

POULTRYLINE



Readership — Poultry Wide

VOLUME - 22

ISSUE - 8

ANNUAL SUBSCRIPTION RS. 500/-

AUGUST 2022

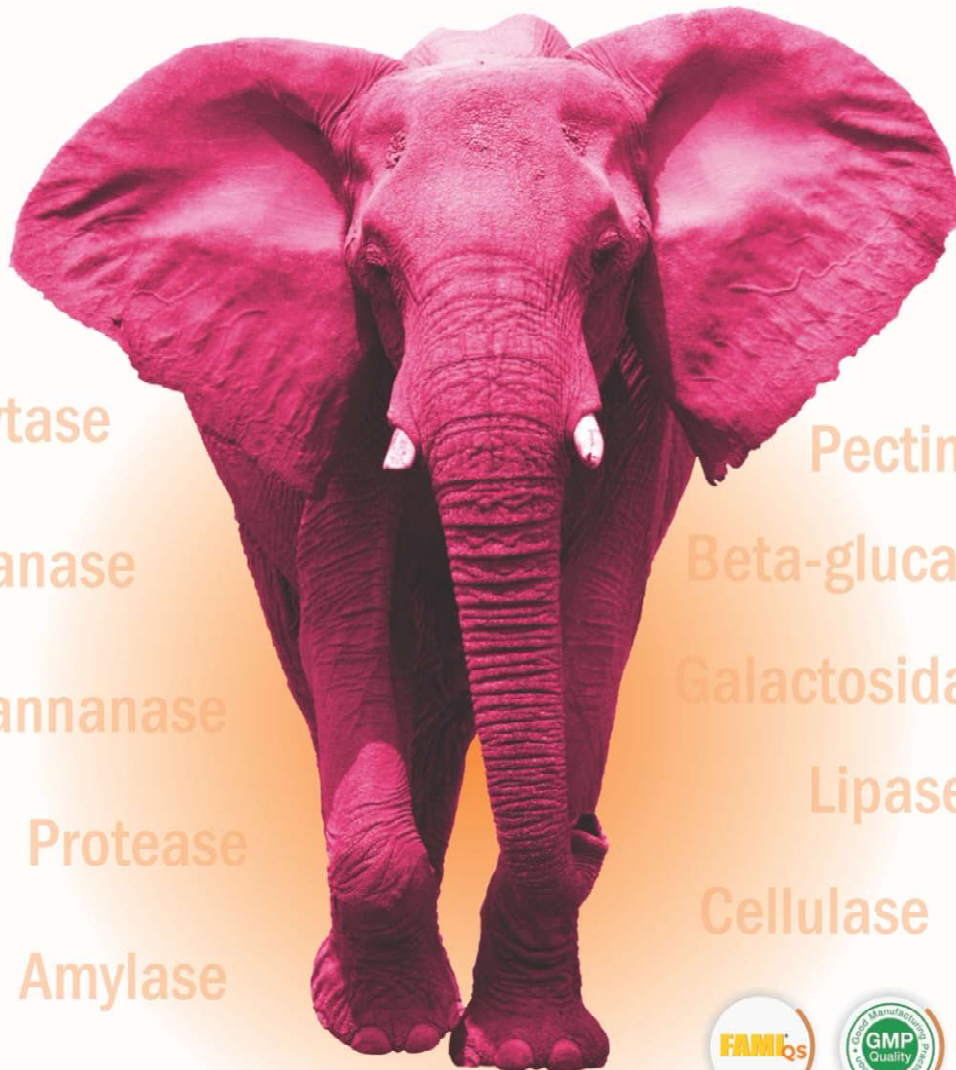
Rs. 50/-

LUMIS ENZYMES

www.feedenzymes.com

Lumis offers unique single and customized multi-enzyme products that provides the customers flexibility to choose alternate economical raw materials while ensuring efficient digestion and optimum nutrient availability thus reducing the feed cost.

POWER OF CUSTOMIZED ENZYMES



Phytase

Xylanase

Mannanase

Protease

Amylase

Pectinase

Beta-glucanase

Galactosidase

Lipase

Cellulase



info@feedenzymes.com



MINTREX
BIS-CHELATED TRACE MINERALS

Trust Forms The Core Of Our 'BONDS'...

When it comes to setting higher benchmark of performance as compared to other chelated mineral sources; producers across the world spread over 100 countries, trust MINTREX®.

MINTREX® is the only globally available bis-chelate where one molecule of metal is attached to two molecules of HMTBa (2 hydroxy-4-methylthio-butanoic acid) by strong bonds. The unique, stable and neutrally charged structure of MINTREX® minerals lead to higher absorption, bioavailability and production performance as compared to other mineral sources. The uniqueness of MINTREX® minerals has been recognized by various international bodies like EU and AAFCO by classifying them as a distinguished class of minerals.

Zn

80% Methionine Value

CU

78% Methionine Value

Mn

76% Methionine Value

Building 'BONDS' Stronger

www.novusint.com



***TMO Plus**
(For 'Trace Mineral Optimization' in Poultry)

*TMO Plus standard premix from Novus® contains MINTREX® minerals as source of Zn, Cu and Mn. *Novus® and MINTREX® trademarks of Novus International and are registered in the United States and other countries. 2022 Novus International, Inc. All rights reserved.

NOVUS
SOLUTIONS SERVICE SUSTAINABILITY™

Ultimate Solution... *for* Liver Protection



Hepawell™-P

Multiple action and Versatile benefits

For further information please contact :
VENKY'S (INDIA) LIMITED
ANIMAL HEALTH PRODUCTS DIVISION

An ISO 9001 Certified Company

'Venkateshwara House', S. No. 114/A/2, Pune Sinhad Road, Pune 411030.

Tel.: +91-20-24251803, Fax: +91-20-24251060 / 24251077. E-mail: ahp@venkys.com Website: www.venkys.com

The RIGHT FEED



Suguna Broiler Feed



- ✓ Better Livability
- ✓ Faster Growth
- ✓ Better FCR

PBS | BS | BF | BC 7.5% | BC 10%
BC 35% | BC 40%



Suguna Layer Feed



- ✓ Better Livability
- ✓ More Eggs
- ✓ Lowest Feed Cost

LSC | LCC | LGC | LLC | LC 35% | LC 40%



Suguna Country Chicken Feed



- ✓ Balanced Feed
- ✓ Rich in Nutrients
- ✓ Better Weight Gain

CCS | CCF | CCBR



For Trade Enquiries: 96504 37700 | www.sugunafoods.com



CHLORNEX[®] 15%

Composition :

ChlorNEX contains 150 Gm of Active Chlorotetracycline HCL in 1 Kg Granular Premix

Usages :

As directed by Poultry Nutritionist or Veterinarian

nutrimycin[®] 80

Composition :

Bambermycin/ Moenomycin/
Flavophospholipol - 80mg/gm

Usages :

As directed by Poultry Nutritionist or Veterinarian

Broilers : 50 - 100 gm (4-8 ppm)
Layer/Breeder : 50 - 75 gm (4-6 ppm)



To Overcome Challenges and Problems...

Fast
Assured
Effective
Compatible
Safe
(Tested & Trusted)

MAX PERFORMANCE

PRESENTATION : 25 KG

PARIVARTAN **GEN** **NEXT**

Building the Future of Poultry with Technology



200 CRORE INVESTMENT BY IB GROUP

- **START-UP BUSINESS OPPORTUNITY FOR YOUNG INDIA**
- **FIRST EVER SUCH INVESTMENT SCHEME IN INDIA**
- **GLOBALLY ACCLAIMED NEXT GENERATION POULTRY HOUSING TECHNOLOGY**

25% INVESTMENT BY IB GROUP *

3 BEST PLANS TO SUIT YOUR INVESTMENT NEED

SR.NO.	EC HOUSE TYPES	EC HOUSE SIZE	BIRD CAPACITY	PER BIRD COST (₹)*	TOTAL COST	ABW/BIRD (KG)**	MIN GC/KG (INR)***	COMMITTED MIN BATCHES PER YR	ANNUAL EARNINGS	APPROX PAY BACK IN YEARS
1	HOUSE TYPE-1	45'x330'	21,808	475/-	1,03,58,800	2	13	6	34,02,048	3.0 yrs
2	HOUSE TYPE-2	45'x270'	17,654	528/-	93,21,312	2	13	6	27,54,024	3.4 yrs
3	HOUSE TYPE-3	45'x220'	14,192	576/-	81,74,592	2	13	6	22,13,952	3.7 yrs

- * Prices are valid until 30th of September 2022 and exclusive of taxes, erection, installation, transportation charges, subject to any revision from the company.
- ** ABW- (Average Body Weight) as per industry average norms.
- *** GC- (Growing Charges) will be revised post completion of every 8 batch based on the electricity charges and labour charges.

BENEFITS FOR INVESTORS

- 25% investment by IB Group.
- 100% interest subvention and Moratorium for 3 years by IB Group.
- Next Generation Globally tested best in class Environment Controlled Broiler House farming technology ROI in first 3 Years.
- Technical Training and hand holding for new startup farmers and all-round the year support with 25years plus IB technical expertise
- Safe Investment with IB Group for business assurance



ABIS EXPORTS (INDIA) PVT. LTD., IB Group Corporate House, Indamara, Rajnandgaon (CG) - 491 441.

Contact : 91 91091 12121 Email : parivartannxtgen@ibgroup.co.in



EVALON[®]

With **HIPRAMUNE[®]T**

Live attenuated vaccine
against avian coccidiosis

A LIFETIME OF IMMUNITY

Powered by
SMART
VACCINATION



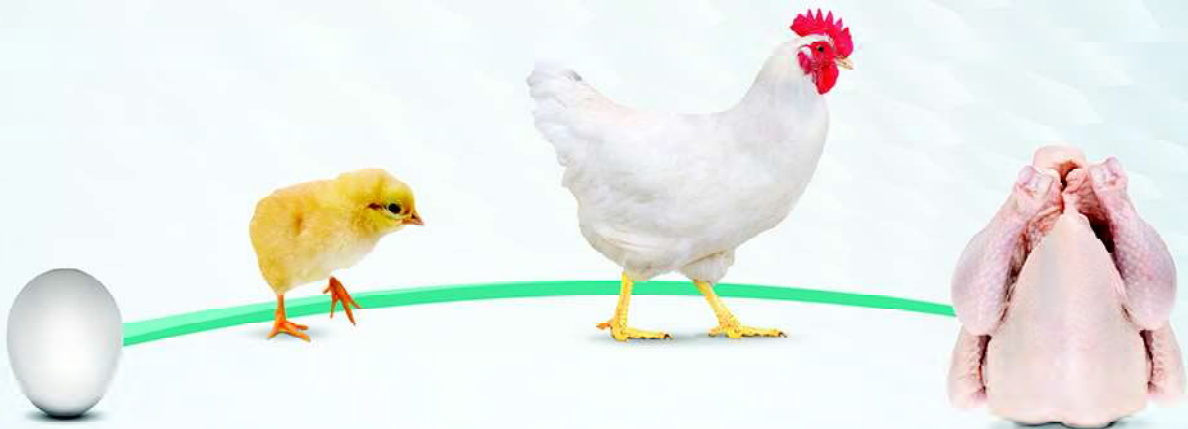
The Reference
in Prevention
for Animal Health

HIPRA INDIA
#209, 2nd Floor Platinum Square (next to Hyatt Regency Hotel), Vascon Engineers Ltd., S.
No. 30/3A, Viman Nagar Pune 411014, Maharashtra India
Tel.: (+91) 20 6768 2300 · Fax: (+91) 20 6768 2302 · india@hipra.com · www.hipra.com



Now Available
in India

A LIFETIME OF IMMUNITY.



FROM HATCH

TO HARVEST

One single vaccine dose of VAXXITEK® HVT+IBD provides lifelong immunity¹ which leads to healthy birds, better performance and operational profits².
Contact your local Boehringer Ingelheim local representative for more information.

VAXXITEK® is a registered trademark of Boehringer Ingelheim group in United States of America and elsewhere.

1 & 2 Data on file.

