

# Poultry Fortune

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October 2026

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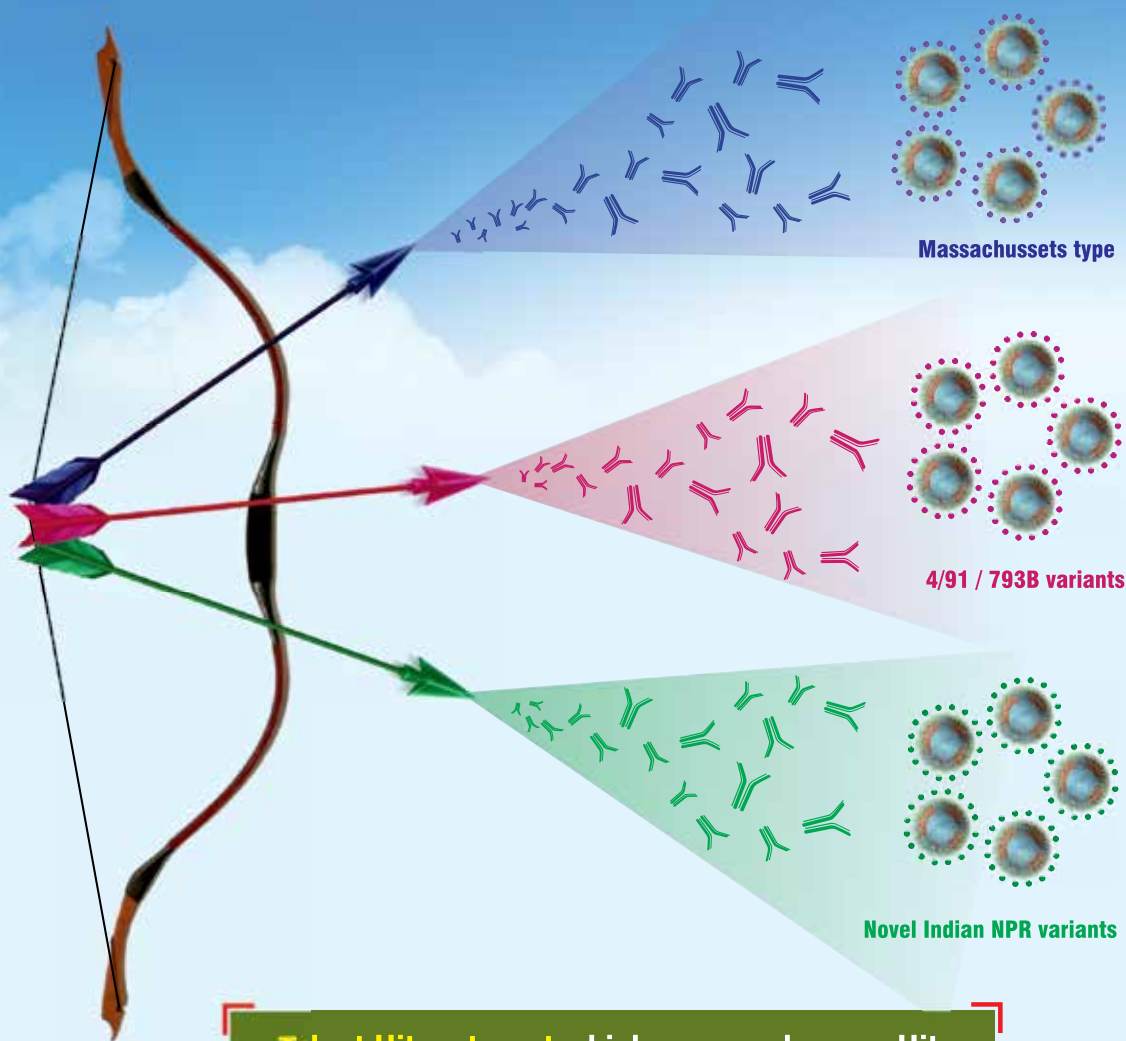
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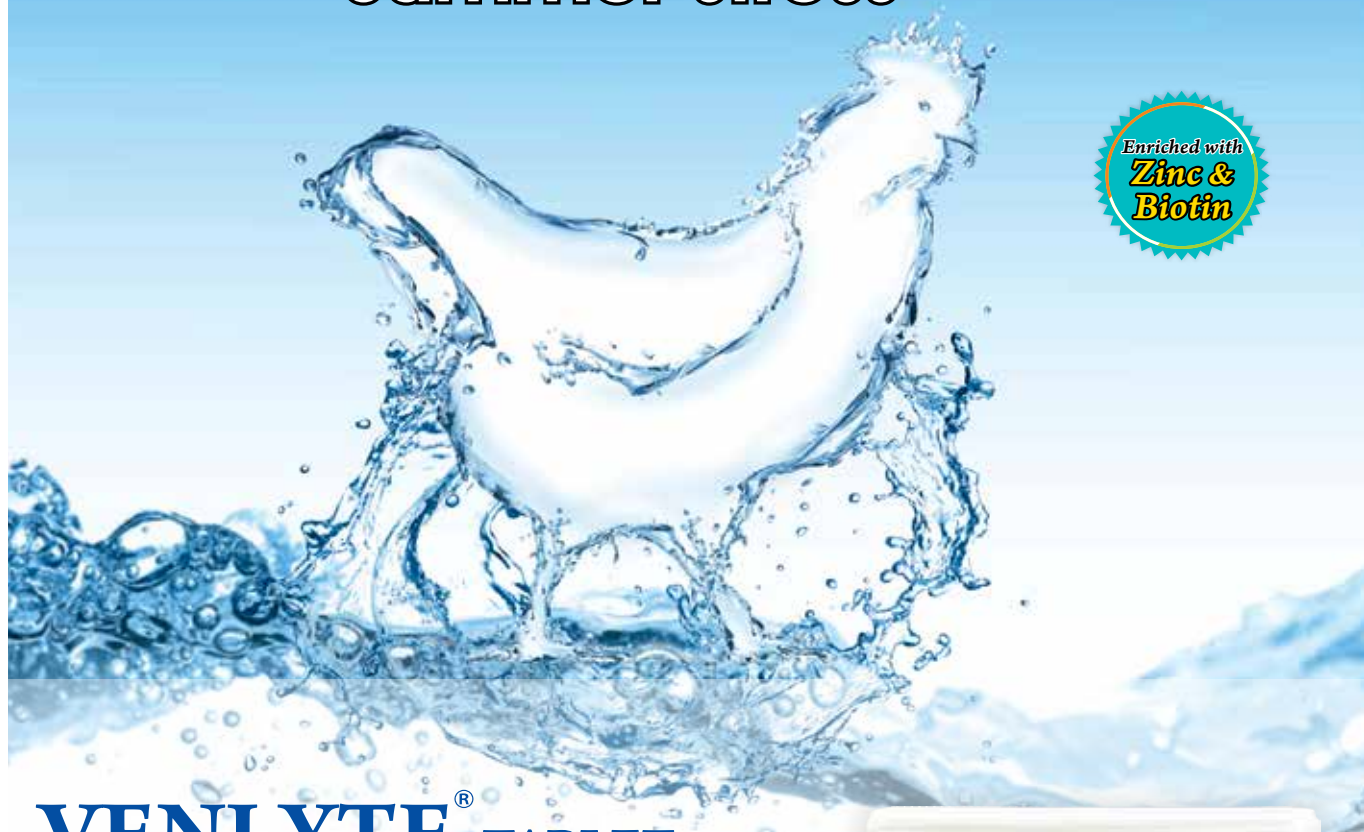
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| <b>COMPANY:</b><br>Sampurna Feeds<br><br><b>FARMER NAME:</b><br>Mr. Chamkaur Singh | AUG-2026      | Top #1     |
|------------------------------------------------------------------------------------|---------------|------------|
|                                                                                    | Farm Type     | Open House |
|                                                                                    | State         | PUNJAB     |
|                                                                                    | Chicks Placed | 5,332      |
|                                                                                    | Mean Age      | 33         |
|                                                                                    | Avg Body Wt   | 2,596      |
|                                                                                    | FCR           | 1.31       |
|                                                                                    | cFCR          | 1.17       |
|                                                                                    | Livability%   | 97         |
|                                                                                    | Daily Gain    | 77.8       |
|                                                                                    | EPEF          | 576        |


**Eastern Region**

| <b>COMPANY:</b><br>IB Group<br><br><b>FARM NAME:</b><br>Mrs. Kadambini Senapati | AUG-2026      | Top #1       |
|---------------------------------------------------------------------------------|---------------|--------------|
|                                                                                 | Farm Type     | Closed House |
|                                                                                 | State         | ORISSA       |
|                                                                                 | Chicks Placed | 6,460        |
|                                                                                 | Mean Age      | 38           |
|                                                                                 | Avg Body Wt   | 2,876        |
|                                                                                 | FCR           | 1.56         |
|                                                                                 | cFCR          | 1.36         |
|                                                                                 | Livability%   | 96.7         |
|                                                                                 | Daily Gain    | 75.7         |
|                                                                                 | EPEF          | 469          |


**Central Region**

| <b>COMPANY:</b><br>IB Group<br><br><b>FARMER NAME:</b><br>Mr. Sameer Sharma | AUG-2026      | Top #1        |
|-----------------------------------------------------------------------------|---------------|---------------|
|                                                                             | Farm Type     | Closed House  |
|                                                                             | State         | MADHYAPRADESH |
|                                                                             | Chicks Placed | 17,161        |
|                                                                             | Mean Age      | 42            |
|                                                                             | Avg Body Wt   | 3,288         |
|                                                                             | FCR           | 1.52          |
|                                                                             | cFCR          | 1.23          |
|                                                                             | Livability%   | 95.7          |
|                                                                             | Daily Gain    | 78.3          |
|                                                                             | EPEF          | 492           |


**South Region**

| <b>COMPANY:</b><br>IB Group<br><br><b>FARMER NAME:</b><br>V.Satyanarayana Y | AUG-2026      | Top #1         |
|-----------------------------------------------------------------------------|---------------|----------------|
|                                                                             | Farm Type     | Closed House   |
|                                                                             | State         | ANDHRA PRADESH |
|                                                                             | Chicks Placed | 19,306         |
|                                                                             | Mean Age      | 36             |
|                                                                             | Avg Body Wt   | 2,621          |
|                                                                             | FCR           | 1.48           |
|                                                                             | cFCR          | 1.35           |
|                                                                             | Livability%   | 95.3           |
|                                                                             | Daily Gain    | 72.8           |
|                                                                             | EPEF          | 466            |


**August 2026 -Top PERFORMANCE BY AREA**

| Area                 | Chicks Placed | Mean Age(Days) | BW    | FCR  | cFCR(2Kg) | Livability% | Daygain | EPEF |
|----------------------|---------------|----------------|-------|------|-----------|-------------|---------|------|
| North Closed House   | 11,908        | 34             | 2,612 | 1.33 | 1.19      | 97.2        | 76.4    | 558  |
| North Open House     | 5,332         | 33             | 2,596 | 1.31 | 1.18      | 97.0        | 77.8    | 576  |
| East Closed House    | 6,460         | 38             | 2,876 | 1.56 | 1.37      | 96.7        | 75.7    | 469  |
| East Open House      | 1,407         | 40             | 2,687 | 1.42 | 1.27      | 98.2        | 67.2    | 463  |
| Central Closed House | 17,161        | 42             | 3,288 | 1.52 | 1.24      | 95.7        | 78.3    | 492  |
| Central Open House   | 6,591         | 31             | 2,242 | 1.41 | 1.36      | 95.3        | 70.3    | 476  |
| South Closed House   | 19,306        | 36             | 2,621 | 1.49 | 1.35      | 95.3        | 72.8    | 466  |
| South Open House     | 5,881         | 42             | 2,856 | 1.56 | 1.37      | 95.2        | 68      | 416  |

**August 2026 -Top 10 FIELD PERFORMANCE**

| Flock    | Farm Type    | State   | Chicks Placed | Mean Age | BW    | FCR  | cFCR | Livability% | Day Gain | EPEF |
|----------|--------------|---------|---------------|----------|-------|------|------|-------------|----------|------|
| Flock 1  | OPEN HOUSE   | PUNJAB  | 5,332         | 33       | 2,596 | 1.31 | 1.18 | 97.0        | 77.8     | 576  |
| Flock 2  | CLOSED HOUSE | PUNJAB  | 11,908        | 34       | 2,612 | 1.33 | 1.19 | 97.2        | 76.4     | 558  |
| Flock 3  | OPEN HOUSE   | PUNJAB  | 11,632        | 35       | 2,652 | 1.37 | 1.23 | 95.7        | 75.8     | 529  |
| Flock 4  | OPEN HOUSE   | PUNJAB  | 11,944        | 33       | 2,373 | 1.33 | 1.25 | 97.1        | 71.3     | 520  |
| Flock 5  | OPEN HOUSE   | PUNJAB  | 15,606        | 34       | 2,564 | 1.38 | 1.25 | 95.7        | 75.0     | 520  |
| Flock 6  | OPEN HOUSE   | PUNJAB  | 8,080         | 33       | 2,306 | 1.32 | 1.25 | 97.0        | 70.2     | 516  |
| Flock 7  | OPEN HOUSE   | PUNJAB  | 11,140        | 33       | 2,326 | 1.31 | 1.24 | 97.1        | 69.6     | 516  |
| Flock 8  | OPEN HOUSE   | PUNJAB  | 13,461        | 33       | 2,380 | 1.34 | 1.26 | 96.5        | 71.5     | 514  |
| Flock 9  | OPEN HOUSE   | PUNJAB  | 11,020        | 34       | 2,500 | 1.36 | 1.25 | 96.2        | 72.7     | 514  |
| Flock 10 | OPEN HOUSE   | HARYANA | 10,160        | 33       | 2,370 | 1.35 | 1.27 | 96.5        | 71.8     | 513  |

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# Poultry Fortune

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**POWER OF CUSTOMIZED ENZYMES**

Headlines on cover:  
 - Climate change, rising costs and geopolitical tensions are reshaping global food systems and the way food is produced and supplied worldwide.  
 - Global food systems under strain, poultry at the crossroads.  
 - HPAI control strategies evolve as virus changes.  
 - GLOCREST hosts Farmer's Meeting in Rasipuram with Focus on the 3M approach to Poultry farming.  
 - Phytochemical bioactives for gastrointestinal Health management in poultry: A scientific review.  
 - The Science Behind Kolin Plus: Beyond Choline Replacement.  
 - Quality assurance aspects in Eggs & Broiler meat production discussed.  
 - 14 Individuals, Institutions & Organizations honored with IF Excellence Awards 2026.

