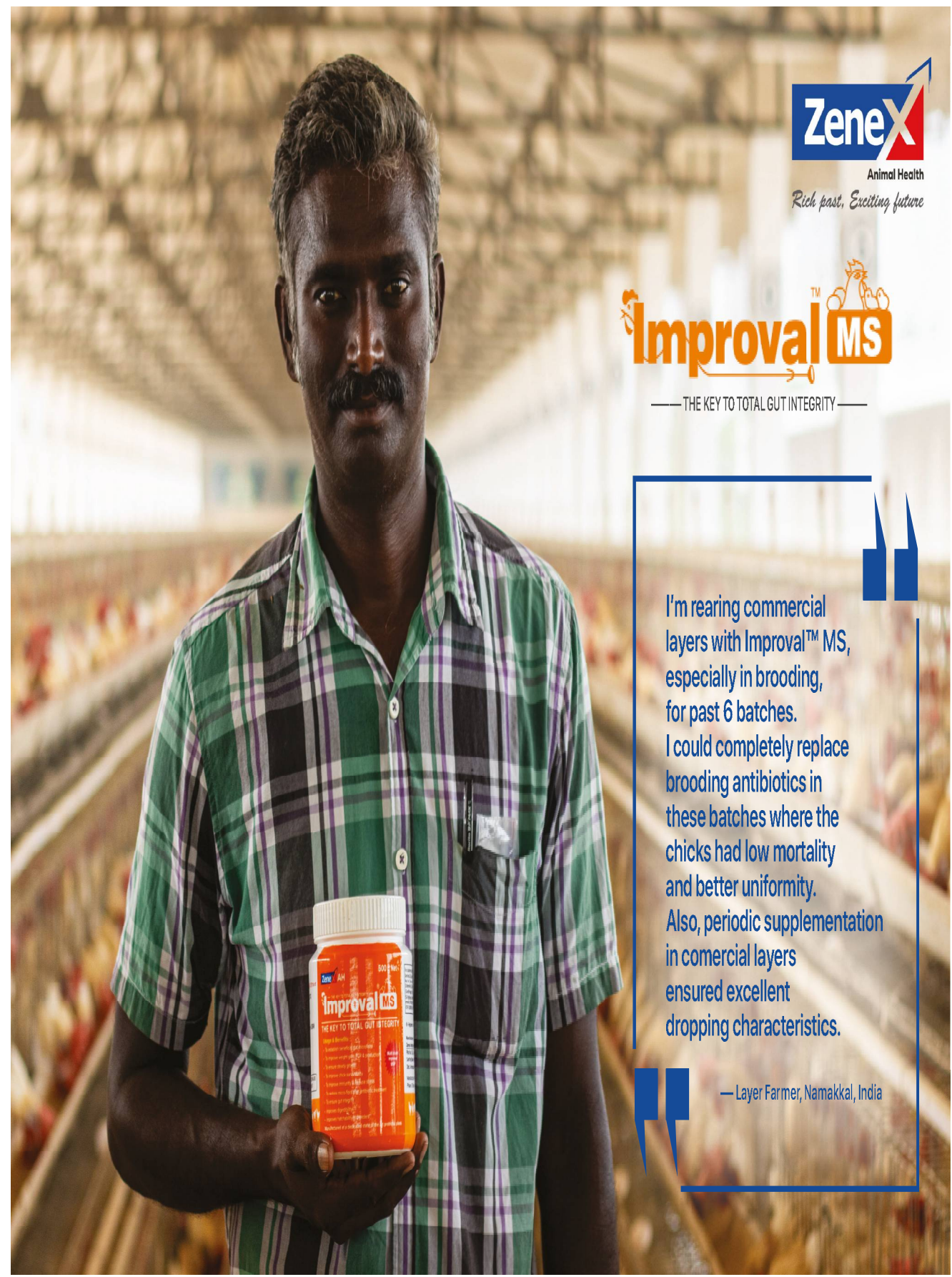
Animal Health  
*Rich past, Exciting future*

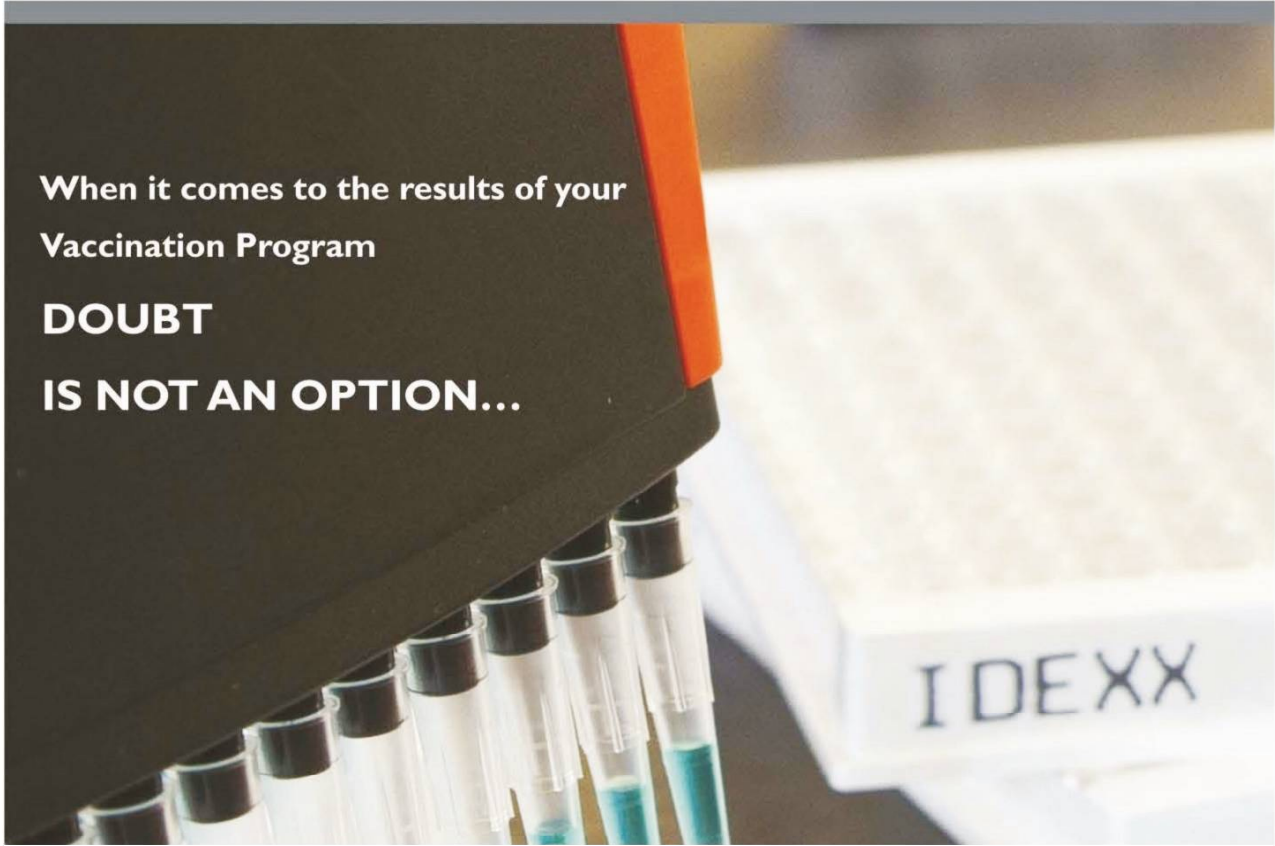
# Improval™ MS

— THE KEY TO TOTAL GUT INTEGRITY —

I'm rearing commercial layers with Improval™ MS, especially in brooding, for past 6 batches. I could completely replace brooding antibiotics in these batches where the chicks had low mortality and better uniformity. Also, periodic supplementation in commercial layers ensured excellent dropping characteristics.

— Layer Farmer, Namakkal, India





When it comes to the results of your  
Vaccination Program

**DOUBT**

**IS NOT AN OPTION...**

**+ ANAND POULTRY DIAGNOSTIC CENTRE +**

**Introduces ELISA Testing Services for antibodies against  
ND, IB, IBD, MG, MS, REO, CAV, AE, SE & APV**

**Exclusively on the world renowned**

**IDEXX ELISA KITS**



**ANAND POULTRY DIAGNOSTIC CENTRE**

**Fast - Accurate - Reliable - Confidential**

Contact:

House No. 316/C, 2nd Floor,  
Above Thyrocare Lab, Dr. V.S.R. Murthy Clinic,  
Near Sri Vidyanjali High School, B.K. Guda,  
S.R. Nagar, Hyderabad - 500038.

Mob: +91 9426061922 | 7405214150 | 9542367223

Email: [science@anandanimalhealth.com](mailto:science@anandanimalhealth.com) | [anandanimalhealth@gmail.com](mailto:anandanimalhealth@gmail.com)

**IDEXX**

Test With Confidence™



## Boom – Ox Unveiled: Revolutionary Patented Water Treatment Solution Promises Transformation



Brightwell Aquatech LLP, owned by Mr Balasaheb Jadhav a Pune based startup promoted by Dr. Santosh Ire, has recently introduced a patented groundbreaking solution for water treatment challenges. This marks a significant milestone in the quest for sustainable and accessible clean water solutions.

Boom-Ox was the only Indian startup to be selected for a presentation at Health & Nutrition Start Up Pitching 2024 organized at VICTAM Asia, on 14th March at Bangkok. This was indeed a proud moment for us!

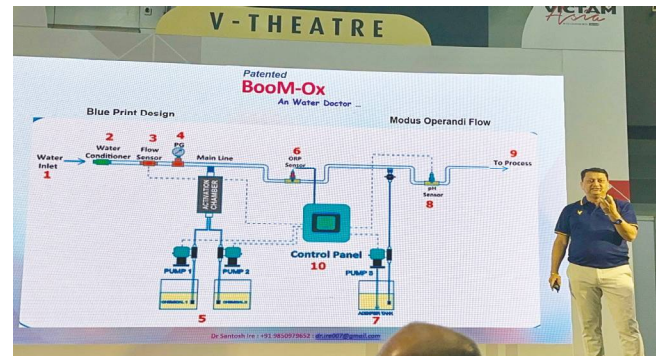


While water is the most essential nutrition, it is least focused upon. However, 80% of all diseases globally, for both humans and livestock, are a result of consumption of unsafe water, inadequate sanitation and poor hygiene.