Boehringer Ingelheim India Pvt. Ltd.
Unit No. 202 and part of Unit no. 201, 2nd Floor, Godrej 2, Pirojsha Nagar
Vikhroli (E), Mumbai 400079 | Tél.: (+91) 22 71456477



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 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, SBU Head & Chief - AHD - Chembond Chemicals
 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
 Hari Prasad - Head, Designing Department
 P.N. Nithin - Incharge - Photography
 K. Raghuramaraju - Publication Consultant (09440231211)

CONTENTS

1. Broiler Lifting Rates 32
2. Mycotoxins and other ... Ingredients
- DSM 37-40
3. NECC Egg Rates 48
4. Press Releases
13-16, 21-24, 29-30, 45-47, 53-55

**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.
Allchem Bio Sciences Pvt. Ltd.	26	Natural Remedies Pvt. Ltd.	42-43
Alltech Biotechnology Pvt. Ltd.	25	Novus Animal Nutrition (India) Pvt Ltd	Title Cover II
Animal Wellness Products	27	Nutridian Animal Health	3
ATA Packing Products	47	Optima Life Sciences Pvt. Ltd.	28
BhuQuinol	34	Poultry consultancy services	40
Bhu Tox	58	Provet Pharma Pvt Ltd.	57
Bentoli AgriNutrition India Pvt. Ltd.	33	Regen Bio-Corp	50-51
Boehringer Ingelheim India Pvt. Ltd.,	6	Rossari Biotech Limited	19
Ceva Polchem Private Limited	10	Rovitex Agro Chem	61
DSM Nutritional Products India Pvt Ltd.	36	Sai Krishna Plastic Industries	52
Eco Mix	8	Shraddhanjali Advt. of Dr. Sanjay Dronavath	31
EggMaster Agro Products	62	Shri Laxmi Ganapathi Agencies	14
EggMaster Poultry Breeders	63	Sree Lakshmi Hatcheries Pvt. Ltd.	55
Exotic Bio Solutions Pvt. Ltd.	59	Sri Lakshmi Packaging Company	24
Glocrest Pharmaceutical Pvt. Ltd.	12	Srinivasa Farms Private Limited	41
Hipra India Pvt. Ltd.	5	S.S. Associates	47
Himalaya Wellness Company	35	Suguna Foods	Title Fold 4
Indian Agro & Food Industries Ltd.	4	Uttara Impex Pvt. Ltd.	20
India Poultry Expo 2022 : Guwahati - Assam	66	VHPL	17, Inside Title Fold 3 & Title Cover IV
Indian Herbs Specialities	18	Vetoquinal India Animal Health Pvt Ltd.	49
Karamsar	14	Wedding Bells	56
Lubing India Pvt. Ltd.	60	Zenex Animal Health	11
Lumis Biotech Pvt. Ltd.	Title Cover I	Zeus Biotech Limited	44
MSD Animal Health	Title Cover III	Zoetis India Limited	9



CUT SHORT YOUR FEED COST

Eco-Mix

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

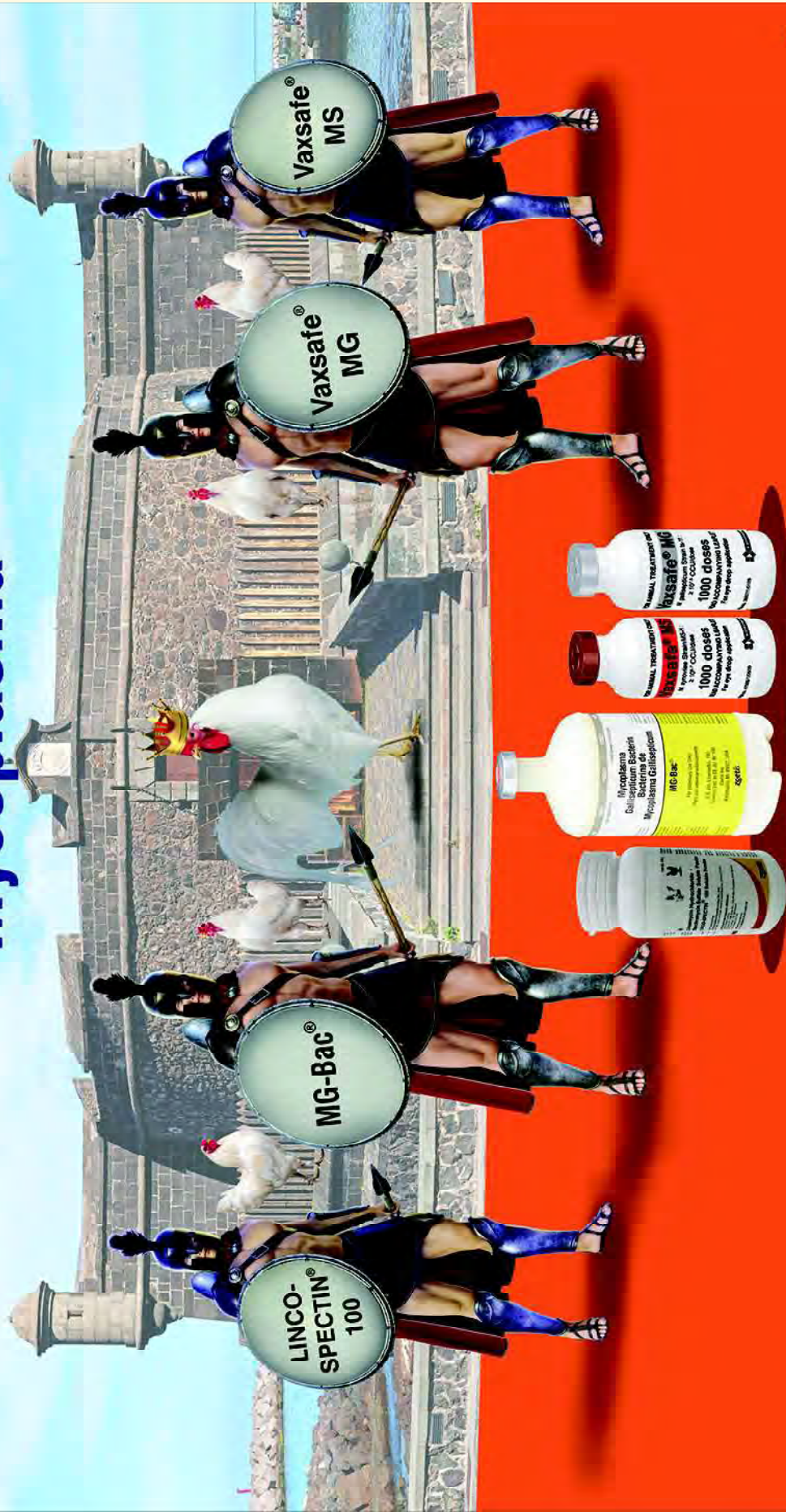
Y.SRINIVAS
Cell : +91-9849039200



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 www.logicsoftsolutions.com

Best ways to protect your castle from Mycoplasma



For more information, please write to
Zoetis India Limited
 31, 3rd Floor, Kalpataru Synergy, Opp. Grand Hyatt, Santacruz (East), Mumbai- 400 055
 Web: www.zoetis.in • Email: indiaanimalhealth@zoetis.com

zoetis

JUN2022

Cevac
IBird[®]
+ Cevac[®] Vitabron L

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



**HEALTHY
CHICKENS**

Cevac Ibird[®] + Cevac[®] 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[®]

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

The powerful probiotic strain screened and isolated from the chicken gut



THE KEY TO TOTAL GUT INTEGRITY
Improval BFS

Improval MS

The key to total gut integrity

Zenex AH was formerly Zydus AH

A New Revolutionary Animal Health Company is Born



GLOCREST™

Pharmaceutical Pvt. Ltd

Innovation For A Better Health

Revolutionizing Animal Nutrition Globally Through Innovation & Technology.

GLOCREST is combining decades of experience with unparalleled research capabilities. Helping you achieve optimal animal nutrition, feed quality, pathogen control, pharmaceutical solutions and more.



ABOUT US

Caring About Life, That Is Our Core Business.

GLOCREST is a global animal health venture of Krishna Group -prestigious poultry and agricultural conglomerate. Being an industry pioneer, GLOCREST & its peers, has more than half a century of combined expertise in the development and manufacturing of nutrition products. Our customers include everyone from small and large farmers, to integrations and dealers. We aim to provide them with nutritional solutions that ensure maximum animal health and performance.



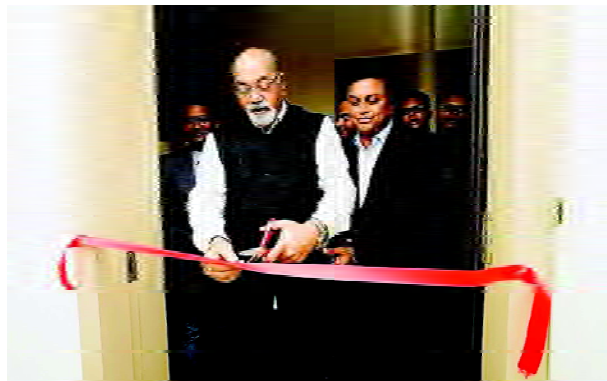
GLOCREST™
Pharmaceutical Pvt. Ltd

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

🌐 www.glocrestpharma.com
☎ +91 22-46007565
✉ info@glocrestpharma.com

Grand Opening of GLOCREST Pharmaceutical Pvt Ltd corporate office @ Mumbai

GLOCREST Pharmaceutical Pvt Ltd announced its new corporate office opening in Thane - Mumbai on 22 June 2022. Big thanks to all our valued customers/ consultants/ business partners from all India for spending their valuable time to grace this event. We look forward to much more of such events & support from our valued guests.



Inauguration of Glocrest Pharmaceutical Pvt. Ltd. - Corporate office @ Mumbai - Dr. Ajit Ranade, Associate Dean, Mumbai Veterinary College, Mumbai. Mr. Rajesh Babu Kaparthy and Dr. Ramdas Kambale.



Dr. Ramdas Kambale, Dr. Ajit Ranade, Rajesh Babu, Nishank Kaparthy



Group Photo



GLOCREST Team: T. Mathusoothanan, Dr. Ramdas Kambale, Hemendra Sengar, Dr. Mahesh Rajurkar, Rajesh Babu, Nishank Kaparthy, Mrs. Seema Kaparthy, Vaibhav Kadam



Dr. Ranade with GLOCREST BOARD MEMBERS At time of lighting of Lamp for Inauguration.

GLOCREST At glance

Caring About Life, That Is Our Core Business.

GLOCREST is a global animal health venture of Krishna Group – prestigious poultry and agricultural conglomerate. Being an industry pioneer, GLOCREST & its peers, has more than half a

century of combined expertise in the development and manufacturing of nutrition products. Our customers include everyone from small and large farmers, to integrations and dealers. We aim to provide them with nutritional solutions that ensure maximum animal health and performance.



Time to Time More, Healthy & Premium Quality Chicks



INSIDE SERIES



OUTSIDE SERIES



Digital Series



KARAMSAR POULTRY EQUIPMENTS™

OFFICE : K-139, POCKET-K, SECTOR-5, DSIIDC INDUSTRIAL COMPLEX BAWANA, NEW DELHI-110039

email : karamsarpoultryequipments@gmail.com * tarankaramsar@gmail.com

Website : www.karamsar.in karamsarequipments.com



9910310001, 9999226259, 8888800076, 9910423173



INCUBATOR
(CHICKMAN SERIES)



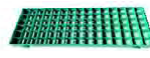
INCUBATOR
(EGG HATCH SERIES)



DEBEAKER



VACCINATOR



PLASTIC
EGG SETTING TRAY



PLASTIC
EGG HATCHER BASKET



DOUBLE WAFFER CAPSULE

WE HAVE NO BRANCH

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

Coccidiosis: one of the major economically important diseases of Poultry & its control with Cocci Care Poultry - Feed Additive

Rainy season is favourable for Coccidiosis. Coccidiosis is usually an acute invasion and destruction of intestinal mucosa by protozoa of the genera *Eimeria*. Clinical signs include diarrhoea, rise in temperature, inappetence, weight loss, emaciation,

and in extreme cases, death. However, many infections are subclinical. Coccidiosis is an economically important disease of poultry.

Coccidiosis is a **parasitic disease of the intestinal tract of animals caused by coccidian protozoa**. The disease spreads from one animal to another by contact with infected faeces or ingestion of infected tissue. Diarrhoea, which may become bloody in severe cases, is the primary symptom.

Prevention and control of disease require a careful evaluation of the entire farm and establishment of a series of biosecurity measures that allow assessing the possible challenges and their impact on the production system. Once established, all factors determining disease can be better recognized and corrected. In general, the recommended approach is to perform a risk assessment and establish the Hazard analysis and critical control point (HACCP) principles on the poultry farm, determining the points where potential hazards could occur and biosecurity measures have to be implemented. Biosecurity involves



Dr. Mahesh Rajurkar



Dr. Ramdas Kambale

measures at the level of environmental control and management, including elaboration of vaccination and medication programs and also application of effective cleansers, sanitizer, and disinfectants. These biosecurity measures are

essential to control the diseases and reduce their economic and public health significance.

Prevention and Control: -

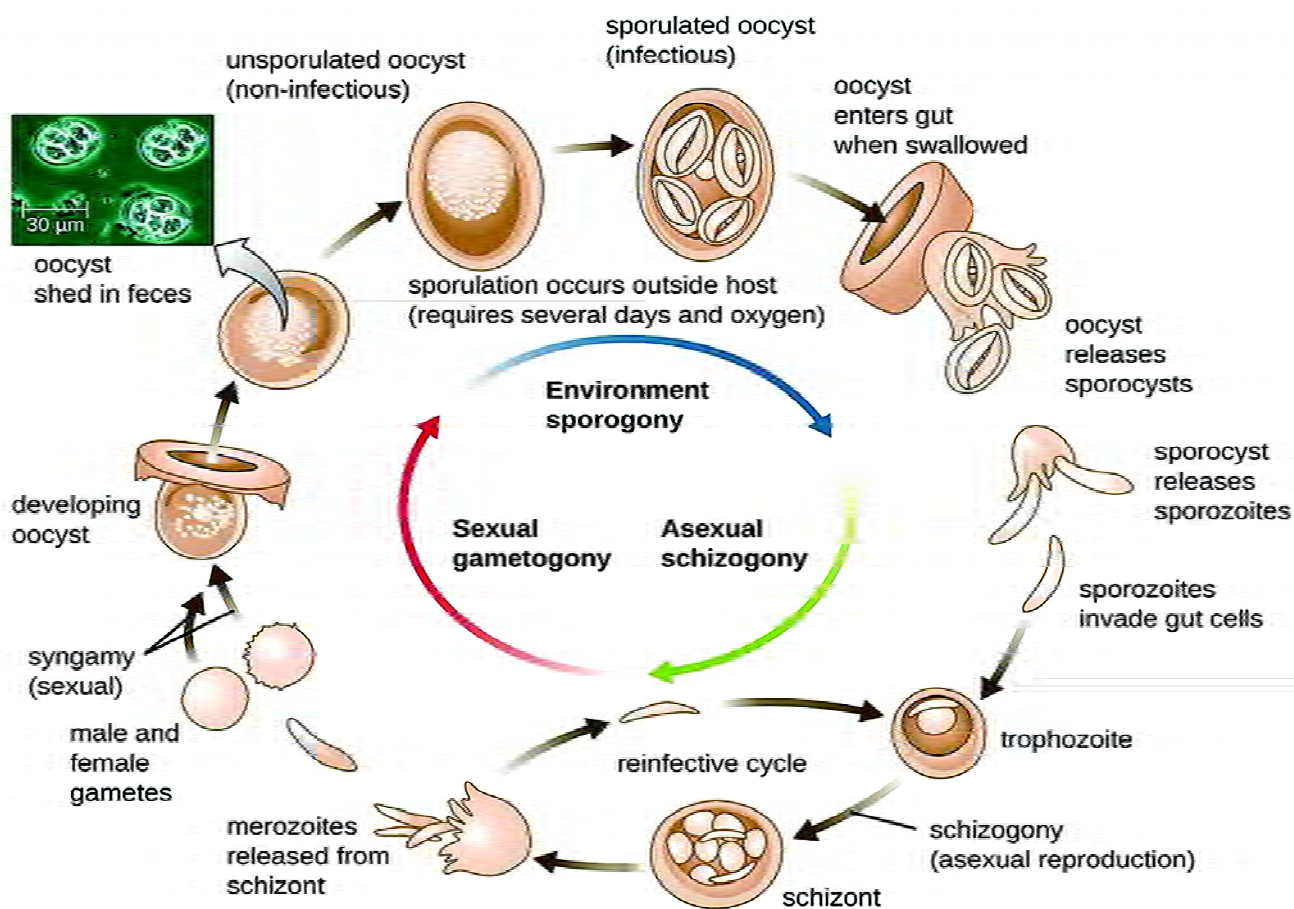
Everybody is aware that coccidiosis is self-controlling disease. However, every farmer suffers some or major economic losses due to coccidiosis. As we know Prevention is better than treatment.