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- Editor



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- Climate change, rising costs and geopolitical tensions are reshaping global food systems and the way food is produced and supplied worldwide.

### News

- Global food systems under strain, poultry at the crossroads.
- HPAI control strategies evolve as virus changes.
- GLAMAC hosts Technical seminar series across India and Nepal.
- GLOCREST hosts Farmer's Meeting in Rasipuram with Focus on the 3M approach to Poultry farming.
- Its a commendable initiative by Poultry Fortune to recognise Research & Innovation Excellence in Animal Health Industry.

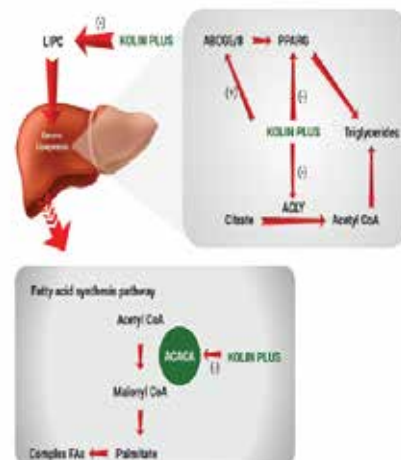
### Special Feature

- Developmental Trends in Indian Poultry; Quality aspects of Egg and Broiler meat production discussed during Panel Discussion.

- 16 Individuals, Institutions and Organisations win Poultry Fortune Excellence Awards 2026

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- The Science Behind Kolin Plus: Beyond Choline Replacement.



- Phytochemical bioactives for gastrointestinal Health management in poultry: A scientific review.

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# Climate change, rising costs and geopolitical tensions are reshaping global food systems and the way food is produced and supplied worldwide

*Modern poultry production demands exceptional growth, feed efficiency and productivity. While advances in genetics, nutrition, and management have helped achieve these goals, they have also placed greater metabolic pressure on the liver the primary organ responsible for regulating nutrient utilization, fat metabolism, and energy production*



Dear Readers,

The October 2026 issue of Poultry Fortune is in your hands. In the news section you may find news about....

## Global food systems under strain, poultry at the crossroads,

Poultry remains affordable protein, but climate risks and supply disruptions demand stronger investment in feed, cold chain, and infrastructure. Climate change, rising costs, and geopolitical tensions are reshaping global food systems and the way food is produced and supplied worldwide. These pressures raise urgent concerns about sustainability and security. The Food and Agriculture Organization (FAO) has highlighted that these challenges are putting serious pressure on agriculture worldwide, raising concerns about long-term sustainability and food security. FAO estimates that USD 680 billion is required annually to strengthen global food systems. Funds must support farming efficiency, infrastructure, climate resilience, and supply chain improvements.

**HPAI control strategies evolve as virus changes,** highly pathogenic avian influenza (HPAI) continues to disrupt poultry production worldwide. But according to Taoufik Rawi, DVM, a poultry veterinarian at Boehringer Ingelheim focused on global respiratory disease challenges, the industry is no longer dealing with the same virus it faced a decade ago. The currently circulating H5 clade is more infectious, affects far more bird species and has increasingly spilled over into mammals, including dairy cattle in the

U.S. At the same time, the virus has become more persistent globally, creating continuous pressure on commercial poultry production rather than the cyclical outbreaks seen in the past. Rawi discussed how the virus has evolved, why vaccination is gaining momentum globally and what future HPAI control strategies could look like for the poultry industry. HPAI control is really based on three core elements: biosecurity, vaccination and surveillance. Biosecurity acts as the physical barrier intended to keep the virus from entering poultry farms. Vaccination increases birds' resistance to infection and helps reduce virus shedding if infection occurs. What you want to do is prevent the virus from entering the farm. But if infection happens, vaccination helps reduce shedding and reduce the environmental impact of the virus. That reduction in shedding is important because it helps limit spread to nearby farms and reduces secondary outbreaks. Surveillance also remains essential, even in vaccinated systems, because infected flocks still need to be identified quickly and removed when necessary. The combination of those three approaches is what helps reduce outbreaks and stop the epidemiological cycle.



Contd on next page



## Poultry Fortune

### Our Mission

**Poultry Fortune** will strive to be the reliable source of information to poultry industry in India.

**PF** will give its opinion and suggest the industry what is needed in the interest of the stakeholders of the industry.

**PF** will strive to be The Forum to the Stakeholders of the industry for development and self-regulation.

**PF** will recognize the efforts and contribution of individuals, institutions and organizations for the development of poultry industry in the country through annual Awards presentation.

**PF** will strive to maintain quality and standards at all times.

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Around the world, vaccination is increasingly being viewed as an essential component of long-term HPAI control because the epidemiological situation has changed so significantly in recent years. At the same time, vaccination should not be viewed as a standalone solution. Biosecurity, surveillance and stamping out infected flocks remain essential to limiting spread and maintaining safe trade. But when combined with those measures, vaccination can help reduce outbreaks, limit environmental spread and better protect long-lived poultry populations facing continuous HPAI pressure.

**Vitamin D3 Metabolism**, a critical factor in modern Layer Production, Dr Sumon Nag Chowdhury, Deputy General Manager – Technical & Sales, GLAMAC International, highlighted how the genetic advancement of modern layer birds has significantly influenced their nutritional requirements. Today's layer breeds are developed for higher production, greater persistency and extended laying cycles beyond 100 weeks. With this remarkable genetic potential, efficient Vitamin D3 metabolism becomes increasingly important for maintaining production performance, eggshell quality, skeletal integrity and overall bird health throughout the laying cycle.

**Drawing from his extensive experience** in the poultry sector, Dr A. Natarajan, Professor & Head (Retd.), Veterinary College, Namakkal at a farmer's meet held by Glocrest shared practical insights that could be applied directly to day-to-day farm management. The session centered around the 3M approach – Materials, Men and Machines, three fundamental elements that have an important role in the successful management of a poultry farm. Materials represent the various resources and inputs required for efficient farm operations. Men focus on the people responsible for managing and carrying out farm activities, while Machines highlight the importance of suitable equipment and technology in improving efficiency and productivity. The session emphasised that effective coordination and management of all three elements are essential for achieving consistent farm performance.

**Poultry Fortune organized** its 15th Edition of Poultry Fortune Excellence Awards 2026 presentation programme along with Panel Discussion with the theme Developmental Trends in Layer and Broiler Segments in Poultry Industry in India and the Importance of Producing Quality Eggs and Quality Broiler Meat for the Next Level of Industry Development, Consumer Acceptance and Better Prospects to the producers on 26 September 2026 Hyderabad, India. The panelists emphasized that the industry should progressively move from a predominantly quantity-oriented approach towards quality-oriented poultry production, with greater emphasis on product quality, food safety, bird health, welfare, sustainability and consumer acceptance. It also highlighted the need for the broiler industry to undertake wider public-awareness campaigns, similar to efforts undertaken for egg promotion, to address misconceptions surrounding broiler meat and communicate its nutritional value to consumers.

**Dr Rohan P. Reddy**, Director, Endoscopy Services, Department of Gastroenterology, Apollo Hospitals, Hyderabad, addressing the Panel Discussion highlighted several common misconceptions encountered in relation to egg consumption: 1) The belief that eating eggs causes high cholesterol. 2) The belief that egg yolk causes heart disease. 3) The belief that egg consumption

causes weight gain. 4) The belief that eggs increase body heat. Dr Rohan P. Reddy acknowledged the work undertaken by the poultry industry in promoting egg consumption, but emphasized that greater efforts are still needed to promote eggs and improve consumer awareness. **The discussion reinforced the importance of stronger communication between the poultry industry, health professionals and the consumers.** 16 Individuals, Institutions and Organisations received PF Excellence Awards 2026 as a recognition and honour for achieving excellence in their profession and for their contribution to the development of poultry industry in India. PF Editor said that the Awards will encourage the award winners to put best of their efforts to further development of their profession and the industry.

In the Articles section, **The Science Behind Kolin Plus: Beyond Choline Replacement**, authored by Dr Reshma R Chandran said that Modern poultry production demands exceptional growth, feed efficiency, and productivity. While advances in genetics, nutrition, and management have helped achieve these goals, they have also placed greater metabolic pressure on the liver the primary organ responsible for regulating nutrient utilization, fat metabolism, and energy production. To support hepatic function and prevent excessive fat accumulation, synthetic choline chloride (SCC) has long been incorporated into poultry diets due to its essential role in lipid transport and metabolism. However, despite its widespread use, SCC presents several practical challenges, including its highly hygroscopic nature, reduced feed stability, accelerated degradation of certain vitamins, and the formation of trimethylamine (TMA) during microbial metabolism. These limitations, coupled with the industry's growing focus on efficiency, sustainability, and precision nutrition, have driven the search for more advanced nutritional solutions.

Another Article titled, **Phytogenic Bioactives for Gastrointestinal Health Management In Poultry: A Scientific Review** by Dr Manish Mukherjee discussed that Gastrointestinal disturbances remain among the costliest challenges in commercial poultry production, contributing to wet litter, pasty vent, impaired nutrient absorption and depressed flock performance. With regulatory and consumer pressure limiting antibiotic growth promoters, phytogenic feed additives derived from traditionally used medicinal plants have drawn renewed scientific interest as adjuncts for managing enteric complications. This review synthesises the published pharmacological evidence for five botanicals long used in South Asian ethnoveterinary and Ayurvedic practice – Aegle marmelos (bael), Helicteres isora (Indian screw tree), Holarrhena antidysenterica (kurchi), Zingiber officinale (ginger) and Myristica fragrans (nutmeg) – and outlines a unifying mechanistic framework for their gut-protective actions in poultry.

*Farmers are advised not to neglect and do not compromise in good farming and management practices to get specified results. As Egg and Broiler meat are food for human consumption, please maintain quality in all aspects to get better acceptance and price to your produce. Readers are invited to send their views and comments on the news, special feature and articles published in the magazine Poultry Fortune which would be published under "Readers Column".*

**M.A.Nazeer**  
Editor, Poultry Fortune



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# Global food systems under strain, poultry at the crossroads

Poultry remains affordable protein, but climate risks and supply disruptions demand stronger investment in feed, cold chain, and infrastructure.

Climate change, rising costs, and geopolitical tensions are reshaping global food systems and the way food is produced and supplied worldwide. These pressures raise urgent concerns about sustainability and security.

The Food and Agriculture Organization (FAO) has highlighted that these challenges are putting serious pressure on agriculture worldwide, raising concerns about long-term sustainability and food security.

## Closing the investment gap

FAO estimates that USD 680 billion is required annually to strengthen global food systems. Funds must support

farming efficiency, infrastructure, climate resilience, and supply chain improvements.

## Mobilizing private partnerships

FAO's 2026–2030 strategy emphasizes collaboration with agribusinesses, financial institutions, and farmer organizations. Public funding alone cannot close the gap; private sector partnerships are essential.

Stronger cooperation will help mobilize resources, improve efficiency, and ensure resilience across diverse agricultural sectors.

## Poultry at the center

The poultry sector is closely connected to these developments. Poultry

remains one of the most affordable and widely consumed proteins, yet it is sensitive to feed costs and supply disruptions.

Feed accounts for 60–70% of production costs. Volatility in corn and soybean markets directly affects poultry margins, exposing producers to climate and trade risks.

These pressures ripple across the value chain, demanding investment at every stage of production.

## Investment across the value chain

Modern poultry production depends on hatcheries, feedmills, farms, processing plants, and cold chain systems. Infrastructure gaps in countries like India

continue to limit efficiency.

Closing these gaps will be critical to sustaining growth and ensuring reliable protein supplies.

## Asia's expanding market

Asia's rising incomes, urbanization, and demand for affordable protein make it a key growth market. With proper investment, the region can expand sustainably.

Consumer preferences are shifting from wet markets to processed and packaged poultry. This trend requires stronger cold chain and processing infrastructure to meet hygiene and quality expectations.

## Key takeaways

- Poultry demand will continue to grow globally
- Investment is critical for sustainable expansion
- Feed cost volatility remains a major risk
- Asia will drive much of the growth
- Private sector partnerships will shape the future

## Poultry's path forward

Despite challenges, poultry is well positioned for growth. With better investment, efficiency, and collaboration, the sector can strengthen its role in global food security.

FAO's message is clear: food systems need urgent improvement. For poultry, this is both a challenge and an opportunity to build resilience and expand responsibly.





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## HPAI control strategies evolve as virus changes

Highly pathogenic avian influenza (HPAI) continues to disrupt poultry production worldwide. But according to Taoufik Rawi, DVM, a poultry veterinarian at Boehringer Ingelheim focused on global respiratory disease challenges, the industry is no longer dealing with the same virus it faced a decade ago.

The currently circulating H5 clade is more infectious, affects far more bird species and has increasingly spilled over into mammals, including dairy cattle in the US. At the same time, the virus has become more persistent globally, creating continuous pressure on commercial poultry production rather than the cyclical outbreaks seen in the past.

Those changes are driving renewed discussion around vaccination as part of long-term HPAI control strategies, alongside biosecurity and surveillance.

Here, Rawi discusses how the virus has evolved, why vaccination is gaining momentum globally and what future HPAI control strategies could look like for the poultry industry.

**Q:** What is different about the current HPAI situation compared to previous outbreaks?

**A:** The biggest change is that the virus has become much more efficient at



spreading and persisting globally.

The current H5 clade circulating worldwide, 2.3.4.4b, is much more infectious than previous strains. Compared to the virus circulating during the 2015 to 2016 outbreak period, dramatically fewer viral particles are needed to infect birds today.

At the farm level, the infectivity changed tremendously. To infect a chicken with the 2015 virus, you needed around 500,000 particles. With the current virus, you need around 3,000 particles. To infect a duck, you need only around 100 particles.

The virus has also expanded into many more species. Historically, HPAI circulation was largely associated with waterfowl and a relatively limited number of bird species. Since 2020, however, hundreds of species have been affected.

That changed the epidemiology completely. Some species, especially seabirds, helped introduce the virus into new

geographies like South America. At the same time, spillover into mammals has become increasingly common, including infections in sea lions, cats and dairy cattle, suggesting the virus has become better adapted to infecting multiple species.