This is where Boom-Ox, a patented engineering solution for providing safe, potable water for poultry, dairy, swine and cattle comes into play.



Salient features of Boom-Ox are:



- ORP based Automated Dosing of Stabilized Chlorine Dioxide with IoT facilities.
- ISRAELI Technology based water improver.
- A potent combination of Water Disinfectant and Acidifier to achieve desired goals
- Automated & sensor base technology to maintain ORP & pH continuously:24x7.
- All in one patented solution, we call it “Water Doctor”.
- Robust & maintenance free device

The mode of working of Boom-Ox is as follows:

- ♦ Water Inlet: Machine Installed at this point. Common inlet pipe from tank / source to the whole farm
- ♦ Water Conditioner: This helps to neutralise the majority of ions, metals and hardness causing agents
- ♦ Flow Sensor: Helps to check flow of water and accurate dosing of medicines
- ♦ Pressure Gauge: To maintain water pressure
- ♦ Chlorine Dioxide Solutions: The two solutions need to be filled and refilled once a signal is received from the device. This solution can't be changed by other source as it is calibrated with the control panel of the machine
- ♦ ORP Sensor: Helps maintain desired ORP (650+ mV) as set in the device
- ♦ pH Solutions: The acidifier solutions need to be filled and refilled once a signal is received from the device. This solution can't be changed by other source as it is calibrated with the control panel of the machine
- ♦ pH Sensor: Helps maintain desired pH (5.8-6.0) as set in the device or needed
- ♦ IoT Device: This device is an indicator of all

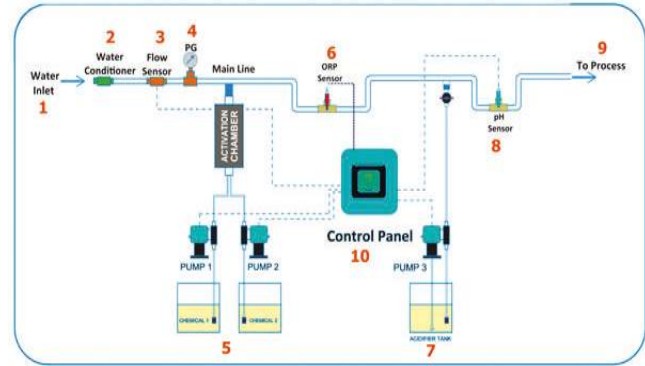


parameters which are set and it sends notification messages. It needs to be implemented at the last shed and last row and last point so that water treatment can be done as per set limits of ORP and pH from last point to start point

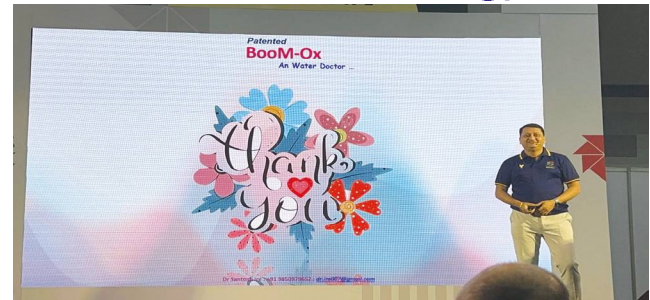
- ◆ Control Panel: This is the brain of the machine. It receives all signals and gives solutions as per given commands. Most important and patented instrument
- ◆ Entire machine is well assembled, dust proof, water resistance, rodents resistance and durable etc. Size of machine is approx one office table and can mount on wall easily
- ◆ Maintenance free machine except minor calibration of sensors once in quarter which user can do at its own
- ◆ Best ROI : Cost of medicines is almost equal to existing price but it gives much better ROI than traditional ways of water treatment. 13- User can replaces all of his available solutions for water

treatment including pipeline flushing and cleaning

- ◆ During vaccination and medication, user can stop sensors and use normal non medicated water from same machine
- ◆ For 1st installation and till smooth operations, company engineer will help
- ◆ Other much more benefits which keep livestock healthy and owner happy ...



For more information and queries call Dr. Santosh Ire, +91 9850979652 or email: dr.ire007@gmail.com



## Free Lance Poultry Consultant

DR.MANOJ SHUKLA, a renowned poultry Veterinarian, with 20 years of enriched field experience, now started Free Lance Poultry Consultancy. In the past 20 years have contributed to the development of the hatcheries in various capacities of leading companies across India - Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Orissa, Bihar, West Bengal, Jharkhand, North-East, Uttar Pradesh and neighbouring country of Nepal.



### His areas of expertise include:

- |  |  |
|--|--|
| ➤ Commercial Layer Management.   | ➤ Sales & Marketing of Broiler Breeder.  |
| ➤ Commercial Broiler Management  | ➤ Integration.                           |
| ➤ Nutrition (Feed Formulations).   | ➤ Training to Field staff.               |
| ➤ Breeder Management.  | ➤ Field Trial of Drugs & Feed additives. |
| ➤ Sales & Marketing of Day-Old commercial Layer chicks, Broiler chicks & Poultry Feed. | ➤ Speaker in Technical Seminars.         |

He can be Contacted at:- **Dr. Manoj Shukla**

A-1, Gaytri Nagar, Phase-II, P.O. Shankar Nagar, Raipur, Chhattisgarh-492007

Mob.No : 09644233397, 07746013700, Res. 0771-4270230

Email : [drmanu69@gmail.com](mailto:drmanu69@gmail.com)

As a strategic partner, Poultry Line wishes Dr. Shukla every success in his new assignment



## Optimo Loan secures USD 10 million seed funding from Blume and Omnivore



**Bangalore, March 20, 2024:** Optimo Loan, a pioneering MSME lending-tech business for rural India, announced today that it has raised USD 10 million in seed funding. The round was led by Blume and Omnivore, with additional contribution from Optimo's Founder, Prashant Pitti.

Optimo aims to bridge the USD 530 billion credit gap in MSME lending, by facilitating access to quick, hassle-free, and flexible financing options for MSMEs. With this investment, Optimo aims to revolutionize MSME lending in rural India by leveraging cutting-edge technology and a phygital distribution model. The startup is building a co-lending platform for MSMEs with a unique underwriting method. The novel approach allows Optimo to gain deeper insights into the financial health of MSMEs, enabling informed lending decisions and catalyzing entrepreneurship and economic growth in rural communities.

Optimo was founded by Prashant Pitti, an alumnus of IIT-Madras and an experienced entrepreneur. He is most well-known for co-founding EaseMyTrip, India's only bootstrapped startup to achieve unicorn status and go public. Prior to his entrepreneurial ventures, he worked with prominent financial institutions in the United States such as Capital One and HSBC. The startup aims to use the acquired funds to expand its operations, enhance its technology, recruit new talent, and broaden its presence to twenty

locations in rural India by the end of this year.

Speaking about the funding round, Prashant Pitti, Founder of Optimo stated, "I am excited to embark on this lending-tech venture, which I am running alongside EaseMyTrip. Optimo lending operations commenced in November 2023, and we are scaling swiftly yet prudently. Our top management team comprises individuals with extensive experience of 10-15 years in MSME lending. We aim to establish an asset-light company by primarily leveraging co-lending agreements with banks and larger NBFCs."

Ashish Fafadia, Partner at Blume Ventures, said, "We believe in Optimo's mission to democratize access to finance for MSMEs in rural India, especially considering their significant contribution of 29% to GDP. To achieve the ambitious goal of elevating this contribution from 4 to 15 trillion over the next 15-20 years, it's imperative to explore more effective collaboration avenues. Prashant's rich expertise and network will be invaluable in navigating towards this mission".

Reihem Roy, Partner at Omnivore, observed, "Optimo's innovative lending technology model holds the potential to make a substantial impact and foster enduring change in underserved communities. India faces a significant credit deficit, with only 25% of all MSMEs having accessed formal loans to date, leaving 53 million businesses untapped and holding immense opportunity".

### About OPTIMO

Headquartered in Bangalore, at Optimo Loans, the team is dedicated to creating a positive social impact and fostering financial inclusion in the small business community. The company's financing solutions are meticulously designed to empower businesses, irrespective of their size or background, to achieve their growth ambitions and drive economic progress. Through its finance solutions, Optimo Loans supports businesses in investing in new technologies, increasing liquidity, and ensuring business continuity. By empowering

businesses to expand and flourish, the company actively contributes to local job creation, economic growth, and community development.

The commitment to financial inclusion remains at the core of Optimo Loans' mission. The team understands the crucial importance of accessing finance for businesses' success. Therefore, they adopt a customer-centric approach, providing flexible solutions to meet diverse needs and empower underserved entrepreneurs.

OPTIMO Loans is dedicated to revolutionizing MSME lending in rural India and assisting businesses like yours in thriving. To know more, visit <https://optimoloan.com/index.html>

#### About Blume Ventures

Blume Ventures is an early-stage India-focused venture fund that backs startups with both funding as well as active mentoring. Blume typically invests in Seed and pre-Series A rounds in tech-

led startups led by founders obsessed with solving hard problems for the Indian market and from India for the world.