Now a days Monensin – 8 % + Nicarbazin + 8% is regular control measure used by most of the farmers. However, if those novel solution fortified with Vit K3 and Curcumin extract as feed additive could havetremendous impact on control of coccidiosis.

After thorough research by GLOCREST team – the novel combo of Monensin : 8 % + Nicarbazin: 8%, Vit K3 and Curcumin has been developed a satisfying solution to address this burning issue and launched a product called **CocciCare**. InCocciCare, Vit K3 is added. It prevents internal bleeding in intestine which occurs due to coccidiosis. Monensin along with Nicarbazin acts synergistically.

Explanation for the mechanism of action **CocciCare** is that the product is able to interrupt host cell

Eimeria Life Cycle



invasion by sporozoites. The outer membrane of the sporozoite contains lipid rafts and a protein, flotillin-1, was identified in sporozoites of *E. tenella* at the apex of the cell, a region that mediates cell invasion. Monensin was found to disrupt the localization of flotillin-1 within raft structures, resulting in the loss of ability to invade host cells.

Ionophores have generally been found to be safe in target animals receiving an approved dosage.

@Importance of Curcumin extract - One of the natural compounds is curcumin, the extract from herbal plant *Curcuma longa*, known for its antioxidant and antimicrobial properties which may be effective in reducing coccidia infection in poultry. The effects of different doses

of curcumin compound on growth performance, antioxidant status, and gut health of broiler chickens challenged with *Eimeria* species. "Curcumin addition in diet of laying hens under cold stress has antioxidant and antimicrobial effects and improves bird health and egg quality".

We recommend to use 'Coccicare' for prevention of Coccidiosis in your flocks and have peace of mind to reduce your economical losses due to coccidiosis.

For Details Please Contact :
info@glocrestpharma.com

Website :- www.glocrestpharma.com

Customer Care No – 022-46007565.



Multi-purpose disinfectant



**ALL OVER
ALL PURPOSE...**
There is nothing else to say...



As timely tested & trusted brand
against **Avian Influenza Virus**



- Complete & chemically balanced
- Biodegradable & high residual effect
- Effective on over: 20 virus families, 43 bacterial genera, 27 fungal genera
- Non toxic, non irritant & no obnoxious smell hence can be used in presence of birds
- Effective even at 400 ppm hardness & 5% organic matter

**A Well Proven Brand
Since Two Decades.**



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



ANIMUNIN

To keep respiratory tract clean and optimally functional



Unique combination of essential oil and phyto-constituents

USAGE REGIMEN

Animunin Powder : 750g - 1 kg per ton of feed.

Animunin Liquid

Broilers	Layers	Quantity (For 100 Birds/day)
0-2 Weeks	0-8 Weeks	10 ml
3-4 Weeks	9-20 Weeks	20 ml
5-6 Weeks	21-72 Weeks	40 ml

- ▶ To be given regularly in broilers, layer-chicks and growers.
- ▶ In layers to be given regularly or 15 days every month, as required.
- ▶ Double quantity is recommended for breeders & during challenging conditions (for first 10 days).

ANIMUNIN POWDER

A natural alternate to conventional antibiotic (Tiamulin, Tylosin, CTC) for prevention of respiratory diseases

ANIMUNIN LIQUID

As an adjuvant alongwith conventional antibiotics for treatment of CRD/ respiratory infections

PRESENTATION

Powder : 10 kg & 25 kg
Liquid : 1 Ltr & 5 Ltr



FOR PREVENTION & MANAGEMENT OF RESPIRATORY BACTERIAL, VIRAL AND MYCOPLASMAL OUTBREAKS IN POULTRY

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

Uncover the true potential of your feed ...

MAXIZYME EX

Multi-enzyme Formulation Enriched with Probiotics



Maximizing Nutrition with flexible feed formulation



Thermal & Gastric
stability



Enhanced gut integrity
& health



Standardized optimum
CP & ME replacement



Improved performance
& economics



Maximizes fiber
hydrolysis & nutrition



Improved carcass
yield



ROSSARI BIOTECH LIMITED

(An ISO 9001:2015 & 14001:2015 Certified Company)
201 A - B, 2nd Floor, Akruiti 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 :  **Pancosma**
makes sense





UTTARA IMPEX PVT. LTD. IS CONTINUOUSLY EXPANDING THE PRODUCTS RANGE



Uttara Impex Pvt Ltd is pleased to announce the release of a new product "UT-GLYSOMIN GOLD" in collaboration with Pancosma of Switzerland. A Glycinate-Based Organic Minerals Mixture for better bio-availability & absorption of minerals in poultry diet. Its having extra advantage of stability in different gut pH, fully soluble, homogeneous free flowing & prevent antagonistic relationship with other minerals.

UT-GLYSOMIN GOLD is manufactured with glycinate minerals which are highly bioavailable and it boosts Immunity & improves the meat quality & FCR in broiler birds. It Significantly improves the performance & egg shell quality in layer birds and enhance breeders immunity, hatchability and fertility. It helps birds to be more resilient in all kind of stress. Make your birds stronger with UT Glysoamin Gold.

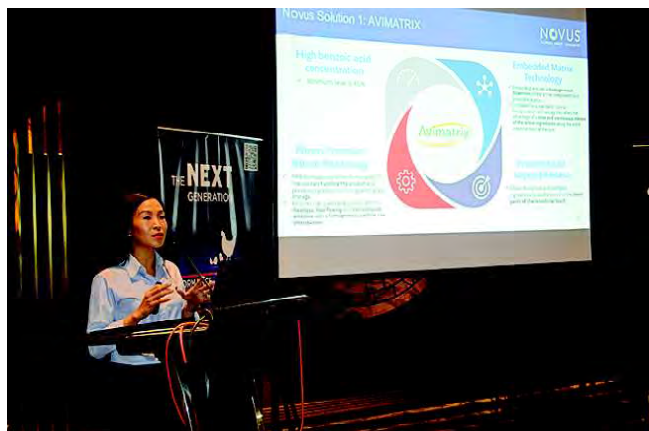
Uttara Impex Pvt Ltd., a subsidiary of Asia's largest poultry conglomerate Venkateshwara Hatcheries. It has a diverse product portfolio and is one of the largest importers of Amino Acids, Feed Phosphate, Vitamins and a variety of other feed supplements. Since 2010 Uttara Impex has been strengthening its service network & catering to over 3000 farmers across the country.



www.venkys.com

UTTARA IMPEX PVT. LTD.

Novus Knowledge Forum on Gut Health Optimization in Poultry



BANGALORE, INDIA (28 July 2022) – As a way to share knowledge on how gut health can impact poultry production, Novus International, Inc., hosted the first in a series of informational forums titled Gut Health Optimization in Poultry in the cities of Kolkata (West Bengal) and Pune (Maharashtra) on 15 and 17 June 2022 respectively.

Kolkata and Pune are prominent poultry-producing areas in India. Both the markets consist of strongly integrated farming, commercial feed operations, and a mix of layer farms. With increases in demand for broiler meat and eggs, the challenge of getting good quality raw feed materials at a competitive price is increasing. At the same time, maintaining

good gut health is an ongoing challenge for poultry producers. There are certain organic acids and essential oil complexes that have become an important tool to improve/optimize bird gut health. Novus hosted these events with an aim to provide insight on how to use these feed additives and other options to positively impact poultry gut health.

The Novus Forums received an overwhelming response with over 70 attendees that included integrators, feed millers, and layer farmers, along with eminent thought leaders from the poultry industry.

The keynote speaker was Dr.D. Chandrasekaran, a retired professor of animal nutrition at TANUVAS





(Tamil Nadu Veterinary and Animal Sciences University). Having published more than 75 scientific articles in national and international journals, Chandrasekaran is a renowned poultry expert, nutritionist, and researcher in India and the subcontinent.

Chandrasekaran spoke on how maintaining gut health is the first priority for every nutritionist in the poultry industry. Linked to better immunity, nutrient utilization, improve digestibility and overall performance, the bird's gut health is the most important factor. He said it's possible to impact gut health through the usage of nonantibiotic additives, acidifiers, enzymes, and protected organic acid to control many gut pathogens and improve beneficial microbes.

During the event, Annafe Perino, Novus poultry solution manager in Asia, explained how Novus gut health solutions are unique and help poultry producers to maximize their profit by reducing the pathogen load in the intestine. She talked about



various research trials conducted to show how Novus products they work in controlling pathogens in the gut and increase beneficial bacteria, highlighting Novus eubiotic solutions AVIMATRIX® feed supplement and NEXT ENHANCE® 150 feed additive.

“Novus believes in providing our customers solutions with demonstrable value,” Perino said. “With our unique eubiotic solutions for optimizing gut health and farm profitability, we are strategically well-positioned to serve our customers and increase their profits.”

Perino explained how AVIMATRIX®, Novus's premium blend of high benzoic acid concentration in embedded matrix technology helps create



homogeneous dispersion and the slow and continuous release of active ingredients along the entire intestinal tract. AVIMATRIX® also ensures a dustless free-flowing and non-corrosive product, which allows the active antibacterial ingredients to be delivered to the lower part of the intestinal tract.

For NEXT ENHANCE® 150, Perino explained how the high level of essential oil compounds are thermostable through a patented micro-encapsulation technology that ensures the release of active ingredients at the right site in the gut.

“This allows NEXT ENHANCE® 150 to reduce pathogenic bacteria and improve gut morphology, controlling Eimeria species pathogenic bacteria and increasing beneficial bacteria in the gut. These

changes help to improve the overall performance of the bird,” she said.

The sessions were moderated by Reena Rani L C, Novus senior marketing communication specialist for South Central Asia. Dr. Manish Kumar Singh, Novus director of strategic marketing in Asia, led the event with details about Novus; sharing details about the company’s foundation in feed additive products based on science and research, as well as its strong presence in India.

The event was supported by the Novus India team including, Dr. KrishnamurthyDasappa- sales director, Dr. Koushik De -technical service director, Sukanta Nandy– national sales manager, Santu Nandy – sales manager, Dr. Milind Rainchwar - technical service manager, Dr. Rajesh Kharvi – product category manager for Asia/Pacific, Vikram Tambewagh –sales manager, Nilesh Sen – sales manager, and Anand Srivastava – key account manager.

For more information email: info.sca@novusint.com or visit www.novusint.com

###

Novus International, Inc. is a leader in scientifically developing, manufacturing, and commercializing nutrition and health solutions for the animal agriculture industry. Novus’s portfolio includes ALIMET®, MFP®, and MHA® feed supplements, MINTREX® bis-chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other feed additives. Novus is privately owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd. Headquartered in Saint Charles, Missouri, U.S.A., Novus serves customers around the world. For more information, visit www.novusint.com. ©2022 Novus International, Inc. All rights reserved.

 S.S. PACKAGINGS	 SRI LAKSHMI PACKAGING COMPANY
Mfrs.: Corrugated Boxes, Cores Pulp trays, Coir	Mfrs.: Corrugated Chick Boxes & Hatching Egg Box Paper Pulp trays, Coconut Coir
	
Contact : T. Subramanyam Managing Partner	Contact : P. Someswara Rao Managing Partner
H.No. 5-011/6, Ramireddy Nagar, IDA, Jeedimetla, Hyderabad-500 055. Email: slpc.2002@gmail.com	Plot No. S-15 to S-18, Rami Reddy Nagar, IDA, Jeedimetla, Hyderabad-500 055. Email: slpc.2002@gmail.com
Cell: 98660 75805 Fac. : 040-23095996	Cell: 98491 09478 Fac. : 040-20005996



MYCOSORB A+®

Leaders in our field.
Proven results in yours.