**Q:** Why are traditional HPAI control strategies under pressure?

**A:** Historically, HPAI control relied primarily on surveillance and stamping out infected flocks.

That approach was more effective when outbreaks occurred in waves and the virus disappeared for periods of time. But the current epidemiological situation is different because the virus is now continuously present in wild bird populations.

We are very far from eradication. The virus survives in wild birds, and we continue seeing introductions into commercial poultry.

As the virus became more widespread and environmentally persistent, the poultry industry and

scientific community increasingly recognized that surveillance and depopulation alone were not enough to effectively manage the disease.

That shift has led organizations such as the World Organisation for Animal Health (WOAH) and the Food and Agriculture Organization of the United Nations (FAO), along with many scientists, to support integrating vaccination into broader HPAI control strategies.

From a scientific perspective, vaccination is increasingly viewed as a necessary addition to HPAI control because the virus is no longer behaving like a short-term epidemic threat.

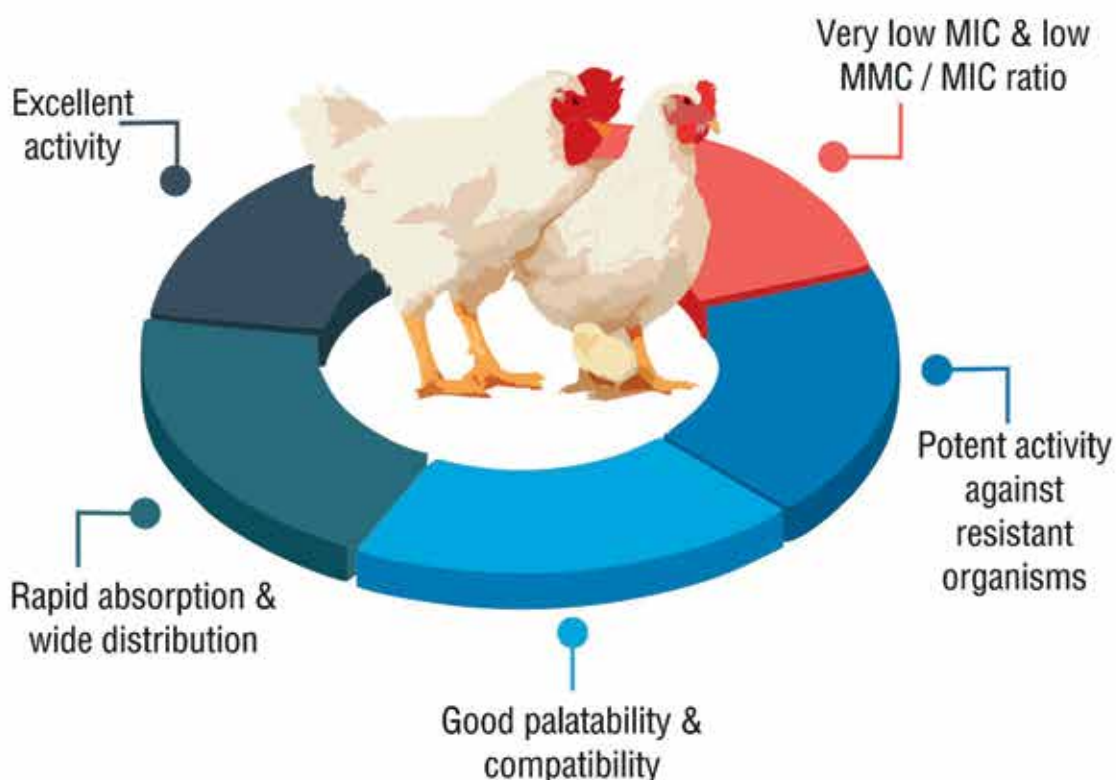
**Q:** How does vaccination fit into HPAI control programs?

**A:** HPAI control is really based on three core elements: biosecurity, vaccination and surveillance.

Biosecurity acts as the physical barrier intended to keep the virus from entering poultry farms. Vaccination increases birds' resistance to infection and helps reduce virus shedding if infection occurs.

What you want to do is prevent the virus from entering the farm. But if infection happens, vaccination helps reduce shedding and reduce the environmental impact of the virus. That reduction in shedding is important because it helps limit spread to nearby farms and reduces secondary

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outbreaks.

Surveillance also remains essential, even in vaccinated systems, because infected flocks still need to be identified quickly and removed when necessary.

The combination of those three approaches is what helps reduce outbreaks and stop the epidemiological cycle.

**Q:** Why does vaccination remain a complicated issue in some countries?

**A:** The biggest challenge is trade. Historically, some countries worried vaccination could allow infected flocks to go undetected if birds did not show obvious clinical signs. Because of that concern, surveillance programs become critically important in vaccinated systems.

If you continuously monitor flocks with surveillance, there is less risk of silent infections.

Countries implementing vaccination must also demonstrate to trading partners that their surveillance systems are robust enough to rapidly detect infections. France, for example, introduced vaccination alongside extensive surveillance programs and discussions with importing countries.

It becomes a bilateral discussion between exporters and importers. You need to show the surveillance model you are implementing and build confidence that infections will still be detected.

At the same time, international attitudes toward vaccination are evolving. WOAHP now considers that vaccination should be implemented without automatically impacting trade status. The infection itself is what should impact trade.

**Q:** What factors are shaping the vaccination discussion in the US poultry industry?

**A:** In the US, the discussion is particularly complex because HPAI affects sectors differently.

Long-lived birds such as layers, breeders and turkeys, as well as ducks, have been much more heavily impacted than broilers. The egg and turkey industries are very interested in vaccination because they are directly affected by the disease and have incurred significant losses since 2022.

At the same time, the US broiler industry exports about 14% of its poultry meat – significantly more than other sectors – magnifying concerns about possible trade implications tied to vaccination.

Considering these dynamics, future vaccination strategies may need to account for regional differences in production. States or sectors with high concentrations of long-lived birds, such as layers and turkeys, may face different risk-benefit considerations than broiler-heavy regions focused on export markets. Ultimately, any decisions regarding vaccination would be

made by US government authorities.

At the same time, European experience is providing more data on how targeted vaccination programs can work in practice. Recent trials in layers and turkeys have shown strong vaccine efficacy, including major reductions in outbreak risk. Dutch government trials, for example, have demonstrated that vaccination can reduce outbreak risk in layers by 70% to 90%.

Those findings are helping shape broader industry discussions around whether vaccination could reduce the impact of HPAI in the most vulnerable sectors while balancing trade considerations.

**Q:** What advances are shaping newer HPAI vaccines?

**A:** One major focus is broader protection against the wide range of H5 viruses circulating globally.

COBRA technology (computationally optimized broadly reactive antigen) is one example. Rather than targeting only a single field strain, the technology was designed to create broader protection across relevant circulating viruses. Vaccines using this approach can provide cross-clade protection against diverse H5 viruses.

Another important development is the use of prime-boost vaccination strategies in long-lived birds, such as layers. In this approach, birds receive hatchery vaccination,

followed by a booster vaccination later on the farm. Recent Dutch trials showed this type of program could maintain protection through most of a layer's production cycle. The protection lasted through at least 84 weeks of age.

Differentiating infected from vaccinated animals — what's known as DIVA capability — is also critical in vaccinated systems.

Using serology or PCR testing, DIVA-compatible vaccines allow surveillance programs to distinguish infected birds from vaccinated birds, which is important for both disease control and maintaining trade confidence.

**Q:** Looking ahead, what role could vaccination play in long-term HPAI control?

**A:** Around the world, vaccination is increasingly being viewed as an essential component of long-term HPAI control because the epidemiological situation has changed so significantly in recent years.

At the same time, vaccination should not be viewed as a standalone solution. Biosecurity, surveillance and stamping out infected flocks remain essential to limiting spread and maintaining safe trade.

But when combined with those measures, vaccination can help reduce outbreaks, limit environmental spread and better protect long-lived poultry populations facing continuous HPAI pressure.

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# GLAMAC hosts Technical seminar series across India and Nepal

“Vitamin D3 Metabolism – Beat the Science with Panbonis”



## India & Nepal | September

**2026:** GLAMAC International, a leading poultry nutrition company from India, successfully concluded a series of technical seminars focused on the science and practical importance of Vitamin D3 metabolism in modern poultry production.

Held under the theme “**Vitamin D3 Metabolism – Beat the Science with Panbonis®**”, the seminar series brought together leading poultry consultants, practising veterinarians, broiler, layer and breeder farmers, feed millers, nutritionists and other industry professionals.

### The seminars were conducted at:

3 September 2026 – Hotel Avasa, Hyderabad, India

5 September 2026 – Hotel Golden Palace, Namakkal, India

9 September 2026 – Radisson Hotel Kathmandu, Nepal

The programs provided a platform for poultry

professionals to gain deeper insights into the evolving nutritional challenges associated with modern high-performing poultry breeds and the role of advanced Vitamin D3 metabolism in addressing these challenges.

Vitamin D3 Metabolism – A Critical Factor in **Modern Layer Production**



Dr. Sumon Nag Chowdhury, Deputy General Manager – Technical & Sales, GLAMAC International, highlighted how the genetic advancement of modern layer birds has significantly influenced their nutritional requirements.

Today’s layer breeds are developed for higher production, greater persistency and extended



laying cycles beyond 100 weeks. With this remarkable genetic potential, efficient Vitamin D3 metabolism becomes increasingly important for maintaining production performance, eggshell quality, skeletal integrity and overall bird health throughout the laying cycle.

Dr. Chowdhury explained the science and concept behind Panbonis® – born by research, protected by patents, an innovative solution from Herbonis, Switzerland. He highlighted how the biological activity of Panbonis goes beyond simply supplying conventional Vitamin D3, offering a scientifically differentiated approach to Vitamin D metabolism in

poultry.

## Research-Driven Innovation from Herbonis, Switzerland

A major highlight of the seminar series was the presentation by Ms. Katia Pedrosa, Global Product Manager, Innovad Group, who shared extensive research findings, scientific studies and field trial results related to Panbonis.

Through scientific evidence and practical trial data, Ms. Pedrosa presented the unique mode of action and demonstrated benefits of Panbonis®, particularly in relation to calcium metabolism, eggshell quality, skeletal health, production performance and the nutritional demands of extended laying cycles.

Her presentation generated considerable interest among participants, with engaging discussions on the application of advanced Vitamin D metabolism in modern poultry production and the potential role of Panbonis® in supporting long-term flock performance.

## GLAMAC: Innovation & Excellence for Sustainable Poultry Production

Speaking at the Kathmandu event, Mr. Abir Mukherjee,





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Managing Director, GLAMAC International, emphasized the company's commitment to "Innovation & Excellence" and its objective of bringing scientifically backed and sustainable solutions to the poultry industry.

He highlighted the importance of continuously adapting nutritional strategies to meet the changing requirements of modern poultry genetics and production systems, while emphasizing the role of science, innovation and knowledge sharing in advancing poultry production.

### Strong Industry Interaction and Knowledge Sharing

The seminars witnessed active participation from poultry professionals across the respective regions. The interactive sessions generated numerous technical questions and discussions between the speakers and participants, covering Vitamin D3 metabolism, calcium utilization, skeletal integrity, eggshell quality, extended laying cycles and the practical application of Panbonis.

The events served as an

effective knowledge-sharing platform, bringing together scientific research, field experience and practical challenges faced by the poultry industry.

The sessions concluded with cocktail dinners and informal interactions, providing participants with an opportunity to continue technical discussions, exchange experiences and strengthen professional relationships.

The GLAMAC team expressed its sincere appreciation to all the consultants, veterinarians, farmers, feed millers, nutritionists and industry associates who participated and contributed to the success of the seminar series.

With the encouraging response received across all three locations, GLAMAC International looks forward to continuing its efforts to bring science-driven technical knowledge and innovative nutritional solutions to the poultry industry through more such programs in the future.

**GLAMAC International Driving Poultry Nutrition Through Innovation, Science & Excellence**

## GLOCREST hosts Farmer's Meeting in Rasipuram with Focus on the 3M approach to Poultry farming



**Rasipuram (Namakkal), Tamil Nadu | 28 August 2026**

GLOCREST Pharmaceutical Pvt. Ltd. hosted a **Farmer's Meeting at Hotel Shanthi Inn Grand, Rasipuram**, bringing together poultry farmers for an informative and interactive session focused on better poultry health, improved farm performance and farm profitability.

The key highlight of the programme was an insightful technical session by **Dr A. Natarajan, Professor & Head (Retd.), Veterinary College, Namakkal**. Drawing from his extensive experience

in the poultry sector, Dr Natarajan shared practical insights that could be applied directly to day-to-day farm management.

The session centred around the **3M approach – Materials, Men and Machines**, three fundamental elements that have an important role in the successful management of a poultry farm.

**Materials** represent the various resources and inputs required for efficient farm operations. **Men** focus on the people responsible for managing and carrying out farm activities, while **Machines** highlight the importance of suitable equipment and technology in improving efficiency and productivity. The session emphasised that effective coordination and management of all three elements are essential for achieving consistent farm



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performance.

The session was highly interactive, with farmers actively participating in the discussion, sharing their experiences and raising practical questions related to their farming operations. Dr Natarajan addressed the discussions with practical examples and guidance, making the session relevant to the challenges faced by farmers at the field level.

The meeting was hosted by **Dr Ramdas Kambale, CEO & Board Member, GLOCREST Pharmaceutical Pvt. Ltd.**, along with **K. Jayakumar, RSM – Tamil Nadu & Kerala, and GLOCREST team members Vivek, Suresh Babu and Karthik.** The team coordinated the programme and interacted closely with the participating farmers throughout the meeting.

Dr Kambale introduced the company profile and product specialities like Calcitriol-D, Chelomix, Enziprob, Feedocid, Toxkill and the liquid range like GLOTONIC, etc.

The gathering also provided GLOCREST with an opportunity to strengthen its relationship with the farming community. Such direct interactions help the company understand the practical requirements and challenges faced by farmers while creating a platform for meaningful technical discussions and knowledge-sharing.

The enthusiastic participation of the farmers and the open exchange of ideas made the meeting a valuable and engaging experience. The programme concluded on a positive note, with a shared focus on **better poultry health, efficient farm management and improved farm performance.**

Through farmer-focused initiatives like these, **GLOCREST continues to strengthen its connection with the poultry**



fraternity and contribute towards better health, productivity and profitability in poultry farming.