Blume presently invests out of Fund IV, a \$300M vehicle supported by leading institutional LPs and family offices. With the close of Fund IV, Blume now has an AUM (Assets Under Management) of over \$600m, managed by an investment team based across Bengaluru, Mumbai, Delhi, and San Francisco. To know more, visit: <https://blume.vc/>

#### About Omnivore

Omnivore is a venture capital firm, based in India, which funds entrepreneurs building the future of agriculture, food systems, and rural economy. Omnivore is currently investing from its third fund, the Omnivore Agritech & Climate Sustainability Fund, that announced its first close at \$150 million last year. Including this fund Omnivore now has an AUM of over \$350 million. For further information, please visit: <http://omnivore.vc>






Time to Time More, Healthy & Premium Quality Chicks



INSIDE SERIES







OUTSIDE SERIES







Digital Series





**KARAMSAR POULTRY EQUIPMENTS™**

OFFICE : K-139, POCKET-K, SECTOR-5, DSII DC INDUSTRIAL COMPLEX BAWANA, NEW DELHI-110039  
 email : [karamsarpoultryequipments@gmail.com](mailto:karamsarpoultryequipments@gmail.com) \* [tarankaramsar@gmail.com](mailto:tarankaramsar@gmail.com)  
 Website : [www.karamsar.in](http://www.karamsar.in) [karamsarequipments.com](http://karamsarequipments.com)

9910310001, 9999226259, 8888800076, 9910423173



INCUBATOR  
(CHICKMAN SERIES)



INCUBATOR  
(EGG HATCH SERIES)



DEBEAKER



VACCINATOR



PLASTIC  
EGG SETTING TRAY



PLASTIC  
EGG HATCHER BASKET



DOUBLE WAFER CAPSULE

**WE HAVE NO BRANCH**



# BAMBERCIN® PLUS

The Novel & Potent **TRIBIOTIC**

- Healthy birds
- Optimal gut microflora
- Reduction in FCR
- Better immunity & disease resistance
- Wholesome meat & eggs
- Improvement in profits



## Provet Pharma Private Limited

No. 9, 1<sup>st</sup> Floor, Chakrapani Street, 2<sup>nd</sup> Lane,  
Narasingapuram Extension, Maduvankarai, Guindy,  
**CHENNAI - 600 032. INDIA**  
Telefax: +91 44 2244 2124 / 27 | E-mail: info@provet.in



[www.provet.in](http://www.provet.in)

[f](#) provetppl [t](#) provetppl [in](#) provetppl



# RR VETERINARY HEALTH CARE PVT. LTD.

An ISO 9001:2015 and ISO 22000:2005 Certified Company

4-122/1/1, Plot No. 115 & 123, Kuntloor Village, Abdullapurmet  
Mandal, R R Dist - 501 505, Telangana, INDIA.

Email: info@rrveterinary.in, www.rrveterinary.in, www.rrvhc.in

**15** YEARS OF UNBLEMISHED QUALITY SERVICE

**LARVEND™** Gold Plus  
Natural clay solution

1 Ltr & 5Ltrs



**FLYXIL GOLD™** plus

1 Ltr & 5Ltrs



**RR ELIMINATOR™**  
India's No.1 Rat Control Brand

10 kg, 20 kg Buckets,  
& Bait Stations



**SPOTON™**  
PROPOXUR 2% BAIT

1KG & 5KG



**TOXELIM-B GOLD PLUS™**  
"Unique & Complete Health Tonic"

1Ltr & 5Ltrs



**ANTIPROL™**  
"The Only answer to Prolapse & Intussusception"

5Ltrs



For further details  
Please contact :

**Y. Ram Mohan Rao**  
Managing Director (Mob: +91 94904 10562)

**Dr. Sreekanth Devalraju**  
Manager (Mob: +91 94410 31794)





# Heat Stress ↓ Performance ↑

## Avilyte<sup>®</sup> | Electrolyte Supplement



Zero ionic balance for optimum DEB and pH



Monovalent ions for quicker replenishment



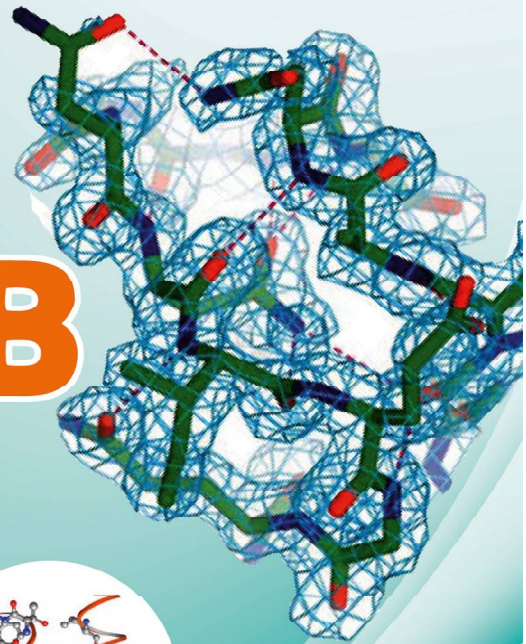
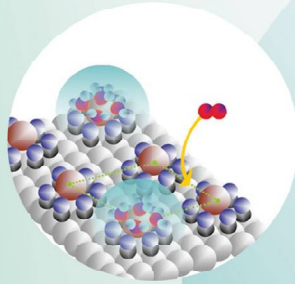
Low osmolarity (<250 mOsm) for faster absorption

### Avilyte FS<sup>®</sup> | Feed Supplement

- Controlled electrolyte supplementation in contract growing/ integrated operations
- Thermostable through pelleting process

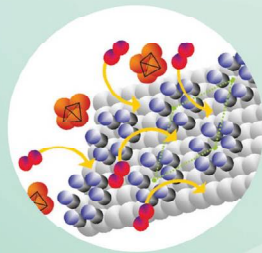
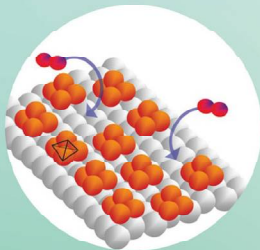
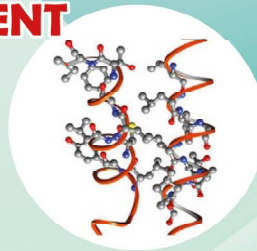
### Avilyte WS<sup>®</sup> | Water Soluble Supplement

- Quick replenishment of ions and energy through water
- Can be administered at farm level



# EXOSORB BIOTECH

**POULTRY FEED SUPPLEMENT**



**A  
Multi Toxin Binder  
FOR  
BREEDERS, BROILERS  
AND  
LAYERS**

**A Unique Combination of  
HSCAS, Phyllosilicates, MOS,  
Lipotropic Agents, Organic Acids,  
Activated Charcoal (IP Grade) and Copper.**

Marketed By:  
  
**Exotic**  
Biosolutions Pvt. Ltd.

311, 3rd Floor, Ascot Center Co-op Soc.ltd.,  
Sahar Road, Opp ITC Maratha Hotel,  
Near Hilltone Hotel, Andheri (East),  
Mumbai - 400099. Maharashtra, INDIA  
TEL.: (022) 28200426/27/28.  
E-mail: info@exoticbiosolutions.com  
www.exoticbiosolutions.com

Manufactured By:  
  
**Exotic**  
MUSHROOMS

  
Manufacturing Unit is certified  
for leading industry Standards





## Pressemitteilung

Press release · Communiqué de presse

Organic energy worldwide

Vechta, March 2024

### Agrar GmbH Reichenbach Relies on Digestate Processing System from WELTEC BIOPOWER

#### First Kumac Plant in Germany Goes Live

In March 2024, Agrar GmbH Reichenbach commissioned its Kumac digestate processing system from WELTEC BIOPOWER. This is the first Kumac plant to go live in Germany, in addition to the 16 that have been built worldwide to date. The agricultural company based in the Vogtland region of Saxony, Germany, specialises in dairy farming and the cultivation of feed crops. In addition to the dairy farm with 1,400 cows and breeding cattle, the farmers have been operating a biogas plant with an electrical output of 845 kW since 2006. The facilities generate up to 72,000 t of liquid manure and digestate a year.

Every day, the biogas plant feeds 12,000 kWh of electricity into the public grid. In addition, the plant supplies up to 500 kW of heat to small consumers and to the site of the former Paracelsus Clinic in Reichenbach via a heating network. The plant's main business consists of the delivery of biogas via a 3.2-km raw biogas pipeline to the heating plant of Stadtwerke Reichenbach for the base load supply of flats and social facilities. The amount of electricity generated each year corresponds to the annual consumption of around 6,000 private households.

#### *Tried-and-Tested, Fine-Tuned Processes*

Within the scope of the Leipzig Biogas Expert Talks, Deutsche Biomasseforschungszentrum gemeinnützige GmbH (DBFZ) had already invited visitors to the Application Day in Reichenbach in December 2023. The numerous professional visitors made use of the opportunity to visit the biogas plant as well as the digestate processing plant of WELTEC BIOPOWER. The introduction of modern technologies and systems such as the Kumac system greatly contributes to the recycling of nutrients and the conversion of liquid manure into compost, fertiliser, animal bedding or biogas substrate. For the conversion, Kumac makes use of tried-and-tested processes that are fine-tuned to each other.

#### *High-Quality Fertiliser for Plant Cultivation*

„In Reichenbach, the output of the Kumac process consists of around 25 percent solid and 20 percent liquid farm manure and 55 percent dischargeable water. The resulting solid matter and the nutrient concentrate are applied as organic, high-quality fertiliser to our own crops. In this way, long transport routes are avoided,“ explains Lars Bittermann, Managing Director of Agrar Reichenbach GmbH. „This closes an efficient material flow cycle, and the individual areas of our portfolio interlock perfectly. From the cultivation of feed crops to dairy farming to the utilisation of the liquid manure in the biogas plant and the processing of digestate into fertiliser and water, all components have their place.“

#### *Dry Matter Content: 30 Percent*

In the first step of the liquid manure and digestate treatment, flocculants are added to the source material. These additives ensure flocculation of even the finest components, facilitating the separation from the water. At the same time, they contribute to the reduction of odour emissions. After the material has been squeezed through a belt press via various rollers against a second, water-permeable belt, the solid material can be used directly as fertiliser, compost, animal bedding or biogas substrate with a dry matter content of up to 30 percent.



## Pressemitteilung

Press release · Communiqué de presse

Organic energy worldwide

### ***One Quarter of the Original Volume***

Subsequently, the liquid phase is passed through a tank in which small particles and suspended solids are separated. Any remaining solid particles are removed by means of a fine filter. In the next step, the filtrate traverses a three-stage reverse osmosis process to remove salts and nutrients. The resulting liquid fertiliser is rich in nitrogen and merely accounts for one quarter of the original volume. Clear water accounts for the greatest share of the treatment products and is currently discharged into the receiving water.