Broad - spectrum support against mycotoxins



Optimises animal performance



Contributes to a healthy gut environment in the animal



Supports animal immunity

Contact your local Alltech representative today to find out more about Mycosorb A+® and our full suite of Mycotoxin Management tools.

knowmymycotoxins.com

Alltech Biotechnology Pvt. Ltd.,
No.3, 6th Cross, HAL-II Stage
Kodihalli, Off: Old Airport Road
Bangalore – 560 038

Alltech.com AlltechNaturally @Alltech Alltechinc

POULTRY



DAIRY



AQUA



SERVING ANIMAL HEALTH CARE

SOLUTIONS SINCE 2003

Egg Formula

NAGP's & Vitamins feed Supplement



PACK:250 gm Container



PACK:100 &500 gms

AMOX - D

Amoxicillin 5% & Dicloxacillin 5%

PACK:250 gm

AMOX-D-PLUS

Amoxicillin 10% & Dicloxacillin 10%

PACK:500 gm

ENROVET-BH

Enrofloxacin & Bromhexine

PACK:500 ml & 1 Ltr

Allchem
Bio Sciences Pvt. Ltd.
AN ISO 9001:2015 & GMP Certified Company

Allchem House:Plot No:302, Srija Homes,Road No:8,Arunodaya Nagar
Nagole, Hyderabad-500068,Telangana,INDIA.

For Further Information : Call our Quality Executive at
☎ /+91-40-42706005/+91-91822 45363 Or ✉ at trust@allchem.in
www.allchem.in





*Precession in
Technology,
Efficiency in
Results*

Concentrated Mix of
essential oils

FROM ITALY

MixOil®

...part of your success

Effective
Substitute of grow
promoting antibiotics
and Strengthens
immune system for
Poultry (Proven in India
since 2014)

Available in India

MixOil Powder : Micro encapsulated special technology slow and gradual release components.

MixOil Liquid : For fast results in acute conditions in water.

For Details Contact: South Asia Region
Ramddas N,
Cell : 9848413213
nramdas@hotmail.com



info@awpint.com

www.awpint.com

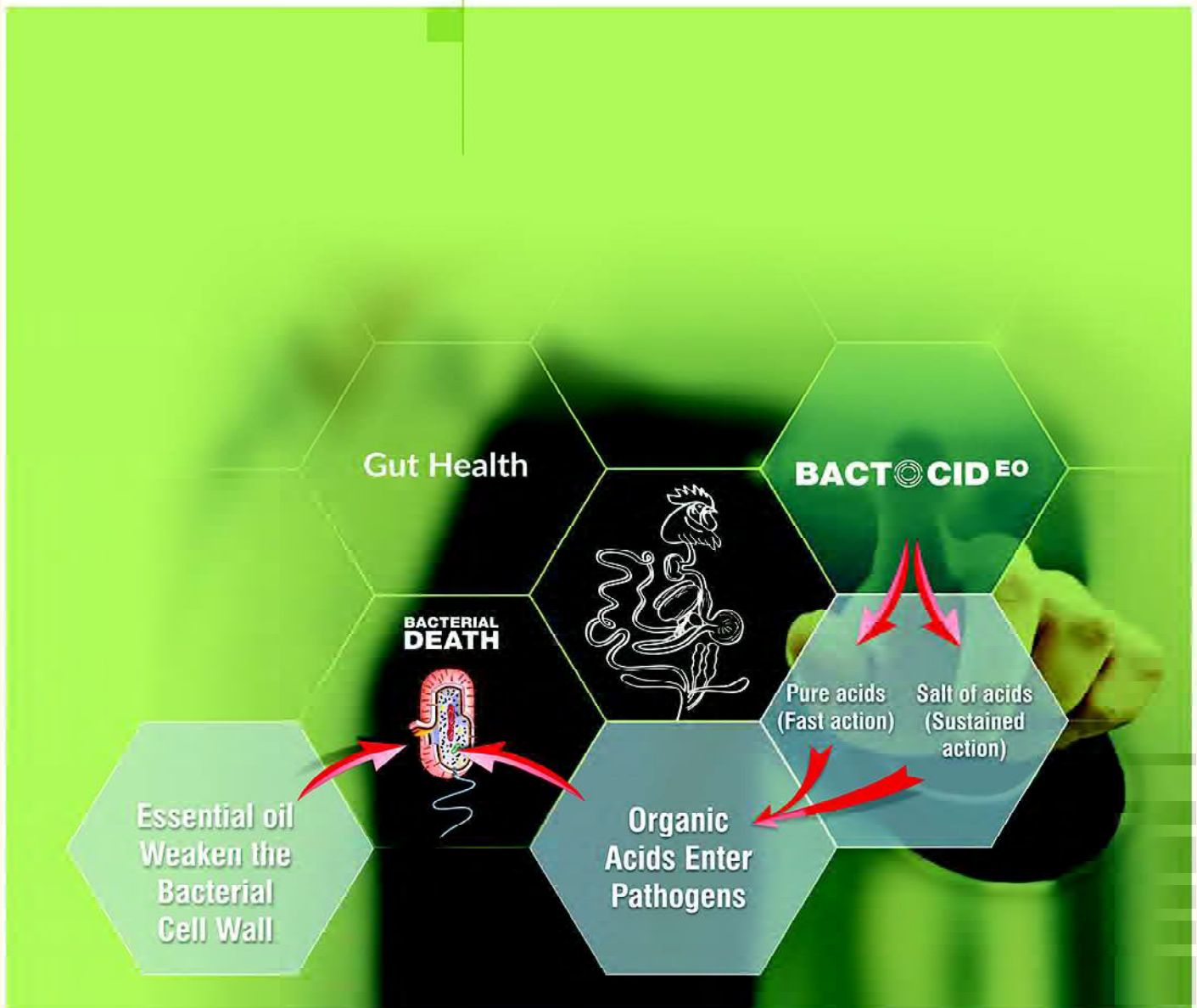
A. W. P. srl - via IV Novembre, 23
41051 Castelnovo Rangone (MO) Italy



≡ OPTIMA ≡

BACTOCID EO

Acidifier having synergistic combination of **Organic acids and Essential oil**



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



Optima Life Sciences exhibits strong presence at VIV Europe 2022



Optima Life Sciences displayed strong presence at VIV Europe 2022, which was held from May 31 to June 2 in Utrecht, The Netherlands. The exhibition featured innovative and renowned companies in the poultry and animal husbandry sector to showcase their businesses and interact with customers, potential partners and investors.

Optima Life Sciences provides innovative and scientific solutions for poultry health and productivity and has been supporting farmers, integrators and the feed industry for over 10 years. The VIV Europe 2022 Expo gave an ideal platform for customers and stakeholders to understand more about Optima Life Sciences' products and services. At VIV Europe, Optima Life Sciences presented the latest technologies aimed at transforming the future of the poultry business and making improving its sustainability. Professional associations, international networking and expert knowledge sharing about the poultry industry were the foundation of the event. It received an astonishing response from nutritionists, feed millers, integrators, farmers and experts. All the queries of the visitors

were answered to the best of their satisfaction by the technical team of Optima Life Sciences.

Executive Chairman of Optima Life Sciences Mr. Vinay Kulkarni welcomed the guests in the booth. He said, "VIV Europe gives us the opportunity to meet global poultry producers and distributors, helping them access our innovative solutions for poultry health, productivity and profit!"

On the first day of the exhibition, Team Optima unveiled the FeedMate segment which comprises of product that helps in improving feed milling efficiency. FeedMate division offers products like Moisturex GOLD, Obind Prima and innovative dosing system Optimizer. Along with products, FeedMate also offers services like feed mill audit, milling biosecurity assessment, training and storage management to the customers. The highlight of the Optima booth was the unique experience of OptiBetaine CZ- Effervescent Tablets. This is a new approach to deliver stress reducing nutrient to reduce any kind of stress. A demonstration of OptiBetaine CZ- Effervescent Tablets was also displayed at the booth. Customers



were very curious about this new concept and were excited to use it.

“VIV Europe 2022 is one of the best events for Optima Life Sciences and we are delighted to be able to have a vibrant presence here with many consumer engagement activities,” said Dr. D.K. Dey, Managing Director and added that Optima Life Sciences’ focus on helping the industry to optimize feed performance.

“We are excited about our innovations in cost-effective performance solutions and feed milling solutions, and I am happy to see that not only the farming community, but our competition is looking to us for such innovations! Such high expectations from the industry have raised our benchmark and we are striving to make our product more effective and affordable for our poultry producers,” said Dr. C. V. Chandrasekaran, Vice President.

Optima Life Sciences had showcased all product range. Such as, OptiBetaine™, CholiGOLD®, Livoshudh®, Moisturex Gold®, Obind Prima®, OptiBetaine CZ® that can help poultry producers achieve their financial goals. A value-added betaine, OptiBetaine is the flagship product and one of the top brand in the segment of Optima Life Sciences and is being successfully used by leading institutional customers in India as well as abroad with excellent results.

As a one-stop solution provider, Optima Life Sciences strongly believes in providing products and services relevant to customer needs. Applying science-based findings in an integrated approach linking feed, farm and health management can help farmers optimize nutrition, improve the welfare of their flocks and herds, and achieve improved performance without compromising economics.





भावपूर्ण श्रद्धांजलि



डॉ. संजय द्रोणावत

बहुत ही दुखद समाचार मिला। डॉक्टर संजय द्रोणावत अपनी अंतिम यात्रा पर चले गए। दिल इस बात को मानने के लिए तैयार नहीं। माने भी कैसे? अभी तो पोल्ट्री जगत में बहुत सक्रिय (ACTIVE) थे, हम बहुतों के मुकाबले। अभी तो उनसे बहुत उम्मीदें थी। पोल्ट्री के हर क्षेत्र में उनकी पकड़ बहुत जबरदस्त थी। मैं उनसे अक्सर कहता था कि आपके पास पोल्ट्री का बहुत बड़ा सरमाया है। इसे लिखे एवं प्रकाशित करें ताकि आज के नवयुवक डॉक्टरों की पूरी फौज इसका फायदा उठा सके। आग्रह करने पर कुछ छोटे टेक्निकल लेख उन्होंने लिखे और मुझे भेजा। उन्हें प्रकाशित करवाना मेरे लिए उनके प्रति सच्ची श्रद्धांजलि होगी।

दुःख इस बात का है कि जून 4 तारीख से मैंने उन्हें कई बार फोन किया – उन्होंने नहीं उठाया। पहले भी कई बार ऐसा हुआ। 2-3 घंटे बाद उनका स्वयं फोन आ जाता था परन्तु इस बार ऐसा नहीं हुआ। उस दिन किसी फार्म की विजिट पर था। वहां 26 मई से समस्या चल रही थी। उसने बहुत से डॉक्टरों की सलाह ली परन्तु कोई फायदा नहीं हुआ। ऐसी स्थिति में हम दोनों आपस में वार्तालाप करते और समाधान निकाल लेते। यह अक्सर होता रहता था। जब फोन नहीं आया तो मैं कई दिन तक करता रहा। 6 जून को मधुबनी (बिहार) से फोन आया, जो नंबर आपने दिया था वह स्विच ऑफ आ रहा है। जब मैंने फोन किया तो सचमुच फोन स्विच ऑफ आ रहा था। 7 जून को भी स्विच ऑफ आ रहा था। कई बार फोन किया – एक दो बार घंटी बजी – कोई जवाब नहीं था। 8 जून को कई बार फोन किया वही स्विच ऑफ आ रहा था। अब मुझे कुछ चिंता हुई कि सब ठीक ठाक तो है? अंत में मैंने एक पोल्ट्री मैगजीन के एडिटर को फोन किया – यह भी स्विच ऑफ आ रहा था। दो घंटे बाद फिर किया – उन्होंने उठा लिया। बताया कि मैं अभी बॉम्बे एयरपोर्ट पहुंचा हूँ। उनसे कहा कि पता करें डॉक्टर द्रोणावत की खैरियत के बारे में। अपने सारे फोन कॉल के बारे में सारा बताया। उन्हें भी चिंता हुई। शाम को उन्होंने दुखद समाचार दिया। यकीन नहीं आया पर हकीकत तो हकीकत है। मानना पड़ा।

एक पोल्ट्री का माहिर हम लोगों के बीच में नहीं रहा – एक पोल्ट्री का सरमाया हमने खो दिया। श्रीमती द्रोणावत और बिटिया पर क्या गुजर रही होगी इसका अंदाजा लगाना कठिन है। आज एक पत्नी ने अपना होनहार पति खोया और बिटिया ने अपना पिता खोया। यह प्रकृति का कैसा निजाम है? इसे सोच कर रूह काँप जाती है – इसके पीछे कुदरत की कोई अच्छी मसलेहत जरूर होगी। शोकाकुल सभी सम्बन्धियों को अल्लाह पाक (ईश्वर) सब्र और धैर्य दे एवं स्वर्गीय डॉक्टर द्रोणावत की आत्मा को शांति प्रदान करें और अपने चरणों में जगह दें।

यह सारे फूल उनके अपने गार्डन के हैं जिनकी देखभाल बड़े शौक से उनकी पत्नी करती हैं। अक्सर वे मुझे वॉट्सअप पर फूलों की फोटो भेजा करते थे। शायद वो मुझे इसी दिन के लिए भेजते थे।

शब्बीर अहमद खान ।।



BROILER LIFTING RATES FOR THE MONTH OF JUNE 2022

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	30	
Hyderabad	160	160	155	150	152	152	152	152	154	156	156	156	156	156	148	143	139	139	139	135	137	140	140	140	140	135	130	130	130	127	
Karimnagar	160	160	155	150	152	152	152	152	154	156	156	156	156	156	148	143	139	139	139	135	137	140	140	140	140	132	124	124	124	122	
Warangal	160	160	155	150	152	152	152	152	154	156	156	156	156	156	148	143	139	139	139	135	137	140	140	140	140	135	130	130	130	127	
Mahaboobnagar	160	160	155	150	152	152	152	152	154	156	156	156	156	156	148	143	139	139	139	135	137	140	140	140	140	140	135	130	130	130	127
Kurnool	160	160	155	150	152	152	152	152	154	156	156	156	156	156	148	143	139	139	139	135	137	140	140	140	140	140	135	130	130	130	127
Vizag	149	149	144	144	146	146	146	146	148	150	150	150	150	150	145	140	136	136	140	140	140	142	142	142	142	142	140	136	136	136	134
Godavari	158	158	153	148	150	150	150	150	152	154	154	154	154	154	149	144	140	140	140	140	140	142	142	142	142	142	140	136	136	136	134
Vijayawada	158	158	153	148	150	150	150	150	152	154	154	154	154	154	149	144	140	140	140	140	140	142	142	142	142	142	140	136	136	136	134
Guntur	158	158	153	148	150	150	150	150	152	154	154	154	154	154	149	144	140	140	140	140	140	145	145	145	145	145	140	136	136	136	134
Ongole	158	158	153	148	150	150	150	150	152	154	154	154	154	154	152	152	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154