**GLOCREST  
Pharmaceutical Pvt. Ltd.  
Innovation for a Better  
Health**

## Congrats 'Senior Designate Counsel' C. Sreenivas



**Congrats:** 'Senior Designate Counsel' designation has been conferred on Mr Chetluru Sreenivas by the honourable High Court of Telangana on 16 September 2026. Advocate Sreenivas has been a close associate of NRS Group. M.A. Nazeer, Editor & Publisher of NRS Group of publications presenting a bouquet to Chetluru Sreenivas at a felicitation function held on 2 October 2026 at Jubilee Hills Club, Hyderabad, and the Editor conveyed his greetings to Chetluru Sreenivas, Senior Designate Counsel. His juniors K.S. Kushal and Yajur Putta are seen in the photo with the senior.



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# Its a commendable initiative by Poultry Fortune to recognise Research & Innovation Excellence in Animal Health Industry

A message from Dr Arun Atrey, Chairman, National Task Force on Animal Wellbeing, CII & Managing Director, Zenex Animal Health India Pvt Ltd

I would like to extend my heartfelt congratulations and appreciation to **The Poultry Fortune Group** for the commendable initiative of instituting the **'PF Excellence in Animal Health Research and Innovation Award 2026'** to recognize scientists and professionals who have contributed to building a novel and sustainable pipeline for the animal health industry.

Having been associated with the animal health industry for over four decades, I have had the privilege of witnessing its remarkable transformation. From being an industry that once operated largely on the periphery, animal health has today moved firmly to the centre stage. It plays an increasingly vital role in supporting the rural economy, enhancing livestock productivity and farmer livelihoods, ensuring food safety and security, and advancing the larger objectives of **One Health**.

In this journey, those of us working in commercial, marketing, technical and leadership roles often remain visible at the forefront. **However, behind every successful product and every scientific advancement**



Dr Arun Atrey

is a dedicated team of researchers, formulation scientists, development professionals, and innovators who work tirelessly, often away from the limelight. Their efforts in developing newer molecules, innovative formulations, natural alternatives, and safer solutions are critical not only for animal health but also for ensuring a safer food chain and a healthier society.

It is therefore particularly heartening to see an initiative that brings these scientists and innovators—both from national and multinational companies—into the spotlight and gives them the recognition they truly deserve.

In this context, I am especially pleased to see **Zenex-Ayurved**

being recognized for its pioneering contribution. For more than three decades, our Natural Division has undertaken significant research to develop innovative natural and herbal solutions as alternatives to conventional chemical products. The depth of its scientific work is reflected in more than **850 research publications, including over 400 publications in international journals**. These numbers give an indication of the magnitude, continuity, and scientific commitment behind the work of its R&D team.

Such achievements remind us that innovation is rarely the contribution of an individual alone. It is

the outcome of years of perseverance, scientific curiosity, experimentation, teamwork and an unwavering commitment to finding better solutions. **Recognizing the scientists behind these achievements is therefore both timely and fitting.**

I greatly appreciate **The Poultry Fortune Group and Mr M.A. Nazeer** for taking this pioneering initiative. I am confident that this first step will grow into an important platform for the animal health industry and inspire many more scientists, researchers, and innovators to pursue path-breaking work. **I also hope that, in the years ahead, many more individuals and teams responsible for creating the robust pipeline of products and technologies that our industry enjoys today will receive their due recognition.**

My warmest congratulations to all the awardees and to everyone associated with this initiative. May this recognition encourage an even stronger culture of **research, innovation, scientific excellence, and responsible animal healthcare.**

My best wishes to The Poultry Fortune Group, Mr M.A. Nazeer, the awardees, and all those associated with the event for a **grand and memorable celebration.**

**Dr Arun Atrey,**  
Chairman, National Task Force on Animal Wellbeing,  
CII & Managing Director, Zenex Animal Health India Pvt Ltd.

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# Developmental Trends in Indian Poultry; Quality aspects of Egg and Broiler meat production discussed during Panel Discussion

**Hyderabad:** Poultry Fortune organized its 15<sup>th</sup> Edition of Poultry Fortune (PF) Excellence Awards 2026 presentation programme along with Panel Discussion with the theme **Developmental Trends in Layer and Broiler Segments in Poultry Industry in India and the Importance of Producing Quality Eggs and Quality Broiler Meat for the Next Level of**

*Industry Development, Consumer Acceptance and Better Prospects to the producers on 26 September 2026 at Hotel Taj Deccan, Hyderabad, India.*

The below mentioned Expert Panelists addressed on various aspects of developmental and quality aspects which were well appreciated by the participants of the event:



**K. G. Anand**, General Manager, Venkateshwara Hatcheries Pvt Ltd, Hyderabad.

| Role      | Name and Designation                                                                                                                   |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------|
| Moderator | Dr J. Raju, Ph.D., Assistant Professor, P.V. Narasimha Rao Telangana Veterinary University, Hyderabad.                                 |
| Panelists | Mr K. G. Anand, General Manager, Venkateshwara Hatcheries Pvt Ltd, Hyderabad.                                                          |
|           | Dr S. V. Rama Rao, Research Director, Sri Ramadhootha Poultry Research Farm Pvt Ltd, Hyderabad.                                        |
|           | Dr Dharendra Kumar, President & Technical Advisor, Vesper Group, Bangalore, Karnataka.                                                 |
|           | Dr Amit Das, Consultant & Animal Nutritionist, Kolkata, West Bengal.                                                                   |
|           | Dr Rohan P. Reddy, Director, Endoscopy Services, Department of Gastroenterology, Apollo Hospitals, Hyderabad.                          |
|           | Dr Vikas Reddy, Director, Palle Vikas Hatcheries Pvt Ltd, Avvayya Farms and Feeds Pvt Ltd, Fast growing Broiler Integrator, Hyderabad. |

**Mr M.A. Nazeer**, Convenor, Panel Discussion and PF Excellence Awards 2026 presentation programme and Editor, Poultry Fortune, in his welcome speech said, if quality is maintained at production level with well formulated quality feed and other inputs, the farmers have opportunities to further increase egg production for domestic as well as export markets. They can also get premium price to their produce.

The awards presentation is a recognition and honour to the individuals, institutions and organisations who have achieved excellence in their profession and contributed to the development of poultry industry in India. He was sure that the Awards will encourage the



**M.A. Nazeer**,  
Convenor, Panel Discussion and  
PF Excellence Awards 2026



**Dr S. V. Rama Rao**,  
Research Director, Sri Ramadhootha  
Poultry Research Farm Pvt Ltd, Hyderabad.



**Dr J. Raju, Ph.D.**, Assistant Professor,  
P.V. Narasimha Rao Telangana Veterinary  
University, Hyderabad.



**Dr Rohan P. Reddy,**  
Director, Endoscopy Services,  
Department of Gastroenterology,  
Apollo Hospitals, Hyderabad.



**Dr Dharendra Kumar,**  
President & Technical Advisor,  
Vesper Group,  
Bangalore, Karnataka.



**Dr Amit Das,**  
Consultant & Animal Nutritionist,  
Kolkata,  
West Bengal.

award winners to put best of their efforts to further development of their profession and the industry, said Poultry Fortune Editor.

Introductory Remarks by the Moderator

In independent India, the growth of poultry industry has been one of the remarkable success stories of the agricultural sector. From a modest beginning, India has reached the second position globally in egg production, and fourth position in meat production, owing to the dedicated efforts of poultry farmers, entrepreneurs, veterinarians, scientists and professionals associated with the pharmaceutical and vaccine companies.

The Indian poultry sector has enabled the country to provide substantial quantities of quality animal protein to its population and has also developed export opportunities. Looking ahead, India has considerable potential to contribute to meeting the growing

global demand for animal protein.

While India occupies a prominent position globally in the production of milk and several other agricultural commodities, productivity in some of these sectors remains relatively low compared with global standards. In contrast, the productivity of the Indian poultry sector is broadly comparable with international standards and those of advanced poultry-producing countries and regions.

However, the industry has traditionally placed greater emphasis on production quantity and productivity. The next phase of development should place greater emphasis on quality eggs and quality poultry meat, alongside productivity.

The industry is also facing several emerging challenges, including the diversion of maize towards ethanol production, increasing feed-additive costs, geopolitical uncertainties and other global factors. Finding practical

solutions to these challenges will be essential for making poultry production more sustainable and profitable.

Dr J. Raju welcomed the eminent panelists and appreciated the organizers for bringing together experts from poultry production, nutrition, research and human health. He highlighted the value of including human-health perspectives in discussions concerning poultry-product quality and consumption, and expressed the hope that the panel would provide a holistic perspective on industry trends and the importance of quality eggs and broiler meat.

### 1. Latest Trends in the Indian Poultry sector and Outlook for the Next 5 to 10 Years

**Mr K. G. Anand** observed that the Indian poultry industry has grown tremendously over the past few decades and is now producing eggs and poultry products on a very large scale. He noted that, with the



A View of Participants during Panel Discussion and PF Excellence Awards 2026 Celebration on 26 September 2026 at Hotel Taj Deccan, Hyderabad

growing global population, India and China are expected to have an important role in meeting the increasing demand for animal protein. Improvements in productivity, health management and biosecurity have contributed to the growth of the sector, while India has also developed the capability to export eggs to several countries.

K. G. Anand stated that poultry sector is expected to continue growing in the coming years. However, important challenges include increasing feed prices, emerging diseases, sustainability concerns and animal-welfare issues. Addressing these challenges will be essential for sustained growth of the industry.

**Dr S. V. Rama Rao** attributed the growth of the poultry industry to the combined efforts of scientists, veterinarians and farmers. He emphasized that the industry should now focus increasingly on improving the quality of poultry products. He also stressed the need for greater engagement with human-health professionals and other experts to increase public awareness and address misconceptions surrounding the consumption of eggs and broiler meat.

## 2. Emerging Trends in the Layer Sector

**Dr Dharendra Kumar** highlighted the significant progress achieved in modern layer production. Layers have become more robust and are capable of producing approximately 340 to 345 eggs per year.

Increased production and extended laying periods are also accompanied by challenges related to egg quality during the later laying stages. He also pointed to the occurrence of diseases such as Newcastle disease, Mycoplasmosis, Infectious Bronchitis and Coryza. He emphasized that farmers should give greater attention to effective biosecurity and appropriate nutrition to address these challenges and maintain



**Dr Vikas Reddy, Director,**  
Palle Vikas Hatcheries Pvt Ltd,  
Avvayya Farms and Feeds Pvt Ltd,  
Fast growing Broiler Integrator, Hyderabad.

productivity and bird health.

## 3. Emerging Trends in Broiler Production

**Dr Amit Das** highlighted the substantial improvement in broiler productivity achieved in recent years. Many farmers are now obtaining very good feed-conversion ratios, with some achieving FCR values of approximately 1.3 to 1.35. At the same time, he pointed out that mortality and lameness have emerged as important concerns. He cautioned against focusing exclusively on FCR and other production parameters.

Instead, producers should adopt a holistic approach, giving equal importance to bird health, welfare and reduction of production losses. Sustainable broiler production requires productivity to be considered alongside overall bird health and welfare.

## 4. Quality Eggs and Poultry Products from a Human-Health Perspective

From a human-health perspective, **Dr Rohan P. Reddy** stated that a quality egg should be clean, produced under hygienic conditions and free from pathogenic microorganisms. It should also retain its natural colour and flavour. The discussion highlighted the importance of considering poultry-product quality not merely in terms of production efficiency, but also in terms of food safety, hygiene and consumer health.

## 5. Common Myths surrounding Egg consumption

**Dr Rohan P. Reddy** highlighted several common misconceptions encountered in relation to egg consumption:

- The belief that eating eggs causes high cholesterol.
- The belief that egg yolk causes heart disease.
- The belief that egg consumption causes weight gain.
- The belief that eggs increase body heat.

**Dr S. V. Rama Rao** stated that, based on the scientific evidence consumption of two eggs is acceptable and the whole egg should be consumed, as the yolk contains important nutrients including choline, fats, vitamins and minerals.

He also addressed the misconception surrounding the rapid growth of modern poultry birds. He explained that improvements in growth and productivity are the result of continuous selective breeding, advances in nutrition and health management, and improved biosecurity, rather than any single factor.

## 6. Future Challenges in Poultry Farming

**Dr Vikas Reddy** identified the diversion of Maize towards ethanol production as one of the major future challenges for the poultry sector. He noted that the availability of alternative feed ingredients at affordable prices remains limited. He called for greater attention from experts and the industry towards identifying practical and economically viable alternatives to address this emerging feed-resource challenge.

**Dr Amit Das** suggested that the poultry industry should explore greater utilization of by-products from the ethanol industry, particularly maize- and rice-based DDGS.

However, he pointed out that these ingredients may have higher mycotoxin risks and considerable variability in nutrient composition. He therefore emphasized the need to work closely with distillers to streamline processing and establish more uniform and consistent-quality DDGS for use in poultry diets.

**Dr Dhirendra Kumar** emphasized the role of appropriate feed technologies and products, including toxin binders and enzymes, to improve the utilization of DDGS and other alternative energy and protein sources.

## 7. Open Forum Bird Welfare and Sustainability

Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd, raised the issue of bird welfare and nitrogen emissions, emphasizing the need to address these aspects as part of the industry's broader sustainability objectives.

### Management and Production Quality

Mr Goluguri Satyanarayana Reddy, Managing Partner, SRKR & SKR Poultries (Abhi Eggs), Ravulapalem, highlighted the importance of early-stage management, particularly the first five weeks age of the bird, corn-soy-based diets and water quality as important factors contributing to successful and high-quality poultry production.

### Disease Outbreaks Despite Vaccination

Mr D. Sudhakar, Managing Director, Prasanthi Group, Hyderabad, raised an important practical question: why do disease outbreaks continue to occur despite the use of several vaccination programmes?

In response, a panelist explained that biosecurity lapses, changes in viral serotypes and immunosuppression could contribute to disease occurrence and outbreaks, highlighting that vaccination needs to be supported by comprehensive disease-prevention and management



**Quality egg should be clean, produced under hygienic conditions and free from pathogenic microorganisms. It should also retain its natural colour and flavour.**

**Dr Rohan P. Reddy,**  
Director, Endoscopy Services,  
Department of gastroenterology,  
Apollo Hospitals, Hyderabad.

practices.

## 8. Role of the Poultry Industry in Consumer Awareness Question to Dr Rohan P. Reddy

*"Are the efforts of the poultry industry sufficient to increase public awareness about egg and broiler meat consumption and dispel the myths surrounding these products?"*

### Response

Dr Rohan P. Reddy acknowledged the work undertaken by the poultry industry in promoting egg consumption, but emphasized that greater efforts are still needed to promote eggs and improve consumer awareness. The discussion reinforced the importance of stronger communication between the poultry industry, health professionals and the consumers.