### ***Support from the European Agricultural Fund***

The scalable modular system can be used from an amount of 70,000 t of liquid manure or digestate a year. Should the processing needs increase, several Kumac lines can easily be combined. „The processing here is almost fully automated, which also minimises the amount of personnel required“, says Managing Director Lars Bittermann. „By the way: Operators who decide to set up a system can receive funding from the European Agricultural Fund for Rural Development“, adds Nico Sudbrink, the responsible process engineer at WELTEC BIOPOWER.



Entwicklungsprogramm  
für den ländlichen Raum  
im Freistaat Sachsen  
2014 - 2020

Europäischer Landwirtschaftsfonds für die Entwicklung des  
ländlichen Raums: Hier investiert Europa in die ländlichen Gebiete

[Next Page: Photos](#)





## Pressemitteilung

Press release · Communiqué de presse

### Photos



*In March 2024, Agrar GmbH Reichenbach commissioned its Kumac digestate processing system from WELTEC BIOPOWER. The agricultural company based in the Vogtland region of Saxony, Germany, specialises in dairy farming and the cultivation of feed crops. In addition to the dairy farm with 1,400 cows and breeding cattle, the farmers have been operating a biogas plant with an electrical output of 845 kW since 2006.*



*DBFZ Practitioners' Day at the WELTEC Kumac plant: Within the scope of the Leipzig Biogas Expert Talks, Deutsche Biomasseforschungszentrum gemeinnützige GmbH (DBFZ) had already invited visitors to the Application Day in Reichenbach, Vogtland, in December 2023. The numerous professional visitors made use of the opportunity to visit the biogas plant of Agrar GmbH Reichenbach as well as the Kumac digestate processing plant of WELTEC BIOPOWER.*



*The remaining liquid phase is first aerated in a stainless steel flotation tank. In this way, small particles and suspended matter react and settle to the bottom of the tank. This sludge is then re-transferred to the treatment process. The other solid components of the liquid phase are separated by a filter.*



*The final process step comprises the application of a three-stage reverse osmosis procedure. The remaining liquid phase has already reached a very clean state. The semipermeable membranes in the three-stage reverse osmosis procedure can separate 95 to 99 percent of the dissolved salts and nutrients. The separated nutrient concentrate can be used as liquid fertiliser that is easy to transport.*

[Next Page: Company Portrait](#)



## Pressemitteilung

Press release - Communiqué de presse

Organic energy worldwide

### Company Portrait

Since its foundation in 2001, the **WELTEC** group of companies from Vechta in Lower Saxony has developed into one of the world's leading specialists for the construction and operation of biogas and biomethane plants. The Group covers the entire biogas value chain with the design, planning, and construction of energy plants, permanent and temporary plant operation, 24/7 service, and sustainable utilization concepts for output streams.

One of **WELTEC BIOPOWER's** strengths is the construction of individual, technically sophisticated solutions up to a plant size of ten megawatts. A central element here is the high proportion of components developed in-house. Stainless steel technologies also ensure flexible substrate use, fast assembly with low effort, and a consistently high-quality standard regardless of location. After commissioning, **WELTEC's** mechanical and biological service significantly ensures economic efficiency.

The company has just as much experience in the field of biogas production and utilization. At ten of its sites the plants produce biogas. Some of this is processed into biomethane and made available to energy suppliers and filling station operators throughout Germany via the public gas network. Furthermore, at 16 locations, municipalities and companies, such as those in the gardening, housing, and healthcare sectors, are supplied with decentralized heat as part of **WELTEC's** energy contracting.

Proximity to customers and investors is an important concern for the biogas specialist, which is why the Group is represented worldwide with its sales and service network. Customers include companies from the waste and food industries, agriculture, and the wastewater sector. The **WELTEC** Group and its 164 employees have implemented over 350 energy plants in more than 25 countries on five continents. The biogas specialist thus ensures annual savings of around 600,000 tons of CO<sub>2eq</sub>\*

### If you publish the press release please forward a copy to us:

Lena Harms  
Marketing  
WELTEC BIOPOWER GmbH  
Phone: +49 4441/99978-220  
Email: [presse@weltec-biopower.de](mailto:presse@weltec-biopower.de)

### Social Media:

You can also find us on the following social media platforms:



[www.twitter.com/WELTECGermany](https://www.twitter.com/WELTECGermany)



[www.linkedin.com/company/weltec-biopower-gmbh/](https://www.linkedin.com/company/weltec-biopower-gmbh/)



[www.youtube.com/user/WELTECBIOPOWER](https://www.youtube.com/user/WELTECBIOPOWER)

**Broiler Lifting Rates for the month of February\_2024**

place	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	
Hyderabad	109	99	99	101	111	111	113	115	117	117	122	122	124	124	124	124	124	130	130	135	135	140	140	140	140	140	140	140	140	135
Karimnagar	109	99	99	101	111	111	113	115	117	117	122	122	124	124	124	124	124	130	130	135	135	140	140	140	140	140	140	140	140	135
Warangal	109	99	99	101	111	111	113	115	117	117	122	122	124	124	124	124	124	130	130	135	135	140	140	140	140	140	140	140	140	135
Mahaboobnagar	109	99	99	101	111	111	113	115	117	117	122	122	124	124	124	124	124	130	130	135	135	140	140	140	140	140	140	140	140	135
Kurnool	109	99	99	101	111	111	113	115	117	117	122	122	124	124	124	124	124	130	130	135	135	140	140	140	140	140	140	140	140	135
Vizag	110	110	105	105	107	107	110	110	117	117	122	122	122	122	122	122	122	122	122	124	127	127	127	127	127	127	127	127	127	127
Godavari	113	108	108	108	113	113	115	115	122	122	127	127	129	129	129	129	129	134	134	139	139	144	144	144	144	144	144	144	144	139
Vijayawada	113	108	108	108	113	113	115	115	122	122	127	127	129	129	129	129	129	134	134	139	139	144	144	144	144	144	144	144	144	139
Guntur	114	109	109	109	117	117	119	119	124	124	127	127	129	129	129	129	129	135	135	139	139	144	144	144	144	144	144	144	144	139
Ongole	114	109	109	109	117	117	119	119	124	124	127	127	129	129	129	129	129	135	135	139	139									
Nammakal	107	97	98	98	103	106	111	113	118	118	120	120	120	120	120	120	122	122	122	122	122	122	122	124	126	126	126	126	126	121

*M.A. Waheed*




# S.S. Associates

# SHR PACKAGING

**D.No.1-2-405, Gaganmahal, Domalguda, Hyderabad - 500029**

**Cell: 78931 40260**

**S.S. PACKAGINGS**

**Mfrs.:**

**Corrugated Boxes,  
Cores Pulp trays, Coir**



**Contact : T. Subramanyam  
Managing Partner**

H.No. 5-011/6, Ramireddy Nagar,  
IDA, Jeedimetla, Hyderabad-500 055.  
Email: slpc.2002@gmail.com

**Cell: 986660 75805 Fac. : 040-23095996**

**SRI LAKSHMI  
PACKAGING COMPANY**

**Mfrs.:**

**Corrugated Chick Boxes &  
Hatching Egg Box  
Paper Pulp trays, Coconut Coir**



**Contact : P. Someswara Rao  
Managing Partner**

Plot No. S-15 to S-18, Rami Reddy Nagar,  
IDA, Jeedimetla, Hyderabad-500 055.  
Email: slpc.2002@gmail.com

**Cell: 98491 09478 Fac. : 040-20005996**





OPTIMA

Empower Gut Health with

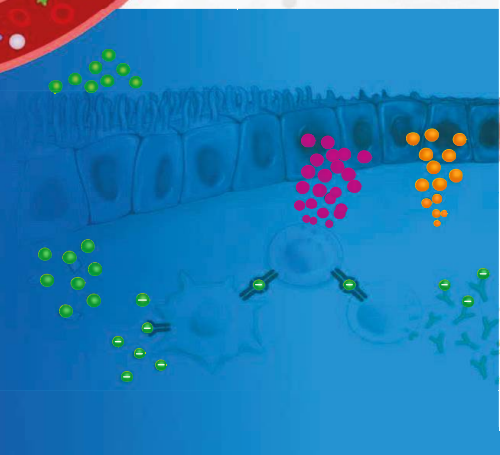
# ButyESTER<sup>®</sup> Advance



GEH Technology

Target Release

High Mechanism of Action



**OPTIMA LIFE SCIENCES PVT. LTD.**

PNO 47/2/2, BL 44, LIC Colony, Parvati, Pune - 411009, Maharashtra.

Tel: +91 8380012872, 020-24420720 | info@optimalife.in | www.optimalife.in

Follow Us On



## INDIA POULTRY EXPO 2024 AT LUCKNOW



Grand success – was the unanimous voice in response to the 24th edition of Mega India Poultry Expo 2024. It was conducted in Lucknow at Indira Gandhi Prathishthan with all pomp and festivity from 5-7 March 2024. This has been fifth such expo in the state of Uttar Pradesh, a fast growing Poultry belt. It is heartening to note that more than 5000 visitors from different parts of Uttar Pradesh, Bihar, Uttarakhand, Delhi, Maharastra, Haryana, Chandigarh, Madhya Pradesh, Chhattisgarh, Assam, West Bengal, Tamilnadu, Telangana, Andhra Pradesh, Karnataka and others visited the Expo which we believe is recognition to our efforts and the confidence they reposed on Tezasvi Events .