SEMALEX[®] H+ LIQUID



Unique Combination of Buffered Organic acids and Ionic Copper
for Water acidification and Gut Health Optimization

Benefits

- Provides effective water and gut acidification
- Reduces the pH of water and controls pathogen load
- Maintains healthy gut by improving microbial balance
- Favours enzymatic protein digestion
- Improves overall performance of livestock



FAMIqs

Bentoli Inc.,
Elgin, Texas, USA
India Customer Care: +91 7397785002
Email: askthefeeddoctor@bentoli.com
www.bentoli.com

Visit us at: [in](#) [tw](#) [f](#)



BhuQuinol

Chlorhydroxyquinoline 60% w/w

Non Antibiotic Growth Promoter

COMPOSITION:

Each Kg contains
 Chlorhydroxyquinoline 60% w/w

USP:

- ⊙ Unique in its class
- ⊙ Highly effective against Bactria, Protozoa & Fungal infections
- ⊙ Inhibits respiration across bacterial cell wall leading it's death
- ⊙ Helps to maintain gut motility
- ⊙ No Resistance
- ⊙ No Residual effects
- ⊙ Effectively control nonspecific diarrhoea / loose droppings - Compatible with all drugs

INDICATIONS:

- ⊙ Best non antibiotic growth promoter works against Gm + and Gm - and Fungi
- ⊙ Prevent & Control non specific diarrhoea
- ⊙ Control loose droppings and their by flies
- ⊙ Support anticoccidia actions

USAGE:

- ⊙ Poultry:
 - Growth Promoter - 100 gm Gm/MT of Feed
 - Treatment - Up to 500 Gm/MT (depending upon severity) (Enteritis/ Diarrhoea/Loose Droppings)
- ⊙ Cattle/Sheep/Goat/Pig : 200 gm Gm/MT
- ⊙ Fish: 0.1% in water/feed

OR

As Recommended by Technician

WITHDRAWAL PERIOD:

No residue during withdrawal period

BHUVANA NUTRIBIO SCIENCES

E-7, 2nd Floor, Opp. Gate No.1, Gultekadi, Pune - 411037. (India)

Web : www.bhuvanabs.com Email : bhuvanaseservices@gmail.com | services@bhuvanabs.com

Mob.: +91 8975590191 (Service Manager) www.bhuvanabs.com



Store in a closed condition in a cool and dry place & protect from direct sun light



NO SMOKING



KEEP DRY

ANIMAL FEED SUPPLEMENT
 NOT FOR HUMAN/
 MEDICINAL USE

REGIONAL DISTRIBUTORS

North India - Ambala
Jouster Enterprises,
 Mr. Jodh Singh
 +91 9306732818

East India - Kolkata
Stats Speciality Products Pvt Ltd,
 Dr Tridib Chatterjee
 +91 9306732818

Gujarat
Roshanali A-Z, Anand
 Mr. Riyaz Dadwani
 +91 8780387496

North Karnataka
Jay Enterprises
 Mr Girish Babu
 +91 9449824871

Karnataka - Bangalore
Trumala Agencies,
 Mr. Subramanyam
 +91 9845856407

1st time in **India!**

More than an
Organic Trace Mineral Supplement...

HimChelate-PTM

(POWDER)

A new dimension in mineral nutrition



Added Chromium and
Phytoactives
to Handle the Stress.



Mycofix®



Absolute protection

Powered by science to actively defend against multiple mycotoxins*

With 3 combined strategies



ADSORPTION



BIOTRANSFORMATION



BIOPROTECTION

If not us, who? If not now, when?
WE MAKE IT POSSIBLE

*Authorized by EU Regulation 1060/2013, 2017/913, 2017/930, 2018/1568 and 2021/363.



**ANIMAL
NUTRITION
AND HEALTH**

ESSENTIAL
PRODUCTS

PERFORMANCE
SOLUTIONS +
BIOMIN®

PRECISION
SERVICES

www.dsm.com/anh

Follow us on:



Mycotoxins and other ANFs must be Top of Mind when adapting Diets to include Novel Ingredients – INDUSTRY PERSPECTIVES

Source: **DSM** via Feedinfo



Ursula Hofstetter
Head of Mycotoxin Risk Management - DSM

There are many reasons why alternative feed ingredients are appealing to feed formulators around the world. With ports backed up and truckers hard to find, maybe you prefer to build your diets around locally-available crops and reduce your reliance

on imported raw materials. Or maybe you are increasingly looking to use by-products in your feed, as global balance sheets for grains and oilseeds start to look uncomfortably tight and prices are becoming painful. Or maybe you are feeling the pressure to reduce the carbon footprint of your formulation. From drought to geopolitics to market concerns, the disruptions of the last few years have required adaption from the animal nutrition industry.

However valuable, though, change is hard. With something as delicate and high-stakes as animal diets, there are several different things that can go wrong. In such a context, the wide-ranging experience of an animal nutrition giant like DSM is particularly valuable. Today, we speak with two of the company's top-level experts—Ursula Hofstetter, Head of Mycotoxin Risk Management, and Kostas Stamatopoulos, Senior Global Product Manager for Feed Enzymes—about the antinutritional factors that must be kept in mind when adapting a diet to include more novel ingredients, and learn what solutions DSM Animal Nutrition and Health can offer to accompany producers during these transitions.

[Feedinfo] As costs rise for traditional ingredients, many feed formulators are turning to alternatives. What are some of the hidden risks the use of unfamiliar ingredients can pose?

[Ursula Hofstetter] In general, high feed

material prices encourage growers to explore alternative feed ingredients that offer lower cost and are more sustainable due to their local availability. However, growers should be aware that alternatives, especially processed by-products, can introduce digestibility issues and antinutritional factors such as mycotoxins that pose additional risk and expense to farming operations due to lower animal performance or impaired health.

[Feedinfo] How does processing affect the presence of antinutritional factors like mycotoxins? Are mycotoxins unusual among antinutritional factors in that way?

[Ursula Hofstetter] While some antinutritional factors, e.g., phytic acid, can be mostly removed or inactivated, mycotoxins are not destroyed during most conventional feed processing operations. Mycotoxins are very heat stable and therefore heat treatments (boiling water, roasting, pelleting) cannot destroy them. Moreover, during processing, the distribution of mycotoxins can shift, leading to higher concentrations in some fractions used in



Kostas Stamatopoulos
Senior Global Product Manager for Feed Enzymes - DSM

animal feed. For example, certain mycotoxins are known to be more concentrated in the outer layers of wheat, so usage of wheat bran could increase the risk of mycotoxin contamination. Similarly, when ethanol is distilled, mycotoxins remain in the biomass. Because the overall biomass volume decreases, mycotoxin concentrations in DDGS can be 3 times higher compared to initial levels in the unprocessed crop.

[Feedinfo] Given that the mycotoxin threat is such a broad and varied one, testing and diagnosis are essential in effective interventions. What are some recent tools which can better help with this?

[Ursula Hofstetter] Feed producers and purchasers have a wide variety of testing methods available, ranging from low cost and quick lateral flow devices to more sophisticated and sensitive methods like liquid chromatography double mass spectrometry (LC-MS/MS). Certain methods are better suited to certain tasks.

For example, lateral flow is suitable for raw materials but not for final feeds, because it does not cover metabolites of the parent mycotoxin or emerging mycotoxins. However, the main challenge in feed testing is the sampling process. Mycotoxins are not evenly distributed in feeds, and proper sampling is crucial to get a representative sample of your feed bulk. Without an accurate picture of the mycotoxin contamination in your feed, it becomes more difficult to select the right risk mitigation strategy.

Diagnosis of mycotoxicoses in animals in the field can also be challenging. Mycotoxins act at a subclinical level, contributing to various disorders, and can act as door openers for pathogens circulating in a farm, triggering diseases. Practically speaking, it is uncommon to see clear clinical signs linked only with mycotoxins. More often, other health issues or an unexplained decline in performance are a sign of mycotoxin contamination.

Recently attempts have been made in order to evaluate mycotoxin exposure in animals with the

use of biomarkers taken from blood and body fluids. Despite its potential, the on-field application of mycotoxin biomarkers still has major limitations, including the timing of sampling, species-dependent differences in the metabolization of mycotoxins and a lack of biomarker reference values.

Another approach which might be more useful at present is the analysis of health markers. With this approach the differential diagnosis between mycotoxin contribution and other factors is conducted in conjunction with mycotoxin analysis in feed. Given the complexity of the topic and constantly changing nature of the mycotoxin threat, preventative application of the scientifically proven mycotoxin deactivator Mycofix® may be the best option, especially for high-value breeding animals.

[Feedinfo] Of course, for diagnostic tools and testing to have any impact, the feed formulators, veterinarians, and other actors must be aware of the need for them. How is DSM involved in educating the market about this important subject? Where are your efforts focused?

[Ursula Hofstetter] In addition to developing highly technological products and solutions, DSM invests in knowledge sharing and education with producers worldwide to raise awareness of scientific findings regarding the effects of mycotoxins in food-producing animals, and we conduct the world's largest survey program to track the occurrence of mycotoxins to assess the risk threat to farming operations.

Using the DSM Mycotoxin Survey and Prediction Tool, we inform our customers about mycotoxin contamination and risks worldwide through training, scientific conferences, webinars and reports. We offer a full set of digital tools to help producers to evaluate and mitigate the risks for their animals.

We put strong emphasis on communicating the research we conduct on mycotoxins through our research centers and with leading academic institutions, including a considerable number of peer reviewed papers and more than 8 published books

about mycotoxins. However, we also realized some years ago that an all-in-one, summarized and actionable source of information for use in the field was necessary. Therefore we've created the booklets for differential diagnosis of mycotoxicoses in swine and poultry and just recently we have successfully launched the version for ruminants. Through on-site customer support, our technical experts translate this scientific expertise into science-based solutions to support farmers and technicians.

[Feedinfo] Beyond attention to the mycotoxin risk, formulating with alternative feed materials can often require the use of enzymes to maximize digestibility and minimize ANFs. What changes in enzyme demand has DSM witnessed in the last few years, and what does that suggest about how animal diets are evolving?

[Kostas Stamatopoulos] The use of the appropriate feed enzymes can mitigate some of the risks that alternative feed ingredients could bring into animal diets.

More specifically, alternative cereals such as barley, oats, triticale, rye, rice, sorghum, millet and their by-products have NSP soluble fractions including arabinoxylan, B-glucans, and xyloglucans which increase digesta's viscosity, leading to poor nutrient absorption.

Insoluble NSPs are the main components of endosperm cell walls. As monogastric animals do not have endogenous enzymes to hydrolyze the cell wall NSPs, the entrapped nutrients such as starch and protein are less available.

The appropriate use of xylanase, B-glucanase, xyloglucanase and arabinoxylan de-branching enzymes can make alternative cereals and their by-products valuable feed ingredients.

In a similar way, alternative protein meals (rapeseed/canola meal, sunflower meal, cottonseed meal, palm kernel meal, copra meal, ground nut meal, guar meal, lupins, peas, faba

beans) need pectinases, mannanases, xyloglucanases and cellulases to improve the protein availability (de-caging effect) and reduce the digesta viscosity.

An exogenous feed protease can improve the protein digestibility of both vegetable and animal protein meals. Furthermore, attention should be given to phytic acid which plant-origin by-products bring to monogastric diets. Optimizing the use of advanced and stable phytases helps nutritionists to mitigate the negative effects of phytic acid and release more phosphorus and MYO-inositol.

At DSM we have seen increased interest in all three enzyme classes (phytase, carbohydrase and protease). We observe animal diets in some regions are becoming more complex, notably in EMEA and APAC. By helping our customers incorporate local alternative feed ingredients into their formulations with a suitable enzyme strategy, we are contributing to their success, to enhanced sustainability in animal production, and to a more circular economy.

[Feedinfo] What have been the most noteworthy developments in DSM's enzyme technology recently? What areas of research are you most excited about in terms of future developments?

[Kostas Stamatopoulos] The DSM|Novozymes Feed Enzyme Alliance has been a feed enzymes innovation powerhouse in the past decade. In just the past two years, we have introduced two major feed enzymes: ProAct360™ and HiPhorius™.

ProAct360™ is the first and only 2nd generation feed protease in the market. It is a higher potency molecule specifically designed for use in feed that improves the protein digestibility of the whole diet leading to substantial feed cost reduction. In addition, ProAct360™ quickly and efficiently degrades trypsin inhibitors and thus contributes to the improvement of gut health.

HiPhorius™ is a 4th generation phytase that offers heat stability and more phosphorus release leading

to more inorganic phosphorus displacement and feed cost reduction.

[Feedinfo] What other DSM nutritional solutions are particularly appreciated during times of high feed prices?

[Ursula Hofstetter] We offer our customers the market's broadest and most innovative set of solutions in animal nutrition and health, from Essential Products to Performance Solutions + Biomin® to Precision Services. When we work together closely with our clients, they have more tools and scientific knowledge available to them to address the specific challenges that they face,

whether it's improving final product quality, managing costs, improving performance, protecting animal health and welfare, safeguarding feed quality or measuring and improving their sustainability.