### Concluding Remarks by moderator

In his concluding remarks, Dr J. Raju, Moderator of Panel Discussion, thanked all the panelists for sharing their valuable perspectives on the development of the Indian poultry industry and for highlighting approaches to improve both productivity and profitability.

He emphasized that the industry

should progressively move from a predominantly quantity-oriented approach towards quality-oriented poultry production, with greater emphasis on product quality, food safety, bird health, welfare, sustainability and consumer acceptance.

He also highlighted the need for the broiler industry to undertake wider public-awareness campaigns, similar to efforts undertaken for egg promotion, to address misconceptions surrounding broiler meat and communicate its nutritional value to consumers.

Dr Raju congratulated the organizers for selecting a highly relevant theme and for bringing together experts from the poultry industry, nutrition, research and human health, including medical professionals. He noted that such multidisciplinary interactions can help bridge the gap between poultry production and consumer health and contribute to greater awareness and acceptance of quality poultry products.

The panel discussion concluded with a clear emphasis on the need for the Indian poultry sector to combine its achievements in productivity and scale with quality, health, welfare, sustainability and consumer confidence to support the next phase of industry development.

**Mr M.A. Nazeer**, Editor, Poultry Fortune thanked and expressed gratitude to the Moderator, Panelists, and sponsors of the event – Platinum Sponsor – Vesper Pharmaceutical Group; Diamond Sponsors – Venkateshwara Hatcheries Group and Glamac International Pvt Ltd; and Gold Sponsor – Uttara Impex Pvt Ltd for their support through sponsorship. He also thanked Dr Rohan P. Reddy for sharing his views on the Protein requirement at today's age, and explained how Eggs and Chicken meat help to meet these requirements by providing affordable and high quality source of Protein.

## Momentos presentation to the Sponsors



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# 16 Individuals, Institutions and Organisations win Poultry Fortune Excellence Awards 2026

At the PF Excellence Awards presentation programme held on 26 September 2026 at Hotel Taj Deccan, Hyderabad, 16 Individuals, Institutions and Organisations received the awards under different categories in Poultry industry.

## D. Sudhakar receives Life Time Achievement Award 2026



*D. Sudhakar, Managing Director, Prasanthi Group, Hyderabad, receiving Poultry Fortune Life Time Achievement Award 2026 from Chief Guest K.G. Anand, General Manager, Venkateshwara Hatcheries Pvt Ltd, Hyderabad; Guest of Honour Dr S. V. Rama Rao, Research Director, Sri Ramadhootha Poultry Research Farm Pvt Ltd, Hyderabad and M.A. Nazeer, Convenor of PF Excellence Awards 2026 and Editor, Poultry Fortune, English monthly on 26 September 2026 at Hyderabad.*

Born in Pedasankarlapudi village near Pitapuram, East Godavari district (presently it is made as Kakinada district) to the parents Mrs & Mr Daley Appa Rao in 1953, he did his primary education in the village and did his graduation in Hyderabad. He has his wife D. Rupavathi, son D. Arya and daughter D. Smruthi, both the children are graduates in Business Administration.

After involving for two years in agriculture farming along with his father Mr Daley Appa Rao, Mr D. Sudhakar started his career in poultry farming in 1978 with 3,000 layers and by 1993, in 15 years hard work, he expanded the farm into one lakh

layers.

1982 was the turning point for his golden time when he met Dr Padmashree B.V. Rao and worked with him in the establishment of NECC. Working with Dr Padmashree B.V. Rao in NECC helped me to some extent to meet the people all over India which helped me to grow myself in the industry, said Mr Sudhakar talking to Poultry Fortune.

Both Dr B.V. Rao and my uncle R.K. Ragala, IPS were my mentors and my inspiration for my success and growth in the industry, he stated.

He worked as General secretary of AP Poultry Federation for 14 years,

as president of APPF for 5 years. And now continuing as Executive Committee Member of NECC. He also has his gratitude towards Chitturi Jagapati Rao, M.P. Sessaiah, K.V.S. Subbaraju who all worked together in developing Andhra Pradesh Poultry Federation which achieved government help to poultry farming such as: Abolition of NALA Act, Permanent exemption of Market Cess, Concessional power tariff to poultry sector, Purchase of office space for APPF in Hyderabad, Construction of office building for APPF in Vijayawada, and helping farmers to get bank loans from the banks.

Sudhakar has shrimp hatchery in Kakinada and Ragala Resort in Hyderabad.

Looking at the fast development of Broiler farming in the country, Sudhakar also stepped into Broiler Breeding operations in the year 2000. VHPL Chairperson Mrs Anuradha Desai supported him to establish Broiler Breeding Farm with 80,000 Vencobb Broiler parents. Later he made it to 200,000 broiler parents farm. Prasanthi Group has annual turnover of Rs 100 crores. He developed good network and market through trading. He went for environmental control system and giving isolation for biosecurity.

In his message to the stakeholders in the industry Sudhakar said that every stakeholder in poultry and the Government should work and contribute to the well being of poultry farmer who is the pillar of the industry.

Readers may send their comments to  
D. Sudhakar at his Email: [sudhakardaley@gmail.com](mailto:sudhakardaley@gmail.com)

## Ruby Sharma, CEO of Vesper Group wins Best CEO in Poultry Industry Award 2026



Mrs Ruby Sharma, CEO, Vesper Group, Bangalore, receiving **Best CEO in Poultry Industry Award 2026** from Chief Guest K.G. Anand, General Manager, Venkateshwara Hatcheries Pvt Ltd; Dr S. V. Rama Rao, Research Director, Sri Ramadhootha Poultry Research Farm Pvt Ltd and M.A. Nazeer, Convenor of PF Excellence Awards 2026 and Editor, Poultry Fortune, English monthly on 26 September 2026 at Hyderabad.

Mrs Ruby Sharma, **CEO, Vesper Group & Proprietor, Vesper Labs** has been a part of the Vesper Group's leadership since August 2017 and currently oversees four companies within the group. Over the years, she has developed a leadership style that is closely connected to the realities of the animal health industry and the people who work in it.

Coming from an organization with a long history in veterinary pharmaceuticals, Mrs Sharma has carried forward the experience and values of the Vesper Group while bringing her own perspective and energy to its growth. Her focus has always been on understanding what the market actually needs rather than simply following existing trends.

A strong believer in **practical and meaningful innovation**, Mrs Sharma encourages the development of products based on the actual challenges faced by farmers and animal owners. She believes that a good product should not only be scientifically sound but should also be easy to use and capable of delivering a real benefit in the field. Her approach to leadership is based

on **quality, trust and continuous improvement**. She gives importance to maintaining dependable relationships with suppliers, customers and professionals, understanding that long-term success in the animal-health industry is built on consistency and credibility.

Mrs Sharma also has a broad view of the industry. While poultry remains an important area, she has encouraged Vesper to explore opportunities across livestock, aquaculture and companion-animal health. This willingness to learn, adapt and explore new areas has helped the organization remain responsive to a changing market. Another important part of her approach is her belief in people. She recognizes that an organization can grow only when its employees and professionals grow along with it. She therefore encourages learning, training and the sharing of knowledge within the organization.

Mrs Sharma's journey **reflects a balance between entrepreneurship and responsibility**. She has been able to combine business priorities with a genuine interest in developing better

solutions for the animal-health sector. Her recognition through honours such as the **Best Young Entrepreneur Award 2023** and **Ahilya Bai Holkar Nari Shakti Puraskar 2025** reflects the impact of her work and leadership.

For Mrs Sharma, growth is not only about increasing the size of a business, it is about building something dependable, developing people, understanding the industry and creating products that have a purpose. This approach continues to shape her contribution to Vesper Group and the wider animal-health industry.

### Performance & Achievements

Mrs Ruby Sharma's leadership has translated into **measurable growth as well as several important developments within Vesper Group**. Under her leadership, the company's **turnover has doubled and its products are now exported to 9 countries**, reflecting the continued expansion of the business beyond its established markets and the growing acceptance of Vesper's products both in India and internationally.

Since taking an active leadership role in 2017, Mrs Sharma continues to guide the organization's growth, with the company maintaining a **minimum annual growth of around 20%**, including through challenging periods such as demonetization and the COVID-19 lockdown. Her ability to maintain business momentum during difficult circumstances reflects her resilience, adaptability and sound decision-making.

A major part of her contribution is **product innovation and development**. Vesper continues to introduce market-oriented products addressing specific requirements in poultry, livestock and aquaculture. One such example is **RC-Ves**

**Granules**, developed to support chicks during the critical early period following transportation, particularly in situations involving stress, dehydration and changing weather conditions.

The organization also continues to develop products addressing specific livestock health challenges, including **lumpy disease in cattle and swine fever in swine**, while exploring innovative solutions for aquaculture. These initiatives demonstrate a practical approach to identifying industry challenges and developing products suited to the changing needs of farmers and animal-health professionals.

Mrs Sharma places strong emphasis on **quality and consistency** across the organization. Under her leadership, raw materials are tested batch-wise before manufacturing and finished products are tested before being released into the market. These practices, together with long-standing supplier relationships, help maintain the quality, consistency and reliability of Vesper's products.

Another significant achievement is the **diversification of the business into new segments and markets**. Vesper has expanded its presence across poultry, livestock and aquaculture and has entered the companion-animal segment through the **VES-PETS** range. The organization is also working towards expanding its livestock business across India, entering new aquaculture markets and exploring opportunities in poultry feed.

The company's growth is therefore not limited to financial performance. It is also reflected in a **wider product portfolio, international market expansion, entry into new business segments and stronger technical capabilities**. The expansion into international markets, with products now reaching **9 countries**, represents an important milestone in the organization's continued growth and

development.

Mrs Sharma also encourages **training and professional development** for supervisors and managers, particularly in poultry, dairy and aquaculture. Her focus on developing people reflects her understanding that skilled and knowledgeable employees are essential for maintaining quality, improving productivity and supporting the organization's long-term growth.

Her leadership also contributes to strengthening relationships with customers, suppliers and business partners. By maintaining a practical understanding of market requirements and responding to changing industry conditions, she continues to help the organization build sustainable business relationships and identify opportunities for further expansion.

With **turnover doubling under her leadership, exports reaching 9 countries, sustained annual growth, continued product innovation and expansion into new markets**, Mrs Ruby Sharma demonstrates strong entrepreneurial vision and the ability to convert opportunities into tangible business results. Her contribution reflects **resilience, innovation, quality consciousness, strategic thinking and a clear commitment to the continued growth of the poultry and animal-health industry**.

Vesper Group is headquartered in Bengaluru, Karnataka, India, and has developed its business presence across domestic and international animal-health markets. Vesper Group's production operations are situated in India and support the company's domestic and international markets.

### Vesper Group of Companies

The group's business portfolio includes Vesper Pharmaceutical, Vesper Labs, Orchid Spa and Herbal Farma, supporting its broader presence in the veterinary

pharmaceutical and animal-health sector.

Vesper develops and supplies a broad range of poultry health and nutrition products, including poultry medicines, feed supplements and products addressing specific nutritional, performance and management requirements. The poultry portfolio includes products for areas such as nutritional support, liver support, stress management, mineral and vitamin supplementation, digestive support and other poultry-health requirements. The online portfolio includes products such as RC-Ves, Phytamin Forte, Combi-Ves, CMI Plus, NutriVes, Protosol and several other formulations.

Research and product development are important components of Vesper Group's approach to innovation.

**Vesper Labs, established in 2002, functions as an R&D centre focused on pharmaceutical products and poultry ND killed vaccine and has an active multidisciplinary R&D programme focused on developing innovative products.**

Our approach to R&D begins with identifying practical challenges faced by farmers, veterinarians and animal-health professionals. The objective is to combine scientific understanding with actual field requirements so that the resulting products are relevant, practical and dependable.

The organization has developed products addressing requirements in poultry, livestock and aquaculture. These include solutions related to chick stress and livestock-health challenges such as lumpy disease in cattle and swine fever. The company is also exploring innovative solutions for aquaculture and other emerging animal-health requirements.

The acceptance of Vesper products is reflected in the continued growth of the organization, expansion of its product portfolio and increasing geographical reach. Our products are

currently exported to 9 countries, demonstrating their presence beyond the domestic market.

Customer confidence in this industry is built over time through consistency, product quality, responsiveness and an understanding of practical field requirements. Vesper therefore places strong importance on maintaining relationships with customers, veterinarians, suppliers and other professionals.

The company's own website also presents feedback from poultry customers highlighting product quality, performance and results in farm operations. These customer experiences are valuable because they help us understand field requirements and continuously improve our approach. Since taking an active leadership role in Vesper Group in 2017, I have been involved in guiding the development of four companies within the group.

The organization has achieved measurable progress in business growth, product development, market expansion and diversification. Its activities now extend across poultry, livestock, aquaculture and companion-animal health.

Quality and consistency are fundamental priorities at Vesper. Our quality approach begins with the raw materials and continues through manufacturing and finished-product evaluation.

Raw materials are tested batch-wise before manufacturing, and finished products are tested before being released into the market. We also maintain long-term relationships with suppliers to support consistency in the quality of raw materials.

The objective is to ensure that our products are scientifically sound, consistent and dependable under actual field conditions. Quality, in our view, is not a one-time activity but an ongoing responsibility involving product development,

manufacturing, testing and customer feedback, she stated.

Ruby Sharma told, one of the most important decisions has been to focus on understanding genuine field requirements and developing products around those requirements. I believe that products should have a clear purpose, be scientifically sound and provide practical value to the people using them.

Diversification has also been an important strategic decision. Expanding from our core poultry activities into livestock, aquaculture and companion-animal health has allowed Vesper to address a broader range of animal-health requirements. Strengthening R&D, expanding international markets, maintaining systematic quality practices and investing in employee development have also contributed to the organization's growth.

### **Role of a CEO in a company**

In my view, the role of a CEO goes beyond managing business performance. A CEO must provide direction, understand changing market requirements and create an organization capable of adapting to new opportunities and challenges. A CEO must also bring together people and different functions towards common objectives. Developing employees is an important part of this responsibility because the long-term strength of a company depends on the knowledge, skills and commitment of its people.

Leadership also requires balancing business priorities with responsibility towards customers, employees, suppliers, business partners and the wider industry. Strategic thinking, adaptability, quality consciousness, innovation and responsible decision-making are therefore essential.