Dr Dinesh Sharma, Ex Deputy Chief Minister and Member of Rajya Sabha, Govt. of India has accepted our invitation as Chief Guest of the function. A galaxy of dignitaries were present at the function viz Dr S.K.Chauhan, Director, Regional Food Research and Analysis Centre (RFRAC), Govt. of U.P., Prof. (Dr) P.K. Shukla, Ex-Dean, College of Veterinary Science & Animal Husbandry, DUVASU, Mathura, Shri Sanjeev Gupta, Vice President, Poultry Federation of India, Shri Ricky Thaper, Treasurer, Poultry Federation of India, Shri Selvan Kannan, Executive Member (South), Poultry Federation of India & Business Advisor, Value Consultants, Dr A.U. Qidwai, Ex-Jt





## INDIA POULTRY EXPO 2024 AT LUCKNOW



Director – Poultry, Animal Husbandry Dept, U.P., Shri F.M. Sheikh, President, Poultry Farmers Broiler Welfare Federation and Shri V P Singh, President, Kukut Vikas Samiti were Guest of Honour at the Function.

Dr Manoj Shukla, Poultry Consultant, Raipur, who played once again a Star Anchor for the expo and played his role with perfection, has invited all the dignitaries on to the dais.

Chief Guest Dr Dinesh Sharma inaugurated India Poultry Expo on Tuesday, the 5th March 2024. Speaking on the occasion he appreciated the efforts of Mr B V Shiv Shankar for organising such mega event, said that in 2017 when Yogi government came to power, they contemplated on whole development process of poultry and reshaped it.

India has progressively been evolving and at a faster pace under the Yogi government, the state has made several policies on industry,



agriculture and several other policies - with a focus on development of the poor farmers and therefore also brought in, specific policy with focus on poultry farming and their welfare. The Uttar Pradesh government looked into the demands of the Breeder chicken, Broilers chicken and layer chicken to help in farming. Attempt is also being made to make Uttar Pradesh from an importing state to a self-sufficient producer of eggs and chicken and enabling it to becoming an exporting state. In future, the Uttar Pradesh government focuses on small businesses and therefore has special attention towards poultry farming. The state stands number one in the milk production in the country and would like to attain similar position in Poultry production as well. The state Government will support in acquisition of land with free registration fee, subsidized electricity and all sort of assistance to help promote Poultry farming. The poultry farming, not only offers direct employment but substantial indirect





## INDIA POULTRY EXPO 2024 AT LUCKNOW



employment to so many others engaged in this sector. Hon. Dr. Dinesh Sharma Ji, proudly mentioned that there are many other states that want to emulate the policies of Uttar Pradesh.

India is an agricultural economy and besides the seasonal crops, the supporting small industry like the poultry goes a long way in supplementing the Farmers income in a big way round the year. The farmer can do Dairy, Poultry, Honey Bee farming etc besides the crops alone.

Mr. Shiv Shankar has done a great job of identifying such a good and great market in the Uttar Pradesh This state is unique in the sense that it is not only a potential large scale producer of the eggs and chicken but also a big local consumer too - which makes it a unique state in the country.

Small industries have a great role to play in the Indian economy, they also assist a lot in



the current Government's goal of Atmanirbhar Bharat, he said.

The growth and rise of Japan after it was Atom Bombed was linked to its small business development.

India believes in four types of category in the country -Youth, Women, Farmer and Poverty and not on the basis of religion, caste or creed. India offered vaccines to around 160 countries during corona period. More than 230 crores of vaccines to the Indian people that included double doses. India produced 03 types of vaccines which were very effective in controlling the Wuhan virus. India did not depend on the west for its requirements.

My special appreciation to Prof Shukla and Mr Shiv Shankar that you have provided the opportunity for a non-government dependent business opportunity for the farmers and in this endeavor I am glad that you follow the



## INDIA POULTRY EXPO 2024 AT LUCKNOW



stipulated policies within the frame work of the government policies and also grateful that you chose Lucknow for this great expo - which is highly appreciated!

Speaking on the occasion, Dr. P.K. Shukla, Ex-Dean, College of Veterinary Science & Animal Husbandry, DUVASU, Mathura thanked Dr. Dinesh Sharma, Chief Guest, for the developments of the poultry industry that took place from time to time during his tenure as Deputy Chief Minister of Uttar Pradesh. The population of poultry in India is almost 850 billion. At present we stand at 3rd and 5th position in egg and broiler production on the map of the world. He said in 1950 we were producing only 2 billion eggs whereas it has now increased to 130 billion eggs. He said that Hon'ble Prime Minister's vision to double the income of the farmers, the poultry sector in U.P. has played an important role. Earlier he said that the U.P. was marked as a nontraditional state for poultry but with the help of state government policies it has increased leaps and bounds and now become a traditional state of Uttar Pradesh.

Mr O P Singh thanked Mr B. V. Shiv Shankar for the opportunity. He gave useful tips and

exchanged ideas with the local farmers in the interaction about the way forward. He informed the importance of egg and chicken in meeting the nutrition demand of the country.

Questions were raised by the local farmers' association about their grievances and requested Mr Singh to take them up at appropriate level.

Mr Selvan Kannan, a senior Poultry Personality in India gave quite unique and useful tips on understanding Premixes and their importance in the Feed Quality. He gave methods of deciding on the procurement of the various Feed Additives and not decide them as another commodity. They should not be based on just price alone but bought for their usefulness which are measurable and understandable. Many had appreciated some of the take home points as very significant to their knowledge.

Speaking on the occasion Mr B V Shiv Shankar said that he is the publisher and editor of Poultry Line from Hyderabad for over two decades. He said that apart from publication he has organised 24 exhibitions so far in different parts of the country and said that the present expo is 5th one in U P and got appreciation from all corners.



## INDIA POULTRY EXPO 2024 AT LUCKNOW



He said that his ambition is mainly to bring technology knowledge, education and awareness to the rural farmers at grass root level by organizing such exhibitions in areas closer to and affordable by the farmers and industry to become experts in the field through display of a variety of equipments, medicines, feed and through technical seminars. We have received several feedbacks that the exhibitions conducted in class cities have an exorbitant cost of travel, stay which prevents an average farmer from attending such fairs and gaining knowledge. Hence he decided to organise expos in rural areas at the doorsteps of the farmers, he said.

He also said that U P in the earlier stages was a huge consumption of eggs and chicken and used to import them in truckloads from far off place of south i.e. Tamilnadu, Andhra and Telangana. With the help of UP Govt's developmental policies now the U.P. has converted from consumption centre to production centre and not only catering the needs of the state but also in a position to export eggs and chicken across the country and overseas. He further said that he was able to see a world of opportunity for Uttar Pradesh as it also produces most of the key raw materials within the state that is required

for egg and chicken production.

The second day began with a technical session. As usual Dr Manoj Shukla was the convenor for the session. The farmers took keen interest in the presentations made by the speakers as under:

- 1 Indian Poultry Sector – production perspectives by Prof, (Dr) P.K. Shukla, Ex-Dean, College of Vet. Science & AH, DUVASU, Mathura
2. Egg Shell Quality: Causes, consequences and solutions by Dr Vijay Kumar Sharma, V.H. Group
3. Important Farmers tips on buying Premixes & Feed Additives by Mr Selvan Kannan, Business Advisor, Value Consultants, Hyderabad
4. Managing various diseases by Dr Dharendra Kumar, Poultry Consultant, Bangalore
5. Precision Nutrition in poultry for feed cost optimisation by Dr Praveen Singh, Lucknow
6. Food Safety and Quality Control, opportunities in poultry processing sector by Dr S.K. Chauhan, Director, Regional Food Research and Analysis Centre (RFRAC), U.P
7. Important mistakes during Broiler and Layer Management by Dr A.U. Qidwai,





# INDIA POULTRY EXPO 2024 AT LUCKNOW



Ex-Jt Director, Poultry Animal Husbandry Dept., Govt. of U.P.

Director, Aadya Biological.

8. High feed, chicks cost V/s Low chicken rates. In such scenario, how to make profitable poultry farming by Mr F.M. Sheikh, President, Poultry Farmers Broiler Welfare Federation, Kanpur

Dr Manoj Shukla has once again given a festive touch by his impressive stage performance. Mr Ajay Mehrotra, was also played a key role in the success of the expo. Both of them were honoured by the organiser and others.

9. Egg production scenario, pricing mechanism, availability of quality eggs to consumers, by V.P. Singh, President, Kukut Vikas Samithi, Lucknow

As an organiser, I express my gratitude to one and all for making this expo yet another grand success and we are glad to note the participation of an international company – Addeasy Group - a popular global Acid Manufacturer in China. I also thank all the exhibitors who have shown their faith and confidence on us by supporting the expo with their participation.

The Organising Committee comprising of Prof, (Dr) P.K. Shukla, Mr Selvan Kannan, Mr F.M. Sheikh has announced the best three awards to the best stalls. They are as under:

- 1 Venkateshwara Group, Pune
2. R N Feeds, Lucknow
- 3, Adventis Bio Labs & Intas Pharmaceuticals jointly.

Later the Mementos were presented to the exhibitors by Dr Santosh Kumar Singh, Poultry Consultant, Lucknow, Dr Sharad Kumar Singh, Sapan Feeds, Dr Aakash Varshney, Vice President, R.N. Feeds, Dr Vijay Kumar Sharma, V.H. Group, Mr Ajay Mehrotra,



## INDIA POULTRY EXPO 2024 AT LUCKNOW

Special thanks to:

- Mrs Anuradha Desai, Chairperson, VH Group, who has been supporting me in all the exhibitions thereby making them a grand success.
- Mr Praneet Rao, Director, Uttara Impex Pvt Ltd., who has been kind enough to support and participate in our expos since Sept 2023 from Namakkal Expo.

I also thank:

- Mr Ajay Mehrotra, Director, Aadya Biological, for supporting me through road shows to different parts of poultry belts, introducing key players in U.P, and campaigning in the success of the expo.
- Dr Manoj Shukla for playing a meaningful and impressive Anchor role.
- Dr Santosh Kumar Singh, for his whole hearted support
- And last but not least, Dr. A.U. Qidwai, Ex-Jt Director – Poultry, Animal Husbandry Dept., U.P., who has always stood by me wherever and whenever I need his help.