High commodity prices are reminder that it's in everyone's interest to get the most from agricultural resources, and that efficiency and sustainability go hand in hand. Our "We Make It Possible" strategic initiative reflects our constant focus on serving our clients and ensuring that agriculture succeeds within our planetary boundaries.

Published in association with DSM

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

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

Srinivasa



Hy-Line

International Bird Now Customized for **INDIA**

W-80i

- ₹ **Local Breeding Program**
- ₹ **Maximum No. of Saleable Eggs**
- ₹ **Maximum Livability**
- ₹ **Lowest Feed Per Egg**



📍 **Registered Office** : Plot No. 82,
Kavuri Hills, Phase II, Madhapur,
Hyderabad - 500081, Telangana, India.

✉ **E-mail** : contact@srinivasa.co

☎ **Phone** : +91 40 23633500 / 501, +91 91000 21340

🌐 www.srinivasa.co | Follow us on     

Srinivasa Farms[™]

Srinivasa Farms Private Limited

(CIN : U01222TG1983PTC003979)



Thinking About Reducing **The Feed Cost!**

But, How ?
Here is the Solution

KOLIN PLUS™

A Greener Alternative to Choline Chloride



Convenient

Cost Effective

Compatible

Caring

4C
FourC the profit

Non-hygroscopic

Lower dosage

Suits
with Premixes

No TMA,
Non-corrosive



**Cost saving with
optimum inclusion rate of
KOLIN PLUS™**

For further information kindly contact to your nearest representative from Natural Remedies



WHY USE NRSBPTM?



Standardized particle size ensures uniform flow & mixability



Thermostable



Phyto-actives protected in tonoplasts



High performance phytochemical fingerprinting ensures batch-to batch consistency



Analysed for microbial contamination



Compliant with standards for heavy metals & mycotoxins.

NRSBPTMs

STODI[®]

Definite Diarrhoea Domination

PHYTOCEE[®]

Natural Defence Enhancer

KOLIN PLUSTM

Greener Alternative to Choline Chloride

www.naturalremedy.com



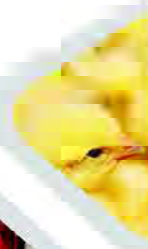
Detoxifies



Protects



Binds



Contamination of feed
with mycotoxins is
one of the biggest
safety concern in
livestock farming

NILTOX[®]

A complete solution for mycotoxins

With Domestic Demand for Frozen and Chilled Poultry Products going up, Coupled with New Export Opportunities, Indian Poultry Industry needs to step up with adequate Processing capacity meeting International Norms

- Ricky Thaper, Treasurer, Poultry Federation of India

India's poultry industry is today one of the fastest growing poultry producers in the world with production having grown four-fold over the last two decades. The shift has been gradually to large-scale commercialization, overcoming several challenges on the way. According to the National Action Plan for egg and poultry – 2022 prepared by Department of Animal Husbandry, Dairying and Fisheries, more than



Ricky Thaper

80% of poultry output, particularly in the broiler segment, is today produced by organized commercial farms. Major poultry companies have vertically integrated operations which comprise 60-70% of the total poultry meat production. Thus, India has emerged as the world's third largest egg producer and sixth largest producer of broiler meat.

The poultry sector is growing at a compounded annual growth rate (CAGR) of 10.5% and playing a critical role in promoting livelihood options in rural India. Instead of rearing country birds, farmers are now increasingly rearing hybrids which yield better operating parameters and sustainable profits. Rising urban population, changing eating habits and growing penetration of quick service restaurants have all played a big role in sustaining growing demand for poultry meat. According to Basic Animal Husbandry Statistics, 2020, India's poultry meat

production was 4.34 million tons, contributing more than 50% of the total meat production in 2019-20. The egg production stood at 114.38 billion in 2019-20. The global poultry market is expected to grow at a compounded annual growth rate (CAGR) of 10.1% to touch \$350.87 billion in 2022 from \$318.58 billion in 2021. By 2026, it is expected to touch \$493.21 billion, growing at a CAGR of 8.9%.

Poultry consumption is expected to grow maximum in the coming years. However we need to acknowledge that poultry processing and value addition is still at a very nascent stage in India. The share of processed chicken meat industry is only around 10% of the overall industry. This is due to the consumer preference for the live bird. This dominance of wet or live bird market limits geographical movement of output given the perishable nature of the product and limited cold storage and transportation infrastructure. The impact of our limited processing capacity is also reflected in our poultry meat exports.

As per Agricultural and Processed Food Products Development Authority (APEDA) data, in 2020-21, India exported 2,55,686 tons of poultry products valued at Rs 435 crore (\$ 58.7 million). Traditional export destinations have been Oman, Maldives,

Indonesia and Vietnam. Though both the quantity and value of the exported processed poultry products have increased during the last few years and efforts have been made to increase poultry exports from India, the trade is very small in comparison to the global trade. The global poultry market is expected to grow to \$493.21 billion in 2026 at a CAGR of 8.9%. Exports are not equitable across the globe and are concentrated in certain clusters like Middle-East and South-East Asia.

Recently rise in demand for chicken from Singapore following the ban on exports by Malaysia could not be utilized for promotion of exports from India. Given that Singapore imports 34% was met by Malaysia alone, this can be a godsend opportunity to make further inroads into the Singapore market. Frozen chicken from the South American nation accounts for 48% of the total imports by Singapore. The US supplies 8%, while a few smaller exporting nations make up the rest 10%.

While there is a good scope of export of dressed chicken to Singapore from India and a few companies from South India which have poultry processing plants, are already in the process of exports to the island nation, we need to step up our export capacity. Value-wise, our current chicken exports are much lower compared with exports from Brazil and the US.

To do this, Indian exports need to be competitive in terms of costs as well as quality. Export viability depends on competitive cost of production and proximity to international markets. Indian chicken exports have faced difficulty in the international market because there is no low pathogenic avian influenza (LPA) vaccination. Only in December last year, the United Arab Emirates lifted a ban on importing eggs and other poultry products from India after the Indian government gave an assurance that Indian poultry meat exports would adhere to bio-safety norms prescribed by the World Organization for Animal Health to prevent infection from bird flu.

We need to create infrastructure for slaughter house for boosting out exports. We need to have adequate processing facilities which meet international standards. The cost of the production for poultry bird is expensive compared to other countries such as Indonesia, Philippines and China. The high input costs are a major reason for this. Cost of production of our feed is higher compared to other countries such as the US, China or Brazil. Feed price constitutes around 70% of the total production cost. This apart, the seasonal nature of consumption leads to volatile demand supply trends across regions, making all calculations go awry.

Developing efficient distribution with large investments in cold chain infrastructure and proper high-capacity processing plants of international standards is the need of the hour.

Integrated production, market transition from live birds to chilled and frozen products and policies that ensure supplies of competitively priced corn and soybean are keys to future poultry industry growth in India. Within the processed poultry segment, the share of frozen products is minimal compared to chilled products. Integrated poultry processing plants have hatcheries, feed mills, and primary processing facilities. This integration model ensures that farms with 5000 – 10,000 broilers capacity are insulated against fluctuations in market prices as they are assured of getting predetermined fixed prices as per the contracts.

There are a number of small poultry dressing plants in the country. These plants are producing dressed chickens. In addition to these plants, there are a handful of modern integrated poultry processing plants producing dressed chicken, chicken cut parts and other chicken products. Therefore, industry-wide, a shift towards integrated processing plants would be advantageous. Farming technologies such as climate-controlled farm houses and automated feeding lines can help improve farm productivity. Feeding, water supply, temperature and humidity control are some of the

variables that require automation in poultry farming. Automatic feeding systems could reduce labour cost and improve farming level and Feed Conversion Ratio (FCR) efficiency, thus reducing overall production costs. The environmentally controlled (EC) sheds ensure bigger harvests, better feed conversion and economy both on capital and revenue investments.

The government had announced Special Livestock sector package. The poultry meat as well as egg sectors must take advantage of this financial assistance to boost infrastructure. A capital subsidy should be there on setting up EC sheds with

improvement in infrastructure in the wet market that would boost demand as well as consumption.

The domestic demand for poultry and processed poultry products has shot up since the middle of 2020. There has been a huge increase in e-commerce with expansion of home delivery as a response to the Covid-19 lockdowns and change in consumer buying behavior. The Russia-Ukraine war and supply chain turmoil since the pandemic have upset many old trade links and thrown up new export opportunities. Hence, there is an urgent need for setting up of modern poultry processing plants to cater to both domestic as well as export markets.



Mohd. Tareq Irfan
Mob. No. +91 950 5659670
+91 738 6503377
Tel : 040-64555376

ATA Packing Products
ATA Imports & Exports

Works : Survey No. 283/1, Anupuram, Jedimetla, Phase III, Hyderabad - 500 004.
Business Center : First Floor, Siraj Residency, 36-1 Defence Colony, Sainikpuri, Sec'bad - 094.
Email: atapackingproducts@gmail.com, ataimportsexports@gmail.com

M.A. Waheed



S.S. Associates

SHR PACKAGING

D.No.1-2-405, Gaganmahal, Domalguda, Hyderabad - 500029
Cell: 78931 40260

NATIONAL EGG CO-ORDINATION COMMITTEE

DAILY / MONTHLY EGG PRICES DECLARED BY NECC AND PREVAILING PRICES AT VARIOUS PRODUCTION CENTRES (PC) AND CONSUMPTION CENTERS (CC) JULY 2022

Name Of Zone / Day	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	Average	
NECC SUGGESTED EGG PRICES																																	
Ahmedabad	552	552	552	552	552	552	552	552	520	520	520	490	490	470	450	420	400	405	410	415	420	420	420	420	400	400	400	400	402	404	408	465.16	
Ajmer	505	485	475	475	465	450	450	435	400	410	412	400	380	360	360	360	360	365	365	365	365	365	340	350	355	-	361	365	370	371	-	397.21	
Barwala	517	517	468	468	445	430	430	385	390	390	390	370	370	370	370	335	340	343	346	350	350	350	330	330	335	338	344	350	357	360	360	383.81	
Bengaluru (CC)	560	560	560	560	560	560	560	560	530	530	500	500	500	470	470	440	440	440	440	440	440	445	445	445	425	425	425	425	425	425	425	481.61	
Brahmapur (OD)	540	540	540	540	540	540	540	540	505	505	485	473	458	440	440	390	380	392	397	402	402	402	380	380	370	370	370	370	379	383	389	393	445.32
Chennai (CC)	580	580	580	580	580	580	580	580	560	560	540	510	510	510	480	480	450	450	450	450	450	450	443	443	443	418	418	418	418	418	418	488.81	
Chittoor	573	573	573	573	573	573	573	573	553	553	533	503	503	503	473	473	443	443	443	443	443	443	443	443	443	418	418	418	418	418	418	488.81	
Delhi (CC)	543	519	519	488	489	480	465	450	450	405	410	410	390	385	370	360	360	365	365	365	370	370	370	370	350	350	355	360	365	372	377	380	406.68
E.Godavari	521	521	521	521	521	521	521	521	485	485	470	470	470	470	435	385	375	385	390	395	395	395	375	375	365	365	365	368	371	374	377	434.61	
Hyderabad	531	531	531	531	531	531	531	500	500	500	470	470	435	435	390	350	355	360	370	375	375	375	375	355	355	355	355	358	361	364	-	428.5	
Ludhiana	518	505	494	481	471	471	456	445	430	415	401	391	391	371	371	371	371	341	344	347	351	351	351	336	336	336	339	345	352	362	362	394.06	
Mumbai (CC)	590	590	590	590	590	590	590	590	570	560	560	530	530	510	490	450	430	430	430	435	440	440	440	440	440	420	420	420	420	420	424	494.16	
Muzaffarpur (CC)	567	562	557	538	529	519	509	495	486	481	452	452	443	438	429	429	405	400	400	400	400	405	405	405	395	395	395	400	405	410	419	449.81	
Mysuru	560	560	560	560	560	560	560	560	530	530	500	500	500	470	470	440	440	440	440	440	440	443	445	445	425	425	425	425	425	425	425	481.71	
Nagpur	550	550	550	550	550	550	550	550	530	515	510	490	470	450	430	410	370	370	380	380	400	450	400	375	370	-	370	370	-	-	-	459.26	
Namakkal	550	550	550	550	550	550	550	550	520	520	520	490	490	490	460	440	440	440	440	440	440	445	445	445	420	420	420	420	420	420	420	475.81	
Patna	562	557	552	533	524	514	500	495	481	476	462	452	443	438	429	429	405	405	400	400	405	405	405	395	395	395	400	400	410	419	419	448.55	
Pune	590	590	590	590	590	590	590	590	570	550	540	520	500	500	480	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	498.39	
Ranchi (CC)	571	571	562	548	538	524	514	505	505	500	500	490	490	486	462	452	443	433	433	429	429	417	414	410	405	405	405	410	414	414	424	467.84	
Vijayawada	521	521	521	521	521	521	521	521	485	485	470	470	470	435	385	375	385	390	395	395	395	375	375	365	365	365	368	371	374	377	434.61		
Vizag	523	523	523	523	523	523	523	523	523	523	523	500	500	500	475	450	450	450	450	450	450	450	440	440	435	435	435	435	435	435	476.77		
W.Godavari	521	521	521	521	521	521	521	521	485	485	470	470	470	435	385	375	385	390	395	395	395	375	375	365	365	365	368	371	374	377	434.61		
Warangal	533	533	533	533	533	533	533	502	502	502	472	472	437	437	392	352	357	362	372	377	377	377	377	357	357	357	357	360	363	366	369	428.52	
Prevailing Prices																																	
Allahabad (CC)	562	548	538	538	529	524	500	500	500	500	490	476	467	452	438	419	405	395	395	395	386	386	386	386	390	400	400	400	405	410	414	446.71	
Bhopal	540	530	530	530	530	530	530	515	510	510	510	490	470	445	420	395	395	395	395	395	395	385	385	385	385	-	375	375	375	375	-	448.62	
Hospet	520	520	520	520	520	520	520	520	490	490	490	460	460	460	430	400	400	400	400	400	400	405	405	405	385	385	385	385	385	385	385	441.61	
Indore (CC)	530	530	510	510	510	500	495	480	470	470	470	430	430	390	390	390	395	395	395	400	395	395	370	380	385	-	-	385	385	385	-	434.64	
Jabalpur	535	535	528	528	528	510	510	510	510	487	487	465	445	425	405	405	405	408	413	413	393	393	380	380	380	380	380	380	380	380	365	-	443.53
Kanpur (CC)	543	533	514	514	514	495	495	495	467	467	467	443	443	419	419	419	419	419	419	419	419	419	419	419	419	395	395	395	395	410	410	444.97	
Kolkata (WB)	590	590	570	580	580	580	580	580	580	580	550	510	510	510	510	455	455	455	460	460	465	465	445	435	435	425	425	425	428	433	438	445	494.81
Luknow (CC)	580	580	567	567	567	550	540	523	513	500	500	500	483	473	473	440	423	423	423	423	430	430	430	430	420	420	410	410	410	410	420	430	473.16
Raipur	555	535	530	530	530	530	530	530	515	500	490	480	480	450	415	410	390	405	405	405	408	400	380	370	355	355	355	355	355	355	355	-	437.93
Surat	572	550	550	550	550	550	550	550	520	520	520	500	500	500	480	460	460	460	460	460	445	445	445	445	445	445	445	445	445	445	420	420	479.26
Varanasi (CC)	577	557	540	540	533	523	507	500	490	483	483	483	467	453	433	433	433	433	410	410	410	410	410	410	400	400	400	400	400	413	416	416	456.35