My contribution to Vesper Group is that we focused on business development, product innovation, diversification, market expansion and

people development, Mrs Sharma stated.

Utilizing advanced technology to enhance quality of products and services.

Scientific development, systematic testing and continuous product improvement are important parts of our approach. Vesper Labs has an active multidisciplinary R&D programme focused on innovative pharmaceutical products and poultry ND killed vaccine. Technology and scientific knowledge are also incorporated into product development and quality-control processes. Raw materials and finished products undergo systematic testing to support consistency and reliability. Our objective is to combine scientific knowledge with practical field requirements. We believe technology should ultimately contribute to better quality, reliable products, improved processes and meaningful solutions for farmers and animal-health professionals.

Vesper Group has expanded its activities beyond poultry into **dairy, livestock including goat and sheep, companion animals, horses, aquaculture/fisheries and piggery.** The company's online platform currently organizes its products across these animal-health segments.

### **Best practices being implemented in Vesper for development**

Our development practices are based on four important areas: **quality, innovation, people development and understanding market requirements.** Raw materials are tested batch-wise before manufacturing and finished products are tested before market release. Product development is guided by practical requirements identified in the field rather than being driven only by market trends. We also encourage continuous learning, employee training and professional development. Knowledge sharing is particularly important because

16 Individuals, Institutions and Organisations received

# Poultry Fortune Excellence Awards 2026





**Poultry Fortune Excellence Award 2026**  
 winners with Chief Guest Mr K.G. Anand,  
 General Manager, Venkateshwara Hatcheries  
 Pvt Ltd; Guest of Honour Dr S. V. Rama Rao,  
 Research Director, Sri Ramadhootha Poultry  
 Research Farm Pvt Ltd and Mr M.A. Nazeer,  
 Convenor & Editor, Poultry Fortune at the  
 Grand Gala Evening held on 26 September  
 2026 at Hyderabad, India.

skilled employees and professionals are essential for maintaining quality and improving productivity. Long-term relationships with customers, suppliers and business partners are another important practice. We continuously observe changing industry requirements so that the organization can respond to new opportunities while maintaining its existing strengths, she stated.

### **Positive and best aspects of Vesper Group for the benefit of company, customers and the industry**

The key strengths of my leadership approach are practical thinking, adaptability, continuous learning, quality consciousness and a strong focus on people. I believe that long-term business success is built on trust and credibility. This means understanding customers, maintaining dependable relationships, developing employees and continuously improving products and processes. For Vesper, innovation, product quality, customer focus and diversification are important strengths. The organization has built a broad animal-health portfolio covering multiple segments rather than limiting its activities to a single category. Our aim is to create sustainable growth while ensuring that the organization's development creates value for customers, employees, business partners and the wider animal-health industry.

### **Turning point in Mrs Sharma's career, business which helped to do well and grow**

Taking an active leadership role in Vesper Group in August 2017 was an important turning point in my professional journey. It gave me the opportunity to contribute directly to the organization's strategic direction, business development and growth. The subsequent period involved expanding the product portfolio, entering new animal-health segments and developing international markets. Guiding the organization

through challenging circumstances such as demonetization and the COVID-19 lockdown was another significant learning experience. Those circumstances strengthened my ability to adapt, make decisions under changing conditions and maintain focus on long-term objectives.

### **Motivation and Inspiration to do well, grow and achieve.**

My motivation comes from the opportunity to create meaningful solutions for the animal-health industry and from the people who work together to make those solutions successful. The Vesper organization itself, with its long-standing experience in veterinary pharmaceuticals, has provided an environment in which I have been able to learn, contribute and take on greater responsibilities. The opportunity to work closely with customers, professionals and the industry has also shaped my understanding of leadership.

### **Milestones in career**

Important milestones include taking an active leadership role in 2017, doubling the company's turnover, maintaining minimum annual growth of approximately 20%, expanding exports to 9 countries and diversifying into livestock, aquaculture and companion-animal health.

### **Role model in career / life**

My role models are people who combine professional excellence with integrity, resilience, responsibility and a willingness to continue learning. I admire individuals who remain committed to their purpose while adapting to changing circumstances and who create meaningful impact through their work. I also believe that leadership is reflected in how we develop people, respond to challenges and remain responsible towards the organizations and communities we serve. For me, every professional experience, customer interaction and challenge provides an

opportunity to learn and improve.

### **Memorable aspects and things in career**

One of the most memorable aspects of my professional journey has been witnessing Vesper develop from an organization with a strong poultry and veterinary pharmaceutical foundation into a broader animal-health business. Seeing the company expand its product portfolio, enter livestock, aquaculture and companion-animal segments and reach international markets has been particularly meaningful. The growth and development of employees and professionals within the organization is equally rewarding. The challenging periods of demonetization and the COVID-19 lockdown were also significant experiences. Maintaining business momentum during those circumstances taught valuable lessons in resilience, adaptability and responsible decision-making.

### **Q: What are your future plans and targets?**

Our future plans are focused on **sustainable expansion, product innovation, stronger technical capabilities and wider market development**. We aim to further strengthen our poultry business while expanding our presence in livestock, aquaculture and other animal-health segments. We are working towards expanding the livestock business across India and entering new aquaculture markets. International market expansion will remain an important area of focus. We also intend to continue developing practical, market-oriented products based on changing requirements in the field. Alongside business expansion, we will continue to focus on R&D, quality, employee development, technical knowledge and long-term customer relationships. The objective is to build a stronger and more diversified animal-health organization with sustainable long-term growth.

## Facilities, welfare & safety measures for people working in Vesper

Employee safety and welfare are important components of responsible organizational development. We place importance on appropriate operational practices, training and knowledge sharing so that employees can perform their responsibilities effectively and safely. We also recognize that skilled and knowledgeable employees are essential for maintaining product quality and productivity. Therefore, training and professional development are encouraged for supervisors, managers and other professionals across relevant areas. Our approach is to create an environment where employees can continuously develop their knowledge and capabilities while contributing effectively to the organization's objectives. We believe that employee development and organizational development must progress together.

## Who deserves to receive appreciation and recognition ?

The poultry industry has many experienced and valuable leaders who have made significant

contributions to poultry production, animal health, technology, farmer development and the growth of the sector. I believe recognition should be based on sustained contribution, ethical leadership, innovation, commitment to the industry and measurable impact. There are leaders across different areas of poultry and animal health whose contributions deserve appreciation. Rather than limiting recognition to a particular group of individuals, I believe the industry should continue encouraging and acknowledging leaders who support farmers, promote responsible practices, develop innovative solutions, create employment and contribute to the overall development of the poultry ecosystem.

## Message to stakeholders of poultry industry

Mrs Ruby Sharma said that poultry and animal-health sector plays an important role in food security, farmer livelihoods, employment and the broader economy. Its continued development will require stronger cooperation among farmers, veterinarians, researchers, pharmaceutical and animal-health companies, industry organizations,

regulators and government. The industry should continue investing in **scientific research, product quality, biosecurity, responsible animal-health practices, farmer education and skilled human resources**. Greater knowledge sharing between industry and the field can help identify challenges earlier and develop practical solutions.

There is also a need for continued focus on disease surveillance, research infrastructure, technology adoption and awareness among farmers. Government support through efficient regulatory processes, research initiatives, infrastructure and sector-development programmes can further strengthen the industry. Most importantly, the future growth of poultry should be built on responsible and sustainable practices. By combining scientific advancement with practical field knowledge, quality products, skilled professionals and coordinated efforts among stakeholders, the poultry industry can become more organized, resilient and capable of sustainable long-term development.

Readers may send their comments to Mrs Ruby Sharma at her Email: [vesperceo24@gmail.com](mailto:vesperceo24@gmail.com)

## Goluguri Satyanarayana Reddy wins Best Quality Egg Award 2026

Born in Ravulapalem, East Godavari district, Andhra Pradesh, Goluguri Satyanarayana Reddy entered poultry industry in 1986, at the age of 18. I initially went to my uncle Sri S. Rama Krishna Reddy garu's poultry farm to learn the work and gain hands-on experience in supervision and farm operations. After working there, he encouraged me to start a new poultry farm of my own and stood as my backbone. His support continues to guide me till date. From the beginning, I have believed in keen observation, no compromise with quality in any aspect, and maintaining detailed records of every



Goluguri Satyanarayana Reddy, Managing Partner, SRKR & SKR Poultries (Abhi Eggs), Ravulapalem, Andhra Pradesh receiving Poultry Fortune Best Quality Egg Award 2026 from the Chief Guest Mr K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer, on 26 September 2026 at Hyderabad.

batch and process. These principles have helped us continuously monitor performance, improve operations and achieve consistent growth, said Goluguri Satyanarayana Reddy, Managing Partner, SRKR & SKR Poultries (Abhi Eggs).

Key persons of SRKR & SKR Poultries and ABHI EGGS are Mr G. Satyanarayana Reddy, Mr G. Sudhakar Reddy, Mr S. V. V. Dora Reddy and Ms S. Divya Reddy.

### Producing and marketing five variants of Eggs

When we started Abhi Eggs, we created very strict and rigid Standard Operating Procedures (SOPs) to maintain consistent quality. These include zero antibiotics, good sanitization, high water quality, no alternative protein diet and controlled nutritional enrichment. We currently produce and market five variants: Nutri+, D3, DOSE, Gold+ and Minis. We have been producing these enriched eggs for the past five years.

### How do you manage to produce best quality eggs?

We give to our birds 100% vegetarian feed without any alternative protein source. We believe that it is very important to provide the right diet and good-quality water from the day-old chick stage through to around 80 weeks of age. Proper management is mandatory at every stage. Close attention to feed, water, hygiene, bird health and farm management helps us maintain consistent egg quality throughout the production cycle, he stated.

### Livability upto 90 to 92%; Feed intake per egg 117 to 120 grams

Our hens are housed and reared until around 75 to 80 weeks of age. Livability is approximately 90 to 92 %. We use only vegetarian feed. Feed intake per egg is around 117 to 120 grams. Egg size is maintained as per standards, and the number of eggs produced over a bird's life cycle is approximately 370 eggs per bird.

### Future of Eggs is for functional enriched eggs; sold 11 crore eggs

With a scientifically designed feed formula, a relatively small additional cost can produce more nutritious eggs. Eggs are generally known for good nutrient absorption by the human body, and enriched eggs can therefore be a boon to consumers by delivering additional nutrition through an everyday food. Nutritional enrichment can also improve bird health and support the production of better-quality eggs. As of 2025, we produced and marketed around 11 crore eggs.

### We are present across 50+ cities in India, spread across 18 states and 3 Union Territories. Our price range is approx Rs 15 per egg, depending on the variant.

We have achieved approximately 100% growth every year from the beginning, and that growth itself speaks about the acceptance of Abhi Eggs. Customers have felt the difference between regular market eggs and Abhi Eggs with respect to taste, odour and consistency. As of today, we are present across 50+ cities in India, spread across 18 states and 3 Union Territories. Our price range is approximately Rs 15 per egg, depending on the variant.

### Motivation and Inspiration from three (3)

For maintaining consistent quality, the guidance of Dr S. S. Prasad garu has helped us greatly. My uncle Sri S. Rama Krishna Reddy garu, has been a major source of inspiration and support from the beginning. The continuous support of my family members has also played an important role in bringing the company to the stage it has reached today.

### Landmark achievements & contributions

Over the years, I have received Best Farmer Awards in recognition of my work and performance in the poultry sector. A few years ago, I also served

in NECC - Godavari Zone for two years. During that period, we worked towards achieving a good market price for eggs and supporting better realization for poultry farmers in the region.

### Annual turnover of the Group

For the FY 2025-26, our company achieved an annual turnover of approximately Rs 100 crore.

SRKR & SKR poultries turnover Rs 20 crore.

### What are your future plans and targets?

Our plans are to introduce additional egg variants and develop egg-based products, while also expanding into new cities. Our focus is on product innovation, consistent quality and deeper market penetration.

### Message to stakeholders and poultry industry

There are many myths and misconceptions about eggs. Everybody who is directly or indirectly involved in this sector should help create awareness among consumers about eggs and their nutritional value. At the same time, the poultry industry should maintain good and consistent quality standards. The Government should take the initiative to establish laboratories across the country for water-quality testing, feed-quality testing and disease diagnostics. Such facilities can help farmers improve production standards, strengthen disease control and support the overall progress of the poultry sector.



M.A. Nazeer, Editor, Poultry Fortune, presenting flower bouquet to D. Arya and D. Smruthi, younger entrepreneurs and children of D. Sudhakar

## Ravikanth Kotagiri wins Best Animal Health Research & Innovation Award 2026



*Ravikanth Kotagiri, Head-Technical Operations & Research, Zenex Animal Health India Pvt Ltd, Baddi, Himachal Pradesh alongwith his wife receiving Poultry Fortune Best Animal Health Research & Innovation Award 2026 from K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer on 26 September 2026 at Hyderabad.*

Born in Jagtial, Telangana on 20 January 1967, Mr Ravikanth Kotagiri, did his M. Pharm with specialization in Pharmaceutical Chemistry from IIT-BHU in 1991.

### Professional Experience

Ravikanth is presently working as Sr. Vice President – Technical Operations & Research, Zenex Animal Health India Pvt Ltd, leading animal health care company in India, with effect from 1 October 2024. Earlier, he worked in Ayurvet Limited, a leading animal health care company engaged in manufacturing & marketing of herbal veterinary formulations, feed supplements and nutraceuticals as Director – Operations & Research from 1 April 2017 to 30 September 2024, then as CEO and Executive Director from 1 October 2014 to 31 March 2017 in Ayurvet Limited.

Recognized for establishing and managing top performing team in manufacturing operations and chosen to define, implement strategy and drive growth of the organization. Full responsibility for P & L of HCP business with an objective to develop high performing team having clearly defined objectives; to foster

innovation; to develop and establish system and processes.

### Professional Summary:

A competent professional of over 34 years of extensive experience from Research & Development to Factory Operations to Business Management. Successful track record of making agile, motivated & profitable business enterprise.

Currently working as Sr. Vice President – Tech. Operations & Research with Zenex Animal Health India Pvt Ltd, Baddi taking care of manufacturing operations and R&D of its herbal division

Headed the company Ayurvet Limited as its CEO for 2.5 years and turned around the HCP business by streamlining all business units with operational strategy for producing high revenue gains and achieving more than 100% of targeted profits.

Headed the Rs.180million project to set up a factory for manufacturing of herbal veterinary medicines and feed supplements, involved in land selection to licensing and successfully started commercial production in a record 10months period.