Special mentions to the below dignitaries for spontaneously accepting our invitation to be the Chief Guest and Guest of Honour:

- Dr. Dinesh Sharma ji, Ex Dy. Chief Minister and, M.P., Rajya Sabha, Govt. of India
- Prof. (Dr) P.K. Shukla ji, Ex-Dean, College of Veterinary Science & AH, DUVASU, Mathura.

I further thank:

- Mr Sanjeev Gupta, Vice President and Mr Ricky Thaper, Treasurer of Poultry Federation of India,
- Mr Selvan Kannan, Business Advisor, Value Consultant and Member, PFI from South,
- Mr F.M. Sheikh, President, Poultry Farmers Broiler Welfare Federation and
- Mr V.P. Singh, President, Kukut Vikas Samithi for their participation by accepting our invitation.

If it wasn't for these stalwart's participation, the expo would not have been such a grand success.





## FEEDBACK OF INDIA POULTRY EXPO 2024 AT LUCKNOW

My Dear Shiv Shankar ji,

I am writing to provide feedback on my experience at the India Poultry Expo 2024 being organised at Indira Gandhi Pratisthan, Lucknow from 05-07 March, 2024. Overall, I found the expo to be a highly informative and beneficial event for professionals and enthusiasts in the poultry sector. Here are some specific points I would like to highlight:

**Range of Exhibitors:** The expo featured a diverse range of exhibitors, including poultry farmers, equipment manufacturers, feed suppliers, and veterinary services. This variety allowed attendees to explore different aspects of the poultry industry and gain insights into various products and services available.

**Networking Opportunities:** The expo provided excellent networking opportunities, allowing participants to connect with industry experts, potential business partners, and fellow enthusiasts. The networking sessions were well-organized and facilitated meaningful interactions among attendees.

**Educational Seminars and Workshops:** The educational seminars and workshops offered valuable insights into the latest trends, technologies, and best practices in poultry farming. The sessions were conducted by knowledgeable speakers who shared practical advice and solutions to common challenges faced by poultry farmers.

**Product Demonstration:** I appreciated the opportunity to witness live demonstrations of innovative products and equipment



showcased by exhibitors. These demonstrations helped me better understand the features and benefits of various products, enabling me to make informed decisions for my poultry operation.

**Organisational Excellence:** The expo was well-organized, with clear signage, helpful staff, and efficient registration processes. I commend the organizers for their attention to detail and commitment to delivering a seamless experience for attendees.

**Suggestions for Improvement:** While the expo was overall well-executed, I believe there is room for improvement in certain areas, such as scheduling more interactive sessions and incorporating hands-on activities to enhance participant engagement.

In conclusion, I would like to extend my gratitude to the organizers for hosting such a valuable event for the poultry sector. The India Poultry Expo 2024 exceeded my expectations, and I look forward to attending future editions of the expo.

Dr. P K Shukla  
Ex-Dean, College of Veterinary Science &  
Animal Husbandry, DUVASU, Mathura  
(M): 9458478252

It's not an easy task to come from Hyderabad and succeed in organizing a successful show in Lucknow Uttar Pradesh. Despite great challenges, Tezasvi managed to get great praise from many well wishers.

Kudos Mr Shankar.



Selvan Kannan,  
Business Advisor,  
Value Consultants, Hyderabad.  
(M):98480 46244.

Dear Mr. Shivshankar,

This is to put on record my experience and observations on the Poultry Expo conducted by Tezasvi Events @ Lucknow during 5th-7th of March 2024.



There are many bigger and grand expos taking place where poultry people come all parts of India and even from other Countries too. Mostly they cater to the big customers and mostly B2B in that. However, the expos you are organizing or more of a State level events where in customers mainly of that particular state, big and small alike, attend the event. The essence of such expos is that, it attracts even smallest of the poultry farmers.

The Lucknow Expo was refreshing event in that it provided an opportunity to meet poultry farmers from nook and corners of UP at one place. The event catered well to the B2C segment. No doubt when organizing such an event in a place away from home town there are some challenges and some lacunae in systems, but overall the show was well managed. The involvement of experts like Dr. Manoj Shukla and Mr. Selvan Kannan proved to be a good move in shaping up the things well.

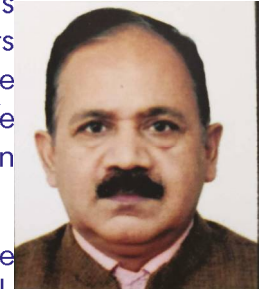
The array of technical speeches was also good covering all topics well, my feeling although is to arrange as many speeches as possible in local language, and a panel discussion mainly for farmers. Leading farmers and farmers interested in knowledge

to be identified and invited for a half day session.

The second day of the Expo, as always happens with expos, was attended exceptionally well by the local farmers. Overall it was quite a satisfying experience. Your vision of conducting expos in local poultry pockets covering one state at a time is really good and worthwhile for the Industry and Farmers alike. Many congratulations and Best Wishes for your Future Expos as well.

Dr. Ravikiran  
MD, Adventis Group,  
Bengaluru  
(M) 99805 68594

As per FSSAI specifications poultry processing units can be started which are the need of the hour. We at RFRAC will assist you in that direction.



Processed feed is the future of tomorrow world.

Localisation has to look forward towards globalisation. I personally hope that this expo will surely make a bridge towards that direction and will show the way of future.

Thanks to the organisers for conducting such a big and successful event.

Dr S.K Chauhan  
Director, RFRAC,  
Govt of U.P., Lucknow.





This year's Tejasvi Event's India Poultry Expo 2024 organised on 05,06&07 March at a beautiful venue Indira Gandhi pratishthan, Lucknow was a grand success in every aspect i.e. in Inauguration, Technical seminar, exhibitors stalls and footfall on all three days.



First day inauguration by HE Mr Dinesh Kumar Sharma M.P.(Member, Rajya Sabha), Govt.of India along with well-known dignitaries from India's poultry field was quite successful. All the topics discussed in technical seminar were quite knowledgeable for poultry farmers and presented clearly by every expert.

The growth and future of poultry since 2012-13 in various fields in Uttar Pradesh in the country presented by Prof. Dr P.K.Shukla (ex-dean, Colege ofVet.sc.),DUVASU Mathura were quite encouraging.

The presentation by Dr S.K.Chauhan (Director PFRAC U.P) was also much appreciated as his departments laboratory facilities will also be available for all poultry farmers.

Quite a good number of companies from all over the country participated through their stalls of Equipments, Medicine and feed manufacturers including latest technologies too.

Finally I congratulate whole team of Tejasvi Events for organising their first ever events in Lucknow in 2012 at Rajwada lawn because this exhibition opened a new door for Layer and all poultry developmental activities in U.P.

Dr A.U.Qidwai,  
Ex-Jt Director-Poultry,  
A.H.Dept., Lucknow, U.P.  
(M):94155 83729

Dear Shiv Shankar ji,

I hope this message finds you well. I wanted to take a moment to express my sincere gratitude for the opportunity to participate in Poultry Expo as an exhibitor. It was an incredible experience, and I am truly grateful for the platform you provided to showcase our products/services and connect with industry professionals and potential clients.



The expo was exceptionally well-organized, and I was impressed by the level of attention to detail in every aspect of the event. From the setup of our booth to the networking opportunities and informative sessions, everything contributed to a successful and rewarding experience.

I also want to extend my appreciation to your team for their hard work and dedication in making the expo a success. Their professionalism and support throughout the event were invaluable, and I am thankful for their efforts.

Participating in Poultry Expo has not only allowed us to showcase our offerings but also to learn from other exhibitors and industry experts. The connections made and insights gained will undoubtedly benefit our business moving forward.

Once again, thank you for providing us with this opportunity. We look forward to future collaborations and participation in upcoming events.

Best regards,  
Anshul Agrawal,  
Chairman-cum-Managing Director,  
RN Feeds, Lucknow.  
(M):93694 96200

Dear Tejasvi Events Team,

I hope this email finds you all in high spirits. I wanted to take a moment to express my deepest gratitude for the outstanding hospitality and the impeccable organization of The India Poultry Expo 2024, orchestrated by your esteemed team.



From the onset, it was evident that your team's dedication and meticulous planning were paramount to the event's resounding success. The comprehensive array of exhibitors, the enlightening sessions, and the networking opportunities provided invaluable insights and fostered meaningful connections within the poultry industry.

Furthermore, I am particularly grateful for the thoughtful accommodation provided during the expo. It undoubtedly enhanced the overall experience, allowing attendees to fully immerse themselves in the event without logistical concerns.

I'm pleased to share that the satisfaction of all exhibitors and visitors was palpable throughout the duration of the expo. The positive feedback received from both exhibitors and visitors alike speaks volumes about the quality and execution of the event. It's a testament to your team's dedication and expertise.

Please convey my sincere appreciation to every member of the Tejasvi Events team for their hard work and commitment to excellence. The India Poultry Expo 2024 was a testament to your professionalism, and I am truly grateful for the opportunity to be a part of it.

I look forward to future collaborations and continued success with Tejasvi Events.

Warm regards,  
Sanjeev Gupta,  
Managing Director  
Khushboo Feed Mills Pvt Ltd., Gurugram –  
122 102. India, M 9810016290

On behalf of Poultry Federation of India, we congratulate Mr. B. Shiv Shankar, publisher of Poultry Line magazine and organizer of India Poultry Expo. We appreciate their initiative to organize India Poultry Expo this March in Lucknow, Uttar Pradesh, one of the fastest growing Poultry State in India, in terms of broiler placement and eggs production.



It was honour to speak and meet the Exhibitors and Trade visitors during these three days India Poultry Expo. I also got the opportunity to learn from the other eminent speakers who were all eager to exchange ideas and perspectives on future of Poultry in Uttar Pradesh State. Dr. Manoj Shukla very prominently and actively hosted the inauguration program which was inaugurated by the Chief Guest Dr. Dinesh Sharma, Former Deputy Chief Minister, Uttar Pradesh, and presently Member of Parliament (Rajya Sabha), Government of India. As always, it's a good learning experience to listen to Dr. PK Shukla one of the most respectable name in Poultry.