Best Supportive Solution in Liver Disorder



Caritol™

A Superior Hepatoprotector

Helps in Rapid
Regeneration of
Damaged
Hepatocytes

Regulates Intestinal
Transit & Prevent
Abnormal
Droppings

Lipotropic
Property

Detoxifies
Toxins



Highly Recommended to Control **IBH**

Recommended Usage [100 Birds for 5 to 7 days]

Chicks : 5 ml • Broiler : 10 - 20 ml • Layer : 20 - 30 ml • Breeder : 30 - 40 ml

PRESENTATION : 1 Ltr. & 5 Ltr.

Vetoquinol India Animal Health Pvt. Ltd.



Mycotoxin Neutralizers



Mantox
The Mycotoxin Neutralizer **NUO**

Mantox
The Mycotoxin Neutralizer



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)

we are there when you need the most

Website: www.regenbiocorps.com

An ISO 9001 : 2008 Certified Co.

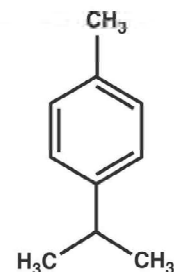
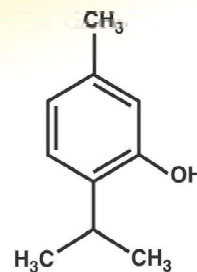
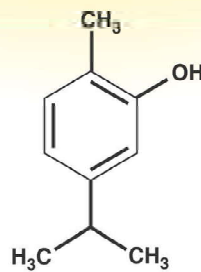


An AAT
Colikil-R[®]
The *E.coli* controller



Colikil-R[®] - The Natural Bactericide

"Leaders in Antibiotic Alternative Therapy"



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

An ISO 9001 : 2008 Certified Co.

we are there when you need the most

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, Mamatanagar Colony, Nagole, HYDERABAD - 68. (A.P),
 Tel : 040 64610508, Mobile : 92466 59508, E-mail : info@saikrishnapoultry.com, Web : www.saikrishnapoultry.com



Nutritional benefits of chicken for the body - Suguna Foods

Coimbatore, 8th July 2022: Chicken, one of the rich sources of protein, contributes to the well-being of our body by promoting muscular growth and boosting immunity. Chicken contains essential nutrients, healthy fats, vitamins, and minerals that help in the proper functioning of the body. It is important to include chicken in our daily diet at least three times a week to witness good results. Some of the health benefits of chicken are listed below

Rich in Selenium

Chicken is an excellent source of Selenium. This nutrient aids in the prevention of infection and chronic illness, as well as the regulation of thyroid hormones.

Chicken Is Extremely Protein-Dense

Protein is a macronutrient that is essential for the development of the human body. Chicken is a great source of lean, low-fat protein that aids muscular growth and development. This also helps with weight loss and maintaining a healthy body weight.

Good Source of Vitamin and Minerals

The rich protein meat also has important vitamins and minerals in abundance. It contains vitamin D, which aids calcium absorption and bone health. Vitamin A helps in the development of vision and is beneficial in boosting the immune system and Vitamin B helps in energy generation and the formation of healthy red blood cells.

Rich in Niacin

Niacin, commonly known as vitamin B3, is a micronutrient that the body needs for healthy metabolism, nerve function, and antioxidant defense. Chicken is a good source of vitamin B3. This enables the maintenance of healthy skin and protects against cancer and other types of genetic (DNA) damage.

Chicken Is a Creatine-Rich Food

Creatine is abundant in chicken. It is a naturally occurring molecule made up of three amino acids: arginine, glycine, and methionine. This helps in producing energy for string contractions of the muscles.

About Suguna Foods:

Suguna is one of the top ten poultry companies in the world. It operates in 18 Indian states and offers a range of poultry products and services. Broiler and layer farming, hatcheries, feed mills, manufacturing plants, vaccines, and exports are all part of the fully integrated operations. Suguna supplies live broiler chicken, chilled chicken, and value-added eggs. Suguna has developed a chain of modern retail outlets called Delfrez to provide customers with fresh, safe, and hygienic packed chicken. Hygiene being the most important USP's, these modern retail stores are aesthetically pleasing and offer chicken in different portion sizes which fits the needs of the customers.

For any media queries, please contact, roshni@brand-comm.com +91 7358606320

PRESS RELEASE

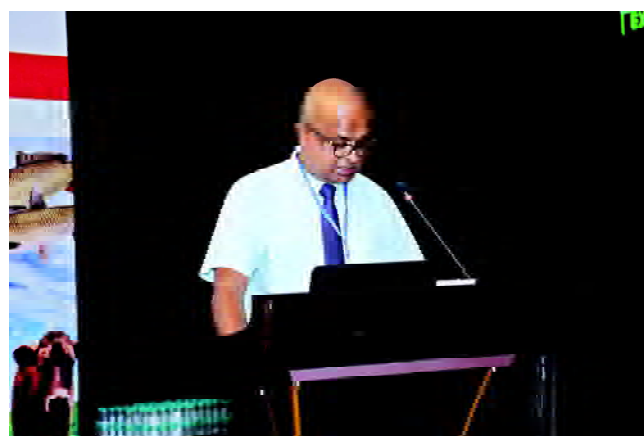
“Prof.G.Devegowda Poultry Science Excellence Award 2022” conferred on Inayath Ulla Khan, KPFBA’s Executive Secretary



PashudhanPraharee, a bi-lingual magazine dedicated to animal health care and livestock development, has honoured the Executive Secretary of the Karnataka Poultry Farmers and Breeders Association (KPFBA), Mr. Inayath Ulla Khan with the “**Prof.G.Devegowda Poultry Science Excellence Award 2022**”.

The award has been instituted in recognition of his significant and outstanding contribution in the field of poultry sciences for the year 2022.

Mr. Inayath Ulla Khan was presented the award at a recent seminar on ‘**GM Crops and Animal Nutrition**’ in the presence of **Prof.G.Devegowda** who is considered as the ‘Pitamaha’ of poultry sciences, the President of KPFBA, **Dr.Sushanth Rai**, the Chairman of Compound Livestock Feed Manufacturers Association of India (CLFMA), **Mr. Neeraj Srivastava**, **Dr.Vibha Ahuja**, Chief General Manager, Biotech Consortium India Limited and other dignitaries.





The citation read out by **Dr. G. Gopal Reddy** (Vice President, IVPI) listed out the relentless efforts Mr. Khan has been contributing to the sustainable growth of poultry sector, by networking with various institutions and experts; by organizing various sector related events through KPFBA; and connecting with government and government agencies for bringing about policy changes.

In his thanks giving address, Mr. Khan acknowledged the role played by different President's and Committee Members of KPFBA in shaping his career, learning from each

President the new skills. He recalled how during the Covid-19 lockdown and restrictions that followed, the KPFBA rallied to connect with government authorities to ensure that the poultry sector image was not tarnished as all kinds of rumours were floating at the onset of the pandemic. 'The poultry sector has many challenges and they can be resolved only through collective efforts, collaborative approach and that KPFBA is one of the platforms to bring about growth of the sector', Mr. Khan said.

For more details contact Dr. Gopal Reddy on 98451 06296

V. Yadagiri Reddy
Chairman & Managing Director



VENCOB

Broiler Chicks & Hatching Eggs

Ph: (O) 27564077
27562730
Fax : 040-27566959

SREE LAKSHMI HATCHERIES PVT. LTD.

3-4-812, Flat No. G-13, Venkatadri Paragan Apartments, Barkatpura, Hyderabad - 500 027.

E-mail: slhpl@hotmail.com

WEDDING BELLS

Chi. Dheeraj

(S/o. Smt. Sanjivani & Shri Vijay D.Bhandare)
Got married with

Sow. Ka. Shruti

(D/o. Smt. Sunanda & Shri Nandkishore Tulsidas Bhusewar)

On 7th July 2022, Thursday, 11.21 am.

Venue: Swagath Banquet Hall, Airport Road, Sangavi, Nanded (M.S.).

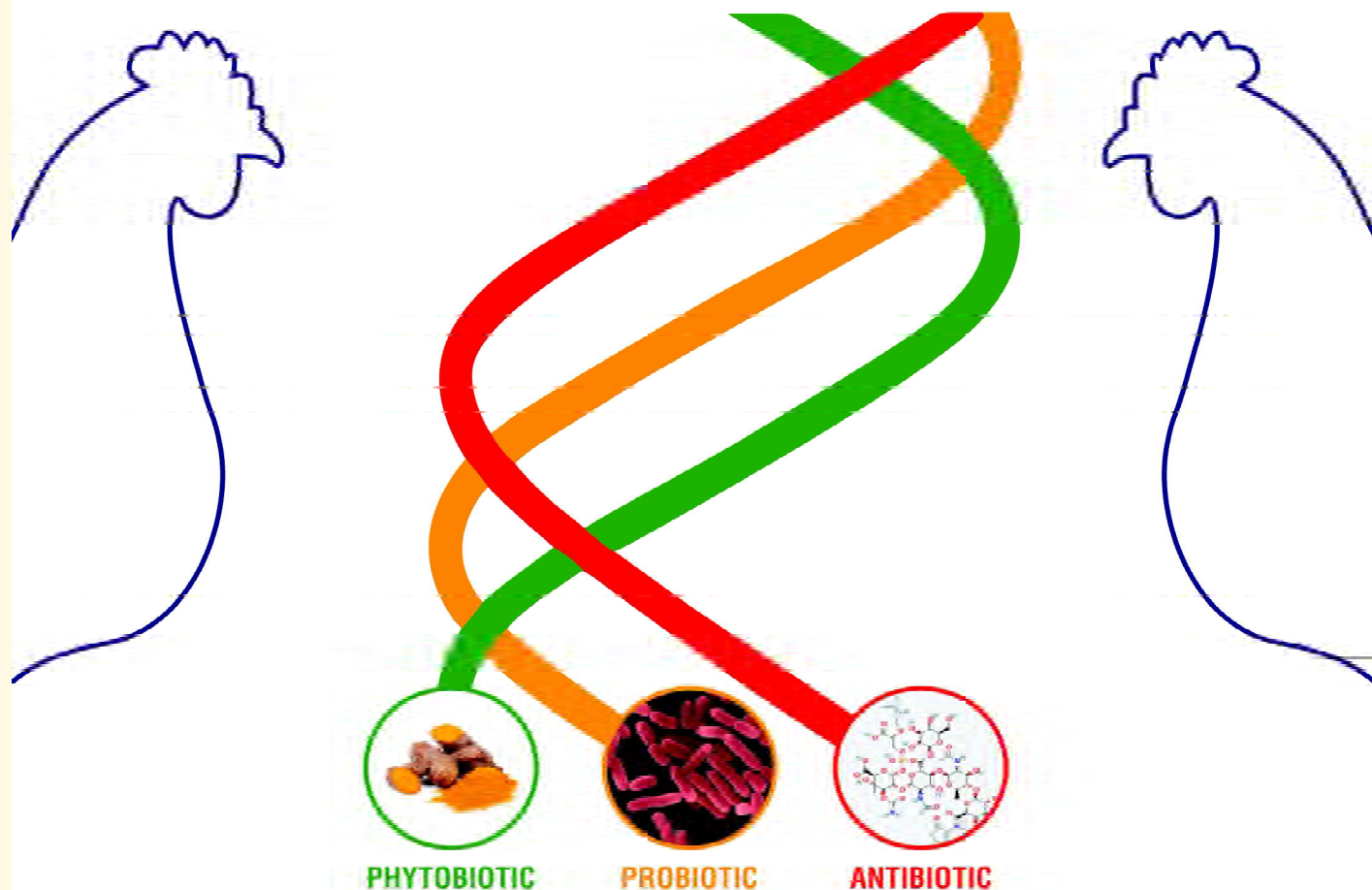
The wedding was well attended by poultry fraternity from
all over the country and blessed the couple

The team of **Poultry Line** wish the couple a long,
happy and prosperous married life



BAMBERCIN® PLUS

The Novel & Potent **TRIBIOTIC**



The 1st of its kind & Synergistic 3 in 1 Feed Premix for Poultry
for

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

Provet Pharma Private Limited

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



www.provet.in

Facebook: provetppi | Twitter: provetppi | LinkedIn: provetppi



Bhuvana
NutriBio Sciences
ISO, GMP & HACCP Certified Company

BhuTox

Complete Solution for Toxins & Moulds

Benefits :

- It binds multiple toxins & shows consistent toxins binding efficacy.
- Effectively work as mould inhibitors
- It does not bind any essential micronutrients.
- Wide adsorption capacity with special treated clay.
- Support to vital organs from special additives.