Demonstrated excellence in plant operations including man power development, training. Running the plant successfully as an independent profit centre (SBU).

As Head of R&D developed more than 150 polyherbal formulations with scientific approach; worked on validation of efficacy through more than 800 published clinical trial reports and focused on quality of herbal formulations by developing standardization method for number of herbal raw materials and finished products.

Expertise in implementing cost saving measures to achieve substantial reduction in terms of production per man day, processing cost, raw materials, packaging materials, power & fuel, water etc.

Was Member of Strategic Management Team of Ayurvet & its subsidiaries and advised on various strategic issues related to organization.

Positive frame of mind, realistic working style, strong commitment, innovation & initiative, dedication, analytical thinking are strengths.

### Responsibilities & Major Achievements:

Complete responsibility for top line & bottom line achievement of Domestic Trade, Institutional & Export business including the manufacturing operations and R&D.

Grew HCP business in the first year of taking up responsibility with a top line achievement of 92% and growth of 13%. Profit growth (EBIDTA) was 37% yoy basis and profit target achievement was 110%.

Facilitated & guided business unit leaders in making strategies, implementation of plans and

later pursued Retail Management at Sheffield Hallam University in the United Kingdom and completed a management programme for business owners at IIM Bangalore. This blend of education and business exposure shaped his entrepreneurial outlook.

Avanii Enterprises was started in 2020 as a sub-distributor for poultry medicine companies. Santosh joined the business in August 2022, focusing on strengthening Avanii's role as a main distributor for Zoetis in Telangana market.

Since then, the company has achieved important milestones. In 2024-25, Avanii recorded its highest sales of Virkon S and VVMD, reflecting the strength of its distribution network and market relationships. In 2026, Avanii Enterprises crossed ₹3 crore

in sales, its highest turnover since inception and a significant milestone in the company's growth journey.

Beyond distribution, Santosh has remained active in the entrepreneurial ecosystem. He has been a member of the Young Entrepreneurs Association since 2013, served as Treasurer, and was also on its board for two years.

Looking ahead, Santosh believes the next phase of poultry growth will be shaped by better management practices, automation and intelligent use of technology. He sees potential for AI-enabled systems, data-based decision-making and modern farm upgrades to improve productivity, reduce operational difficulties and make daily work easier for farm teams. At the same time, he believes technology should complement,

rather than replace, the practical knowledge and experience that have long been the strength of the industry.

For Santosh, this award is more than recognition of business performance. It is a meaningful milestone in a journey inspired by pioneers, strengthened by family values and driven by a desire to contribute positively to the poultry sector. Carrying forward his father's values and technical legacy while building his own entrepreneurial path, he looks forward to strengthening Avanii Enterprises and contributing to a more efficient, progressive and professionally managed poultry industry.

Readers may send their comments to Mr Jayagiri Santosh Kumar at his Email ID: [jsantosh2121@gmail.com](mailto:jsantosh2121@gmail.com); [sales@avaniienterprises.com](mailto:sales@avaniienterprises.com)

## Teja Poultry Agencies wins Best Poultry Healthcare Products Dealer Award 2026



*Gone Pavan Kumar, Founder and Managing Partner, Teja Poultry Agencies, R.R. District, Hyderabad, receiving Poultry Fortune Best Poultry Healthcare Products Dealer Award 2026 from K.G. Anand; Dr S. V. Rama Rao and M.A. Nazeer on 26 September 2026 at Hyderabad.*

Teja Poultry Agencies was established on 1 January 2021 at Shadnagar. The Founder and Managing Partner Mr Pavan Kumar and another two partners, my brothers Mr Nanda Kishor and Mr Mahaveer, both are my strength to move forward, said Gone Pavan Kumar.

Once we succeeded in our first branch, then, we started our second branch on 17 April 2022 at LB Nagar,

Hyderabad. After the success of our 2<sup>nd</sup> branch, we commenced our 3<sup>rd</sup> branch on 17 August 2026 at Korutla, near Hyderabad. There will be much gap to develop our branches. Because, success will never come easily. There will be a lot of hardwork, discipline, and we missed our personal life to develop our organization, he stated.

We are working in different types of

Poultry Pharma Companies in Sales and Marketing. So, we have good experience in poultry medicines and vaccines. It will help us to find good customers as well as to give proper guidance to our customers in terms of quality of the products and right time right vaccines and right time right medicines treatments. We suggest to our customers.

We are giving the best service, on time deliveries, products at competitive price to the customers. We have a good team to deliver medicines and vaccines to customers with our own vehicles. We are all working to develop our dealership company in future also.

We are the dealers for all the MNC companies like Virbac, Cargill, Jubilant, Zenex, Zoetis, Elanco etc. We will continue as dealers in the market and now we are planning to develop our distribution channel also. We are the distributors to companies like Glamac International Pvt Ltd, DSAND Animal Nutrititions Pvt Ltd, Amil

Pharmaceuticals, Medchem Products, Hindustan Therapeutics Pvt Ltd and now, we are ready to distribute if any companies have good products will help poultry farmers to save their birds from the multiple diseases. We always think about our beloved farmers to give the best service from our end. So, this is all about Teja Poultry Agencies story, And now, we all are calling this organization as "Teja Group". Thank You, said Gone Pavan Kumar.

Gone Pavan Kumar, Founder and Managing Partner, Teja Poultry Agencies,

Born in Korutla, Gone Pavan Kumar has his parents and two younger brothers Nanda Kishor and Mahaveer, each one of us has two children. We are the family of 14 members. Pavan did his MBA (Marketing) from Osmania university.

### Career in poultry

G. Pavan Kumar started his career in 2009 as Veterinary Service Representative in TTK Health Care Ltd. Pavan says that his MBA qualification helped him to grow in marketing and after that his business too. I strictly follow discipline, ethics, kindness, respect to other persons. Every financial year I decide self target and I will work to achieve the task entire year. Most of times I succeeded. We are doing MCP, DCP, Amino Acids, Feed Additives, Water Solubles, Injectables and Vaccines. We

have 3 outlets in entire Telangana like LB Nagar, Shadnagar and Karimnagar.

We are dealing with good running products in the market, so, customer will accept and if there is any new products and any new information, we will intimate them in our customers WhatsApp groups and through the social media. And, we provide fastest services as far as possible, he stated.

Teja Group has annual business turn over of Rs 36 crores.

We always think in a positive way. We share our experience and knowledge to farmers in terms of medication of their birds. And maintaining the required stocks and on time delivery and emergency medication services if customer required during holidays. We will try to deliver the stocks to the customer point. These are the main points we are following. Today we are one of the best dealers in the Telangana state, stated Pavan Kumar.

### Turning point in my career

When I resigned from my job was my turning point in my life. My job experience helped me to grow in my career. Self motivated and companies staff also helped us to grow in the business. Both my brothers are my strength, said Pavan.

All the time I am work minded person as I have lot of work to do. If, I have free time I spend my time with my family and friends.

We take care of our staff and we will treat them as our family. We are providing health insurance to them and also individual accidental insurance and every year Diwali bonus and every month on time salary without any delay and involving and solving their financial problems if require.

### Future plans and targets

We are thinking of setting up our own poultry farming and solar power project establishments.

Do you have any message to the stakeholders and the poultry industry ? What is needed to be done by the stakeholders of this sector and the government to organize poultry industry well and for sustainable growth of the sector ?

There is a need of making available raw material and control their prices. It will be helpful to farmers for feed availability and to reduce the feed cost. And, Egg price should be matching the feed cost. If feed cost is high, then it is needed to increase egg price too, farmer can get profit. We all depend on farmers only, if poultry farmer is happy with his returns, then all the stakeholders in the industry will be happy and good.

Readers may send their comments to  
Mr Gone Pavan Kumar at his Email ID:  
tejapoultryagencies@gmail.com

## Takkallapalli Srinivas Rao wins Best Broiler Farmer Award 2026



Mr Takkallapalli Srinivas Rao, Proprietor, Anu Poultry, Hanamkonda, Telangana receiving Poultry Fortune Best Broiler Farmer Award 2026 from Mr K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer, on 26 September 2026 at Hyderabad.

### Our Family's Poultry Journey: Three Generations, One Vision

Mr Takkallapalli Srinivas Rao, Proprietor, Anu Poultry, Hanamkonda, Telangana said that his family's journey in the poultry industry began with my father, who started by raising layer chicks. Because the longer return cycle of layer farming created certain challenges, I gradually shifted our focus to broiler farming. Building the business was not easy. Establishing

development of high performing teams.

Developed & implemented customer oriented marketing strategies for improving penetration and brand building.

Successfully implemented technology interface for monitoring of business activities with an aim to develop responsible and accountable people & processes.

Overhauled & improved business processes with a focus on customer service and channel partner service resulting in improved systems & business results.

### Responsibilities:

#### Annual Budgeting & Business

**Planning:** Preparation of annual budget of the factory based on the annual production plan. Budgeting exercise includes all fund requirements under various heads of expenditure including man power planning, capital expenditures etc. Plan, manage and monitor plant production, maintenance, purchase & human resources, monitor budgets to carry out plans, identify and acquire necessary resources, track and review performance against plan to ensure plant performance are aligned to overall business plans.

**Factory Operations:** Provide necessary resources & guidance to all functional areas of factory and ensure quality product availability in time. Inventory management, distribution logistics and Engineering & Maintenance issues to improve the performance, reduce the cost of operations. Liaison, licensing and compliance to statutory requirements.

**Quality Management:** Create, nurture quality environment in the factory and implement GMP norms, ensure reduction in rejection levels. Analysis of factory status to comply with the requirements of various certification/auditing agencies, planning for

improvements required and leading the team to execute/implement the necessary changes.

#### Human Resource Management:

Plan the human resources required, define the job profile, set goals & objectives, review & manage performance of individuals. Annual appraisals, counseling, providing feed back on performance, identification of training needs, motivation of team, recognition & reward of good performers.

**Material Management:** Supervision to prepare annual requirements of materials, annual contract for herbs, development of new vendors, and optimization of inventory levels to reduce the costs. Monthly monitoring of material costs against the budgeted costs and take necessary steps to control the RM/PM costs.

#### Formulation Development:

Identification & preparation of annual development plan of new products, allocation of resources and monitoring the development activities. Validation of new processes, products developed, stability studies, packing material compatibility studies and development of new packing materials etc.

**Analytical Development:** Planning & providing resources for method development for testing of new raw materials, intermediates, finished goods. Review of STP, SOP, specifications and compliance to regulatory requirements.

**Clinical Research:** Annual plan for clinical research, identification of various studies required, investigators and development of protocols for efficacy, toxicity studies on various existing & new products. Support to marketing on technical aspects of products.

#### Key Achievements:

Successfully supervised the project &

established the factory in record time.

Established the systems, headed the operations and successfully implemented various cost reduction initiatives.

Obtained ISO-9001:2000 and WHO-GMP compliance certification for the factory with in one year of factory operations.

Successfully faced EU-GMP audit and obtained EU-GMP certification for the factory which is a unique achievement.

Successfully designed, planned and executed the establishment of R&D Centre for Herbal Research with an investment of Rs.23million.

Developed, introduced number of new products in modern dosageforms providing the company a unique position in the market.

Nurtured Clinical Research department to determine the efficacy, safety of formulations including the possible mechanism of action of the products through scientifically done trial reports

Successfully prepared/monitored the preparation of registration dossiers on various products to different countries and secured registration. Registration of an Ayurvedic Product in EU as medicine is a unique achievement.

Generated innovative ideas for new products & changing existing products and processes, nurtured these ideas to fruitful stage.

#### Previous experience: from 19 June 1991 to 19 November 1993

Joined as R&D Chemist in June 1991 at R&D Centre of Indian Herbs in Saharanpur and promoted as Junior Scientist and then as Scientist R&D with in 2 years period.

Developed and compiled the monographs on individual herbal raw materials. Developed the standards and analytical methods for quality

evaluation of raw material herbs. The quality standards developed includes estimation of group of compounds responsible for activity of the herbs resulted in reproducibility of efficacy of the products and well acceptability & reputation of the products in the market place.

Developed standardization methods for the analysis and quality assurance of herbal formulations using instrumental techniques such as HPTLC and other instrumentation techniques.

Well versed with the technique of extraction of herbal plants right from the selection of solvent, process of extraction, standardization of extraction to commercialization of extraction process.

### **Publications:**

**Thesis:** Carried our dissertation work during M.Pharm. titled as “Comparative studies of Shilajit and Soil Humus”.

**Papers Published:** More than 300 publications in various national & international journals

**Contribution to book:** Contributed (Co-author) for the book titled “Major Herbs of Ayurveda” Edited by Dr Elizabeth Williamson and published by Elsevier Science Publications.

Ravikanth is heading the manufacturing operations and Research and Development of Herbal Veterinary Medicines & Feed Supplement division of the company. Activity in poultry industry – indirect role by providing solutions which are natural and safe for various problems/ diseases in poultry.

### **Landmark achievements and contributions in poultry**

At Zenex we focus on developing safe, efficacious herbal formulations to various problems / diseases associated with poultry farming with very high cost benefit ratio. Our philosophy is on developing a herbal

formulation with high quality by using standardized herbs of high quality. Manufacturing is carried out in compliant with GMP norms ensuring the batch to batch uniformity and quality of products. Each product is subjected to numerous clinical trials at various veterinary universities in India and abroad to ensure the product give desired results as per the claims made. Over the years we introduced more than 50 herbal formulations for poultry and more than 75 products for other species like cattle, pets, swine etc. The clinical trial reports are published in various national and international journals to disseminate the knowledge and as of now we have published more than 850 scientific publications out of which around 400 are in international and rest in national journals. Further, we have more than 125 M.V.Sc. or Ph.D. thesis submitted by various scientists on efficacy of our herbal formulations. In addition to scientific publication of clinical research we are continuously publishing the research work carried out by our R&D scientists in the field of analytical standardization and phytochemistry. We have around 50 such publications related to standardization and phytochemistry.

Received EU GMP certification for our factory and registered one of our ayurvedic veterinary medicine Stresroak Liquid in EU as herbal veterinary medicine a first of its kind in India.

Coauthor to the book Major Herbs of Ayurveda published by Elsevier Science Publishers – a compilation of monographs on 70 herbs used in veterinary field.

Travelled extensively to promote and business development in India and abroad. Visited Bangladesh, Myanmar, Vietnam, Dubai, Thailand, Nigeria, Poland, Belgium, France, USA, China, Hungary, Israel etc.