Lucknow City was also a wonderful host, with its stunning scenery, friendly people and vibrant culture. Once again congratulations to all Team members of India Poultry Expo for very successfully organizing this exhibition.

Best Regards,

Ricky Thaper  
Treasurer,  
Poultry Federation of India  
(M): 9810016293  
and 9910016293



Dear Shiv Shankar Ji,

I am writing to extend my heartfelt appreciation for the outstanding technical session organized during Poultry Expo. The session was incredibly informative and engaging, and I found it to be immensely valuable.



The expertise and knowledge shared by the speakers were impressive, and the topics covered were highly relevant to current industry trends and challenges. I enjoyed all sessions, which provided valuable insights and practical solutions that I can apply in my work.

The interactive nature of the session, including Q&A opportunities and discussions with fellow attendees, enhanced the learning experience and allowed for valuable exchange of ideas and perspectives.

I would like to commend your team for curating such a high-quality technical session and ensuring that participants had access to valuable learning opportunities during the expo. It reflects your commitment to fostering knowledge sharing and professional development within the industry.

Thank you once again for organizing this exceptional technical session. I look forward to future opportunities to engage with similar insightful sessions and continue learning and growing in my field.

Best regards,  
Dr Aakash Varshney,  
Vice President,  
Force India Healthcare (RN Group), LKO

Dear Tezasvi Events Team,

This is Dr. Sharad Kumar Singh, from Sapan Feeds. Me and my whole team really appreciate your efforts and arrangements for last Event in Lucknow Poultry Expo. We glad to have Sapan Feeds Stall in under your Event Organisation and we do not face any single issue under your surveillance. I Request to you that you will do more n more events in future as you've done in Lucknow for poultry industry growth.



Dr Sharad Kumar Singh,  
General Manager,  
Sapan Feed, Lucknow.  
(M): 99181 98333

Feedback on Lucknow Expo:

We participated in India Poultry Expo organised by Tejasvi events at Lucknow to mark the grand presence in North market. We would like to thank Mr Shivshankar bhai to create this opportunity. It was great participation and grand expo for GLOCREST to get a chance to represent the extensive product range and reaching to the poultry farmers and fraternity. There was a strong footfall of customers/ consultants/ veterinary college students from North India and other parts of country too. Probably it was great efforts from organisers to witness the growing poultry market in UP and North. GLOCREST is thankful to all visitors, Poultry Fraternity for your blessings and we anticipate your support as usual in future as well. We request everyone to use our products and let your birds speak about its results.



Best Regards.  
Dr Ramdas S Kambale,  
CEO & Board Member- GLOCREST  
(M):98203 93342

Dear Mr. Shivshankar,

Once again many many congratulations for organizing such a wonderful poultry expo in Lucknow. In each & every aspect, it was a National level show. Your vision to organize poultry expo in upcoming poultry pockets in Bharat is really appreciable. It was a dream of Padmshri Dr. B.V. Rao, to convey modern scientific knowledge of poultry farming in remote areas of Bharat to make Bhartiya poultry No.1 in world and you are doing so.



Right from opening ceremony to valedictory function, it was a marvelous show. Chief Guest of the opening ceremony, Honble M.P. Rajyasabha Dr. Dinesh Sharma, very well explained about Poultry Policy of UP government & congratulated you for organizing such a knowledgeable poultry expo in Lucknow which will give the boost to develop Poultry in UP.

All the exhibitors were very happy, satisfied and appreciated the footfall. Those poultry companies who haven't participated in the expo were regrets that they missed the opportunity.

On the whole, the expo ended with satisfactory note. As an anchor, as a poultry consultant, as a President of People For Poultry Welfare Society, Chhattisgarh, I congratulate you for everything and warm wishes for your upcoming expo.

Thanks & Regards  
Dr. Manoj Shukla  
Poultry Consultant  
Raipur, CG.  
96442 33397

Ajay Mehrotra

Dedication, devotion and determination all what needed for a successful event.

It had been a tough 15 days for us as success or failure both banks on our shoulders.

Many problems and obstructions were on the way but with truthful objectives everything paved the way for a hit event.



All the three days we saw huge footfall. Appreciation and positive appraisal from every corner of poultry sector was really a true reward for us. Each and every person who supported for this successful event deserves a round of applause.

Thanks to all participants and friends.

Ajay Mehrotra,  
Director,  
Aadhya Biologicals, Lucknow.  
(M): 84004 27344

The Lucknow Poultry Expo has been highly regarded by its exhibitors. The event has consistently provided a platform which connects a good amount of customers in the central UP division. It brings industry professionals to showcase their products and services while engaging with potential customers and networking with other players in the field.



Abdullah Shamshi  
Chief Executive Officer  
United Poultry  
(M) 99180 08000

Poultry farming play a vital role in the global food security, providing significant source of protein and employment opportunities. The industries is characterized by its flexibility and growth with intensive farming methods offering increased production efficiency and profitability.



Related to poultry farming the poultry expo at Lucknow was organised by Tejasvi Group on 5th,6th and 7th of March 2024. The Chief Guest of the event was our honourable Deputy Chief Minister, Dr. Dinesh Sharma.

In this Poultry expo stalls related to technical equipment use in the poultry farming and stalls related to poultry feed was set up.

The seminar related to the poultry farming was also organised in which the advantages of the Poultry were explained.

This expo gave all the poultry companies an opportunity to make themselves better and also to interact with other companies of India and to see what type of strategies they are performing to improve their business and business products.

Thus overall this type of event provides further promotion to the poultry farming and the farmers.

Anil Verma,  
Marketing Manager,  
Pashupati industries Jaspur  
Uttarakhand.  
(M):8808689836

I do not even know how to BEGIN to thank your staff for all the incredible work put in over the past few months. I am completely in awe of how on top of things you manage to be and how easy you make things for me and my staff. Speaking of my staff, they all love attending exhibition "INDIA POULTRY EXPO" organized by Tejasvi Events. I heard positive things about the event over the past few days. Your team really did an amazing job of pulling off an incredibly successful event. We were satisfied with the level of organization of the exhibition. The exhibition is very interesting and productive. We consider the event to be very useful.



Vishisht Dwivedi,  
Managing Director  
Valour Chem, Indore, India  
88153 83137

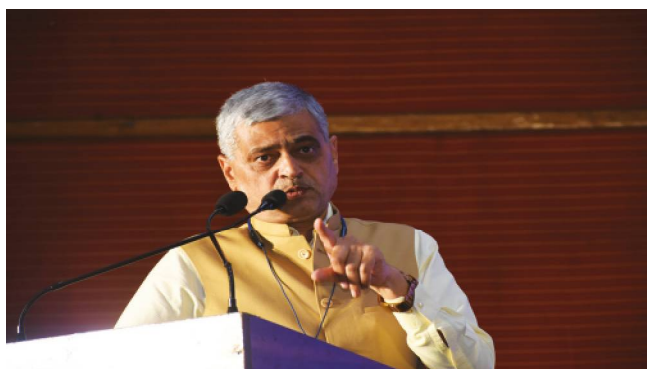
Hello, I am Devnarayan from Cosmos Impex who took part in the India Poultry Expo 2024 being conducted from 5-7 March 2024 at Indira Gandhi Pratishthan, Lucknow and greatly experienced the three day expo. I am a resident of Mau district of Uttar Pradesh. The arrangements made were really amazing. There was no shortage of anything. It was a very good expo and our company has got good exposure. I want to thank Shiv Shankar ji for organizing the expo in a grand manner.



Dev Narayan,  
Cosmos Impex &  
AKR Poultry Consultancy  
& Services Pvt Ltd.,  
Vill & Post - Lakhani Mubarakpur  
Dist: Mau – 275 307  
(UP). India  
(M): 88083 38150



# Technical Session of India Poultry Expo 2024



Dr. P K Shukla on Indian Poultry Sector – Production Perspectives



Dr. P K Shukla Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Dr. Vijay Sharma on Egg Shell Quality: Causes, Consequences and Solutions



Dr. Vijay Sharma Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Mr. Selvan Kannan on Important Farmers Tips on buying Premixes & Feed Additives



Mr. Selvan Kannan Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Dr. Dharendra Kumar on Managing variant disease



Dr. Dharendra Kumar Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



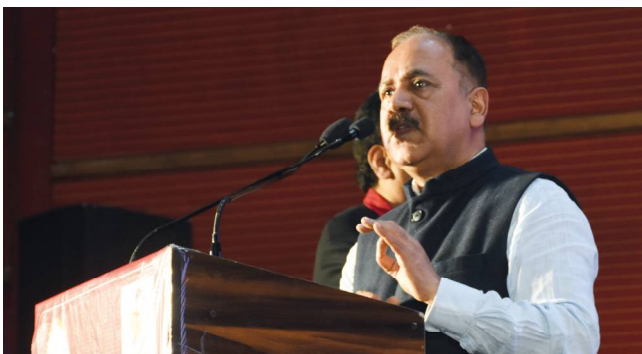
# Technical Session of India Poultry Expo 2024



Dr. Praveen Singh on Precision nutrition in poultry for feed cost optimisation



Dr. Praveen Singh Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Dr. S. K. Chauhan on Food Safety and Quality Control, Opportunities in poultry processing sector



Dr. S. K. Chauhan Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Dr. A. U. Qidwai on Important mistakes during Broiler and Layer Management



Dr. A. U. Qidwai Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Mr. F. M. Sheikh on High Feed, Chicks cost V/s Low Chicken rates. In such scenario, how to make profitable poultry farming?