Store in a closed condition in a cool and dry place & protect from direct sun light



USE NO HOOKS



KEEP DRY

ANIMAL FEED SUPPLEMENT
NOT FOR HUMAN/MEDICINAL USE

Composition:

Blend of Activated Special Clays,
Organic Acid Complex,
Mannan Oligo Saccharides (MOS),
Lipotropic agents, Oxinated Copper,
Special additives and
Anti caking Agents

Dose :

Poultry/Pig/Cattle:
500 g to 1000 g per MT
OR
1000-2000 g per MT
(If moisture is high (> 15 %)

BHUVANA NUTRIBIO SCIENCES

E-7, 2nd Floor, Opp. Gate No.1, Gultekadi, Pune - 411037. (India)

Web : www.bhuvanabs.com Email : bhuvanabservices@gmail.com | services@bhuvanabs.com

Mob.: +91 8975590191 (Service Manager) www.bhuvanabs.com

REGIONAL DISTRIBUTORS

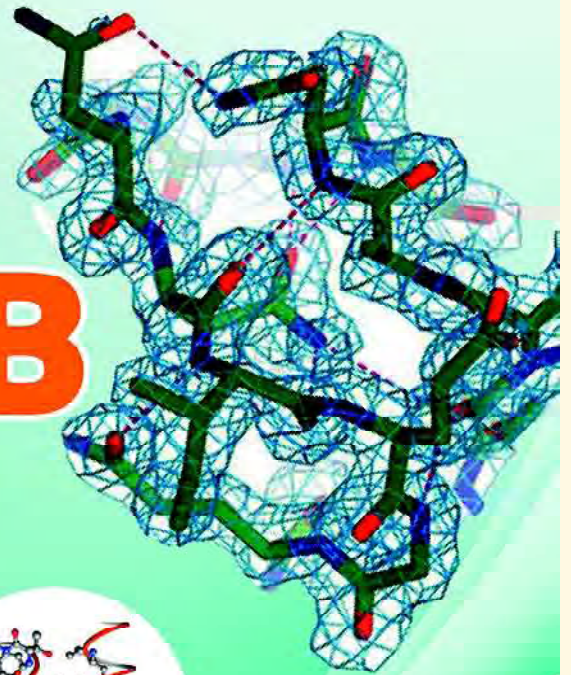
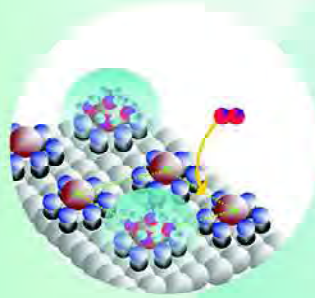
North India -Ambala
Jouster Enterprises,
Mr. Jodh Singh
+ 91 9306732818

East India - Kolkata
Stats Speciality Products Pvt Ltd,
Dr. Tridib Chatterjee
+91 9306732818

Gujarat
Roshanali A-Z, Anand
Mr. Riyaz Dadwani
+91 8780387496

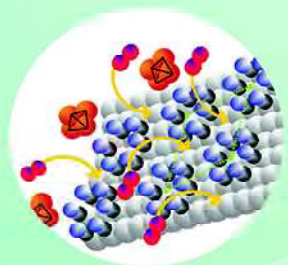
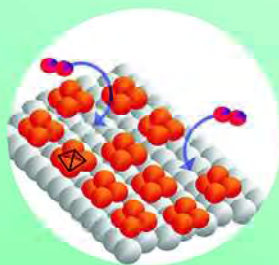
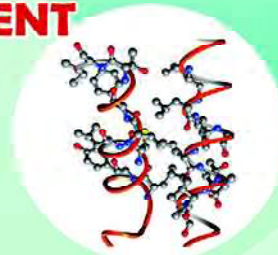
North Karnataka
Jay Enterprises
Mr Girish Babu
+91 9449824871

Karnatka - Bangalore
Tirumala Agencies,
Mr. Subramanyam
+91 9845856407



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:



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:



Manufacturing Unit is certified
for leading Industry Standards

**WANTED
DISTRIBUTORS**

LUBING

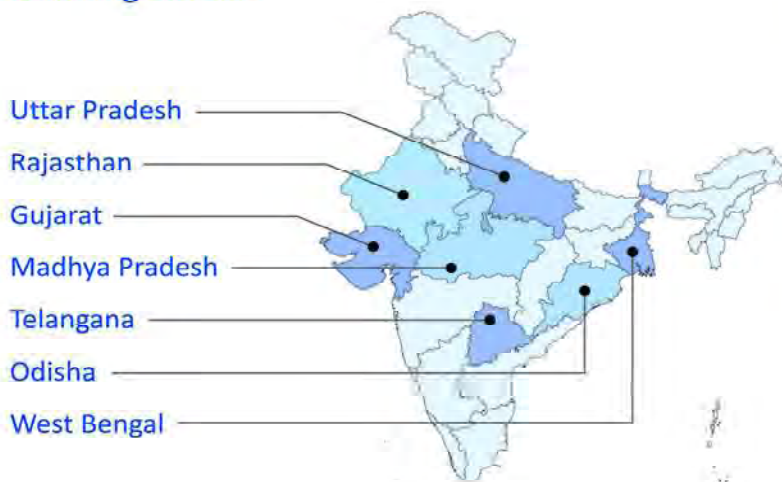


THE ORIGINAL!



Since 2001, Lubing India Pvt. Ltd. is most preferred brand for Nipple Drinking System for Broilers, Layers & Breeder farm.

To cater to its already established markets as well as to tap the areas with huge potential, **Lubing India is looking for financially sound distributors in following states:-**



- **Drinking System**
For Chicks & layers In Cages
- **Top Climate System**
- **Conveyor System**
For Egg Transportation

LUBING INDIA PVT. LTD.

Contact: +91 9975440407
+91 7387007677

Email : sales1@lubingindia.com
sales2@lubingindia.com
URL : www.lubingindia.com

Lamba's

New Ray in Poultry Nutrition...

Rovitex™

Nutritionally Balanced Feed

World Class 7.5% and 10% Concentrates

Broiler Concentrates:

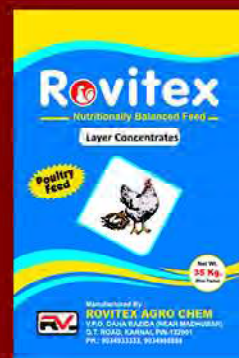
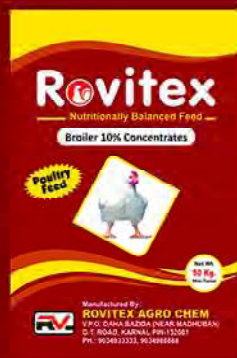
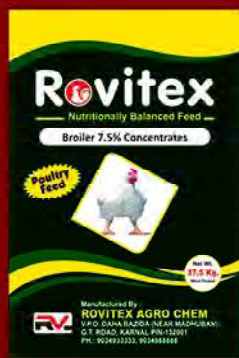
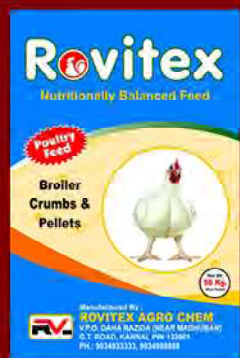
- ❖ Broiler 10% Concentrates
- ❖ Broiler 7.5% Concentrates
- ❖ Broiler 5.5% Concentrates
- ❖ Broiler 3.5% Concentrates
- ❖ Broiler 2.5% Concentrates
- ❖ Broiler 1.5% Concentrates

Layer Concentrates:

- ❖ Layer 5% Concentrates
- ❖ Layer 10% Concentrates
- ❖ Layer 25% Concentrates
- ❖ Layer 35% Concentrates

Broiler Crumbs/Pellets:

- ❖ Broiler Pre-Starter Crumbs
- ❖ Broiler Starter Crumbs
- ❖ Broiler Finisher Pellets



ROVITEX AGRO CHEM

H.O.: R.A-548, SADAR BAZAR, GANDHI CHOWK, KARNAL 132001 (HARYANA)

WORKS: V.P.O. DAHA BAZIDA (NEAR MADHUBAN), G.T. ROAD, KARNAL 132001 (HARYANA)

Ranjeet Singh Lamba: +91-99917-11111, 90349-33333

Samarjeet Singh Lamba: +91-90349-88888, 95410-22000

E-mail: rovitexagrochem2016@gmail.com, lamba122117@gmail.com

Dealers enquiries solicited from unrepresented areas



EggMaster
100% FARM FRESH



WHY CHOOSE US

○ HEALTHY & HYGIENE

We produce eggs in its most higenic way and meet international safety norms.

○ AT YOUR FINGER TIPS

It is easily available in the market. You can buy it from your nearby grocery and super market

○ WITH THE BEST QUALITY

We take minimum time to distribute the eggs to reach it to the customers at its freshest.

OUR PRODUCTS

- White Egg
- Brown Egg
- Country Egg
- Duck Egg
- Quail eggs



EggMaster Agro Products

Regd. Office : 16/A, Dr. Biresh Guha Street
Park Circus, Kolkata 700 017
West Bengal, India.

+91 98 315 07808
+91 98 310 42545
www.eggmaster.in



**High Quality Cobb 430Y
Broiler Hatching Eggs**

Contact...

9831042545

EggMaster Poultry Breeders

Regd Office: No 17/C, 16-2-229 Jamuna Tower,
Malakpet, Hyderabad - 500036, Telangana,
Email : eggmasterbreeders@gmail.com



Your editor has visited Guwahati, Assam in connection with his 21 India Poultry Expo and met various Govt Organizations, VIPs of Guwahati, Agartala and Kolkata and honoured them with Assamees most respected shawl called Gamcha. The photographs during the above are furnished hereunder:



Editor with All Assam Poultry Farmers & Traders Association



Editor with Swapan Debnath



Editor with Mr Swapan Debnath



Editor honouring Dr Nurul, Agartala with Gamcha



Editor with Dr Karan Sondhi, Dr Nurul and Mr S Niranjana



Editor honouring Director, Agartala Rural Development Dept. Agartala with Gamcha



Editor with Director, Agartala Rural Development Dept. Agartala



The Editor and S Niranjana with Agartala Farmers



Editor met with Agartala Broiler Association



Editor Honouring Mr Uday Das, Mount Agro, Agartala with Gamcha



Editor, Dr Karan Sondhi and Mr Niranjana with Mr PK Patak, Ex Youth President, Assam State Agriculture Dept.,



Editor with Mr Nazrul Islam and Mr S Niranjana at Maa Kamakhya Temple



Editor honouring Mr Swapan Das, MD, Sundaram Hatcheries with Gamcha



Editor honouring Mr. Nazrul Islam with Gamcha



The Editor with Dr Karan Sondhi



The Editor honouring Shri Madan Mohan Maity, General Secretary, West Bengal Poultry Federation with Gamcha



The Editor, Dr Karan Sondhi with the staff of Sunderam Hatcheries



The Editor with Mr P K Pathat at Hotel Taj Banjara, Hyderabad



Dr. Ajit Kumar Bhagowati Memorial INDIA POULTRY EXPO 2022

(Opportunities for all)

A Joint venture of Tezasvi Events & People for Poultry



In collaboration with
ALL ASSAM POULTRY FARMERS & TRADERS ASSOCIATION

সদৌ অসম কুকুৰা পালক আৰু ব্যৱসায়ী সন্থা

And



COLLEGE OF VETERINARY SCIENCE

Assam Agricultural University, Khanapara, Guwahati



Kamakhya Temple



Date

14-15-16

September 2022

Venue:

Maniram Dewan Trade Centre AC
Guwahati, Assam

Contact :

TEZASVI EVENTS

2-1-444/16, 1st Floor, O.U.Road, Nallakunta, Hyderabad - 44.

Cell: 9849368003, 9644233397

Email: tezasvievents@gmail.com





Innovax[®]
ND-IBD

MORE POWER TO YOU

INNOVAX[®]-ND-IBD - PUTTING YOU IN CONTROL OF WELFARE & PRODUCTIVITY

MSD Animal Health is helping to shape the future of the poultry industry through continuous innovation.

Innovations such as Innovax[®]-ND-IBD the world's first dual-construct HVT vaccine that offers 3-in-1 protection in a single injection - safeguarding your birds from infection challenges before they even leave the hatchery, without the risks of bursal atrophy or interference with infectious bronchitis vaccination and MDA levels.

To find out more please contact your local MSD Animal Health Innovator today.

ALWAYS PRODUCING MORE

 **MSD**
Animal Health



Infectious Coryza Vaccine Inactivated

The perfect blend of
Antigen **Adjuvant**



- Every nasal discharge is not infectious Coryza
- Monitoring is critical

EFFECTIVELY REDEFINED FOR CURRENT INDIGENOUS CHALLENGES

VENTRI BIOLOGICALS
(Vaccine Division of VHPL)

Venkateshwara House, S. No. 114/A/2, Pune-Sinhgad Road, Pune - 411 030. Tel. : +91-20-24251803 Fax : (020) 24251077, 24251060