Mr. F. M. Sheikh Honored by Manoj Shukla & Ajay Mehrotra



# Technical Session of India Poultry Expo 2024



Mr. VP Singh on Egg production scenario, pricing Mechanism, availability of quality eggs to cosumers



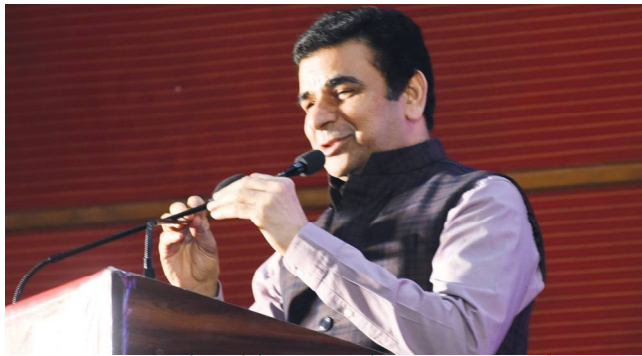
Mr. VP Singh Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Dr. S.C Jaiswal, Advisor, Kukut Vikas Samithi



Dr. Rakesh Gupta honored by by Dr. Manoj Shukla & B.V. Shiv Shankar



Mr. O.P. Singh addressing the August gathering



Mr. O.P. Singh Honored by Dr. Manoj Shukla & B.V. Shiv Shankar



Dr. Santhosh Kumar Singh addressing the August gathering



Dr. Santhosh Kumar Honored by Ajay Mehrotra, Dr. Manoj Shukla & B.V. Shiv Shankar



# Chief Guest Dr. Dinesh Sharma visiting the Stalls





# Chief Guest Dr. Dinesh Sharma visiting the Stalls



## Visiting the Stalls by Tezasvi Team





# Visiting the Stalls by Tezasvi Team





# Visiting the Stalls by Tezasvi Team





# Visiting the Stalls by Tezasvi Team





# Visiting the Stalls by Tezasvi Team





# Visiting the Stalls by Tezasvi Team



## India Poultry Expo 2024



Uttra Impex Pvt. Ltd., receiving the Memento



VRB Division, receiving the Memento



# India Poultry Expo 2024



NECC, receiving the Memento



Venco, receiving the Memento



VIL-AHP, receiving the Memento



Ventri Biological Division, receiving the Memento



B.V. Biocorp Pvt. Ltd, receiving the Memento



R.N. Feeds receiving the Memento



Saife Vetmed receiving the Memento



Adventis Biolabs receiving the Memento



# India Poultry Expo 2024



Vesper Pharmaceuticals receiving the Memento



Ocean Bio India receiving the Memento



S.G. Equipments receiving the Memento



Addeasy Group receiving the Memento



Lark Engineering Company India Pvt. Ltd receiving the Memento



Megastar Led Ltd., receiving the Memento



K.K. Kansal Polyvin Pvt. Ltd., receiving the Memento



Sapan Feeds receiving the Memento



# India Poultry Expo 2024



Siflon Drugs & Pharmaceuticals Pvt. Ltd., receiving the Memento



Natural Herbs & Formulations receiving the Memento



Val Products India Company receiving the Memento



United Poultry receiving the Memento



Intas Pharmaceuticals Ltd., receiving the Memento



Omega Farm Equipments receiving the Memento



Aviagen India Poultry Breeding Co. (P) Ltd., receiving the Memento



Pashupathi Industries receiving the Memento



# India Poultry Expo 2024



Aadya Biological receiving the Memento



Poultry Federation of India receiving the Memento



Paul Vet Healthcare Pvt. Ltd., receiving the Memento



Zeus Biotech Pvt. Ltd., receiving the Memento



Skylark Feeds Pvt. Ltd., receiving the Memento



TD Arora Feed Mills receiving the Memento



Valour Chem receiving the Memento



Quality Systems and Equipments Pvt. Ltd., receiving the Memento



# India Poultry Expo 2024



Sylon Bio Pharma Pvt. Ltd., receiving the Memento



Cosmos Impex receiving the Memento



Glocrest Pharmaceutical Pvt. Ltd., receiving the Memento



Chishtiya Poultry Services receiving the Memento



Kukut Vikas Samithi receiving the Memento



Poultry Farmers Broilers Welfare Federation receiving the Memento



Supr Enviro Farms Pvt. Ltd., receiving the Memento



Roti Kapda Foundation receiving the Memento



# India Poultry Expo 2024



Roti Kapda Foundation receiving the Memento



ABTL receiving the Memento



Intas Pharmaceuticals Ltd., receiving 3rd Best Stall Award



R.N. Feeds receiving the 2nd Best Stall Award



Adventis Biolab receiving the 2nd Best Stall Award



VH Group receiving the 1st Best Stall Award



Mr. Ajay Mehrotra receiving the Memento for his outstanding Support to the Expo



Dr. Manoj Shukla was honoured for his playing the anchor role with perfection by B.V. Shiv Shanker and others



# COMPLETE

for all kinds of  
*Stress...*

*Solution*



Success story during  
Summer stress



VENITYTE™  
Water Soluble Electrolyte Concentrate

VENITYTE™  
Water Soluble Electrolyte Concentrate



**Indications:**

- Reduce stress.
- Enhances immune response.
- To improve performance.
- Corrects calcium and phosphorus metabolism.

**Usage:**

- 4-5 ml / 100 chicks for 5-7 days.
- 5ml / 100 Broilers or Layers for 5 - 7 days.

**Presentation:**

- 100 ml, 500 ml, 1 Ltr. & 5 Ltr.

वेनलाईट पाऊडर  
**VENITYTE™**  
POWDER

VENITYTE acts as energy revitalizer, reduces heat stress and helps in maintaining osmotic pressure (water balance). Also provides energy and supportive therapy for chicks immediately after arrival at farm and during diseases.

**Dose Rate - 1 kg / ton of feed**

**2 gm / lit. of water for 250 birds or 500 chicks**

For further information please contact:

**VENKY'S (INDIA) LIMITED**  
ANIMAL HEALTH PRODUCTS DIVISION

An ISO 9001 Certified Company

"Venkateshwar House", S.No.: 114/A2, Pune -  
Sinhgad Road, Pune - 411 030 (India)

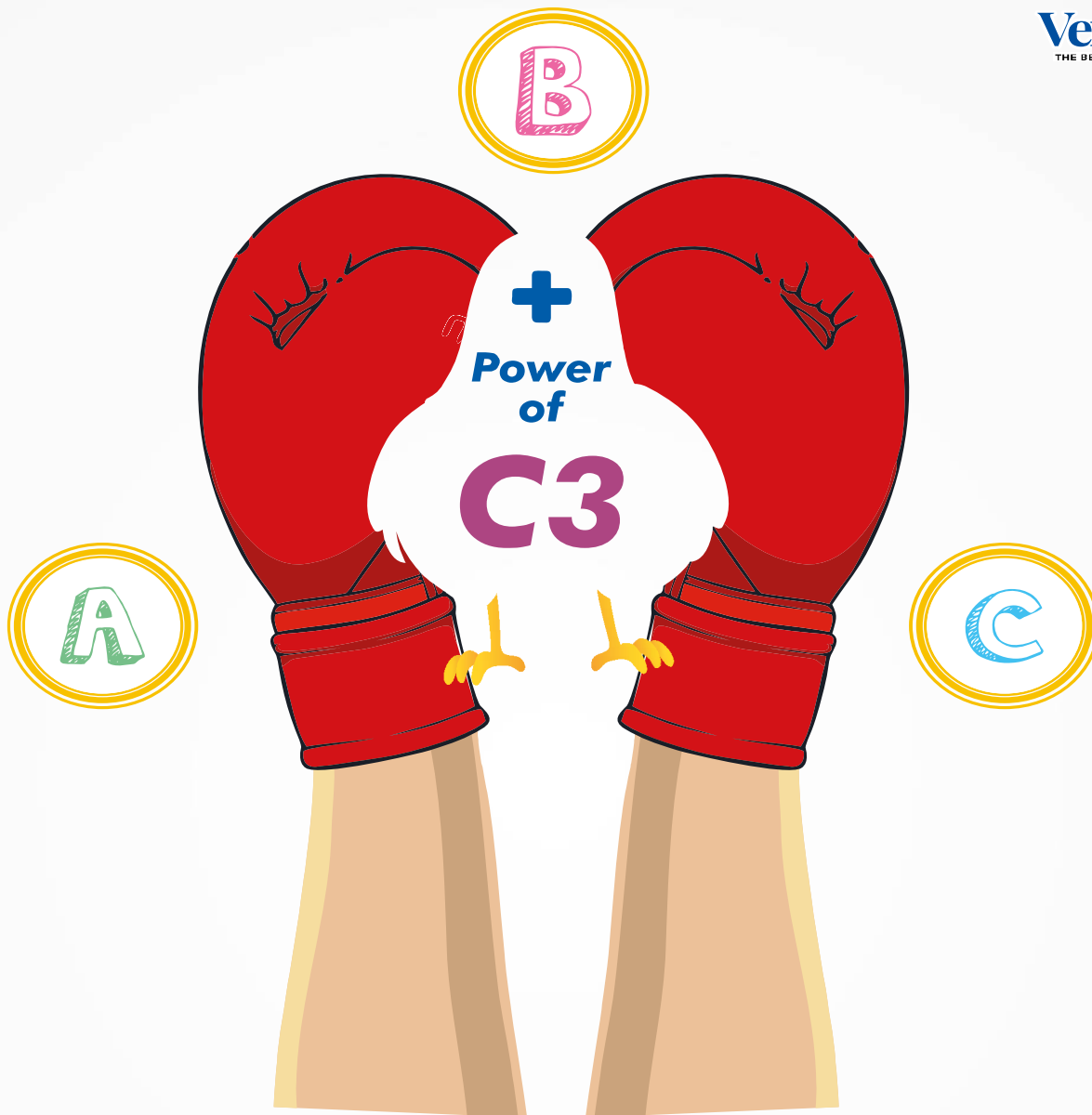
Tel.: 020 - 24251803

Fax.: +91-20-24251060 / 24251077

www.venkys.com

e-mail: [ahp@venkys.com](mailto:ahp@venkys.com)





# VH-COR4

Infectious Coryza Vaccine Inactivated

Effectively Redefined For Current Challenges

**VENTRI BIOLOGICALS**  
(Vaccine Division of VHPL)

'Venkateshwara House', S. No. 114/A/2, Pune Sinhad Road, Pune 411030. Tel.: +91 (020) 24251803, Fax: +91-20-24251060 / 24251077.