Elevated to Executive Director in

Ayurvet Limited and then worked as CEO at Ayurvet Limited from 2014-2017.

Appointed as Member of Domain Expert Group to develop new Fast track translational (FTT) and Fast track commercialization (FTC) projects under the Theme "Agri, Nutri and Biotech" of CSIR.

Replying to a question on acceptance of their products, in the last 30 years not heard even once that the products are not working or of poor quality. Always received feedback that the products are giving excellent results as expected.

To a question on positive aspects of yourself, disciplined, dedicated, sincere, clarity of thoughts and vision, good leader, sets example for others to follow, exchange of ideas with industry colleagues – attending exhibitions, conferences and other meetings.

### **Annual turn over of Zenex AH**

The size of annual turnover of our company is approx Rs 1,150 crore.

### **Your future plans and targets**

To serve veterinary industry and focus on improving the quality of medicines & feed supplements.

### **Message to stakeholders and poultry industry**

we need to do research on reducing the feed costs; biosecurity and prevention of disease outbreaks; focus on increasing the export of poultry produce; focus on increasing the consumption of poultry products in India.

Ravikanth's father is retired from Education Department; Wife is home maker; Son is working as Researcher in Tokyo; Daughter-in-law is a software engineer in Tokyo, and Daughter is working as software developer in Amsterdam.

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Readers may send their comments to Ravikanth Kotagiri at his Email ID: kotagiri1967@gmail.com; ravikanthkotagiri@zenexah.com

## Dr Dhirendra Kumar wins Best Nutritionist in Corporate Poultry Award 2026



*Dr Dhirendra Kumar, President, Vesper Group & Technical Advisor, Bangalore receiving Poultry Fortune Best Nutritionist in Corporate Poultry Award 2026 from K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer on 26 September 2026 at Hyderabad.*

In an interview by Poultry Fortune Editor M.A. Nazeer, the Technical Advisor and President of Vesper Group Dr Dhirendra Kumar gave his views on different aspects in poultry industry. Excerpts:

Born in Kanpur, Uttar Pradesh, Dr Dhirendra Kumar did his B.V.Sc. from Bangalore Veterinary College and PG-DFMT from Nammakal Veterinary College, Tanuvass. Living in Bangalore, his father is retired from India Air Force.

### Starting of Career and Growth

It all Started in 1992 working for Induss Feed, Kolkotta and later joined Venkateshwara Hatcheries Pvt Ltd at Chandigarh and worked till 1997.

In 1997 Dr Dhirendra started D K Consultations for providing poultry consultation services to commercial layer and broiler farmers. Gave concept of self making own feed to suit farmers birds.

What kind of services do you provide to farmers, integrators, breeders and other customers in poultry industry ? How do you compare the quality of your services / performance with given standards in the industry ? Your landmark achievements and contributions in poultry sector ?

### Services to Farmers, Integrators, Breeders

Dr Dhirendra Kumar said that he provided scientific farm management tips, disease control programme, vaccination based on local farm conditions and disease outbreaks, also provided feed formulations based on climate, breed and availability of ingredients. My consultations style was unique and based on motto – A solution provider to problems rather than just farm visits and disease diagnosis.

Customer satisfaction was key service providing motto. Make bird happy, which makes farmer happy was catchline. Since I was in lead and the best own in North India colleagues regularly came for technical help and discussion a line of treatment and approach to solve diseases.

### Turning point in career which helped to do well and grow

Sudden boom of layer industry in Barwala to Chandigarh from 18 lakh to 2.1 Cr layer in 8 km radius area gave a strong chance for consultations and big number of clients.

2004 to 2005 bird flu outbreak and tackling it in positive and keep low mortality was a great help to me in building trust with farmers.

Broiler industry working on minimum mortality per flock and maximum Hen House eggs was key objective.

2017 was actual Pan India acceptance when started providing to help Godrej Agrovet for their field visits and solving trouble shooting issues all over India.

### Motivation, Inspiration & Milestones

With information from college and academic studies and later working at 24x7 with birds learned the real knowledge of poultry farming and combined physiology and pathology knowledge, taking pharmaceutical knowledge to reverse pathology helped solved the problems of farmers with minimum cost. This build a trust bond and long consultation success and achieving great career.

Getting in 2013 my first award as Best Poultry Consultant by Govt of India was a milestone forcing me to be more responsible towards my clients.

*Not copying anyone and making my own SOPs for feed nutrition formulations and disease control gave me chance to be unique style consultations and risk taking attitude helped me grow faster and different from others at quite young age.*

### On Importance of Producing Quality Egg & Quality Broiler Meat

Poultry has come a long way and better egg or chick price demands quality of finished product. Farmer has to come forward and take advice on managing quality internal or external both. Consultants too need to focus on providing views focused on taking importance of need to give quality product rather than just providing cheap formulations. Industry need some basic 5 points of quality and grading of farm condition 1 to 5 star ratings. Quality

minimizes losses and help you grow in competitive market.

### Do you help farmers with Labs ?

Vesper group does have in-house feed analytical lab and disease diagnostic lab which help farmer with post mortem, diagnosis and treatment. We also provide low cost medicine to needy farmers. We also take help of VHPL labs and few others as and when need arises.

### Farmers, Breeders and Integrators take services

We provide our nutritional and technical services to approx. One crore layers and 80 lakh broilers and many integrators all over India, and around five feed major mills all across India.

### Activities as a Nutritionist

Helps Godrej Agrovet Pan India for field technical issues since 2017.

Only Veterinarian to be on Everest base camp and with 3 Limca Book of Records Certificates and only veterinarian to have successful motorsport rally driver winning Himalayan rallies and championship till 2018.

Was lead actor for documentary Mission Marshmilk Ia and acted few Punjabi song video and advt.

Also got Best Poultry Consultant Award 2013 – Chandigarh from Govt of India.

Got Best Technical Service Provider Award – 2017.

Dr Devegowda Excellance Award for contribution to poultry science 2022 and Best Physician Award 2024.

### Implementing best practices in the profession for development

Poultry Nutrition management is different from animal nutrition. A poultry farm has different breeds, age, climate and production %. Genetic potential of birds is given in log book and we need to match it with nutrition and providing micro-environment around birds. Practices



**With information from college and academic studies and later working at 24x7 with birds learned the real knowledge of poultry farming and combined physiology and pathology knowledge, taking pharmaceutical knowledge to reverse pathology helped solved the problems of farmers with minimum cost. This build a trust bond and long consultation success and achieving great career.**

Dr Dharendra Kumar

should be efficient, adaptable and evolutionary. Keep learning and being student always – helps you to be ahead of competition.

### Role of Nutritionist professional

Nutritionist plays very important role between famer and birds .He designs and evaluates, optimizes a safe, cost effective feed formulas.

He has to balance essential nutrients like protein, energy, minerals and vitamins to maximize birds growth, health and egg production or body weight.

Since feed is about 75% of total production cost, his job is also to minimize farm cost and maximise farm profits. At farm level design precise diet plan, ingredient analysis and cost optimization.

At industry level nutritionist job is to ensure genetic exploitations by

improving FCR, superior egg shell quality and sustainability, reduce nutrients wastage and environmental footprint by matching diets closely to exact biological needs.

### Future plans and targets

As nutritionist my future plans centers precision feeding, using dynamic nutritional models to match ever changing birds need based on different breeds. Alternative ingredients, sustainable protein and fiber to replace expansive or scarce conventional ingredients. Implement phytogenic additives, microencapsulation to target nutrient release. Work on early life nutrition

### My message to stakeholders and to the industry

The poultry industry relies on active cooperation between farmer, feed supplier, medicine processors and food safety regulators, stable market and sustainable market.

Work on biosecurity protocol regularly, supply chain cooperation between various stakeholders of the industry. Adapt to modern resource and practice efficient farming techniques and waste management. Start focusing on processing, packing and value addition of product.

Readers may send their comments to Dr Dharendra kumar at his Email ID: dkconsultations@yahoo.in



## G. Bala Murali Krishna wins Best Marketing Man in Poultry Award 2026



G. Bala Murali Krishna, Business Manager, Symbio Nutrients, Hyderabad, receiving Poultry Fortune Best Marketing Man in Poultry Award 2026 from K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer on 26 September 2026 at Hyderabad.

### My Poultry Journey - from Sales to Strategic Marketing

Mr G. Bala Murali Krishna began his career in 1999 with C&M Hy-Line International, W-36, as South India Sales Coordinator under the guidance of Dr S. Ravinder Reddy. Those early years gave me a strong foundation in sales and more importantly helped me discover my true passion — marketing.

Mr G. Bala Murali Krishna explained to Poultry Fortune that he realized that marketing was not merely about selling a product. It was about understanding the market, identifying customer needs, creating opportunities and developing solutions that could deliver long-term value. This realization inspired me to move into the animal healthcare industry, where I joined Vetcare under the leadership of Mr O. P. Singh.

Over the years, I had the privilege of working with reputed organizations such as Natural Remedies, Indian Herbs, Biochem GmbH and Symbio Nutrients, handling diverse products, markets and responsibilities. Each organization and every assignment added a new dimension to my

professional learning.

Today, I serve as Business Manager – Corporate Clients at Symbio Nutrients, focusing on the sales and strategic marketing of poultry feed supplements. My career has been built around innovative, concept-oriented products, developing new markets, identifying revenue opportunities, building corporate relationships and converting innovative ideas into sustainable businesses. The company has annual turnover of Rs 60 crores though it is a budding company.

One of my memorable milestones was receiving appreciation from Mr Dennis Casey, President of Hy-Line International, for my contribution to the layer market and for helping to increase market share. I have also been fortunate to receive the All India Best Performance Award, Dynamic Leadership Award, Managing Director Award and Best Products Promotion Award at different stages of my career.

I strongly believe that a marketing professional must go beyond simply selling. True marketing begins with understanding the customer and

the market, developing the right product, creating awareness, building and training teams, establishing strong brands, launching products effectively, providing consistent service and, most importantly, continuously listening to customer feedback.

### Motivation, Inspiration and Milestones in career

My journey has been shaped by the guidance and encouragement of many mentors, seniors and well-wishers. **RRR, these three R-s as:** Dr Rama Subba Reddy, Dr Ranjith Reddy and Dr Ravinder Reddy have been important mentors and motivators throughout my career. I am equally grateful to Mr C. Madhusudhan Rao of Vimala Feeds, Mr Gopal Reddy, Mr Rama Krishna Reddy and the Sneha Group for their valuable support, trust and encouragement. In this journey, I got very good support and leadership learnings from Mr K. Narendra Reddy, CEO, Natural Remedies and Mr Gaurav Agarwal, Managing Director, Indian Herbs who gave me the opportunity to explore in different areas of markets and serve in different categories PAN India. Indian Broilers, Lotus Farms, Kalinga and many other key players in the industry also supported me stand behind me they all are responsible for my growth. On this occasion I take an opportunity to salute all my customers by name.

I also sincerely thank my industry friends, veterinarians, media colleagues, distributors and customers. Their confidence and support have helped me grow not only as a professional, but also as a person, giving me a deeper understanding of the poultry industry and its people.

Looking ahead, my ambition is not only to reach a respected position

in the industry, but also to share my knowledge and experience for the collective growth of the poultry sector. I believe the industry needs stronger collective representation and institutional support, including the establishment of a Poultry Board, to address emerging challenges and contribute to the long-term development and sustainability of the sector.

Looking back, my journey has been much more than a career in sales and marketing. It has been a journey of learning, relationships, innovation, leadership, challenges and continuous growth.

I remain grateful to everyone who has been a part of this journey and look forward to contributing even more to the poultry industry in the years ahead.

Born in Mahboobnagar, Telangana state, G.B. Murali Krishna did his MBA with specialisation in Marketing & International Trade. He has his wife B. Satya Priya and sons Vashishta Arya and Agasthyaa Arya.

### Role of “Marketing Man” in the industry

Marketing Man should be the bridge between the company, the customer, and the market—driving growth, trust, and long-term relationships. In my view a marketing man is not just a sales person, he is the voice of the market with in the company his role is to understand the customer needs, identify market opportunities build strong relationships, communicate the company values effectively, and convert market insights into companies business growth. In poultry industry, this means understanding farmers’ and integrators’ challenges, working closely with veterinarians and technical teams, promoting solutions based on measurable results, and building customer confidence through consistent field support. Ultimately, a good Marketing Man should create value for the customer,

growth for the company, and trust in the market.

### Memorable aspects and events

Receiving appreciation from Mr Dennis Casey, President, Hy-Line International for remarkable sales achieved in Layer market, particularly taking the market share. Also adding big customer like Sai Krishna Poultry Farm, Shameerpet. Similarly, appreciation from Dr S. Ravinder Reddy, Technical Services all India of Hy-line for remarkable achievements done in Kadthal Road; the moment I took reward of All India Best Performance award from Managing Director of Natural Remedies, and Dynamic leadership award received from Mr Gaurav Agarwal, MD of Indian Herbs for the remarkable achievement were some of the memorable things in my career.

### Best practices implemented in the profession

I continuously focused on learning, customer understanding, market analysis, and improving my professional skills. I maintain strong relationships with customers and the team, stay updated on industry trends and new technologies, and convert market feedback into practical business opportunities. I also focus on ethical practices, disciplined execution, teamwork, and continuous improvement to contribute to both personal and organizational growth.

### Turning Point in my career

While working with Indian Herbs company, NRS Publications (Poultry Fortune) had conducted a Poultry Exhibition in Khairatabad, Hyderabad. During that expo I was elevated and promoted for additional responsibility by Indian Herbs which made my turning point towards the growth

### Future Plans and targets

My future plan is to continuously develop my professional skills, take greater responsibilities, and contribute more strategically to the company’s growth. My target is to build strong customer relationships,

expand the business, achieve sustainable sales growth, and develop myself into a stronger leadership role in poultry industry.

### Industry needs Poultry Board

We need **Poultry Board** to discuss poultry industry issues related to raw materials availability prices, anganwadi egg distribution and other government related topics. In animal husbandry ministry there are boards for fisheries, dairy and sheep & goat, except poultry sector. So, the need of the our is to establish poultry board. I request the stakeholders of the industry to work for it.

Readers may send their comments to  
G. Bala Murali Krishna at his Email ID:  
murali@symbionutrients.com

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## Saurabh Mehra wins Best Egg Consumption Promotion Award 2026



*Saurabh Mehra, Proprietor, National Poultry Farm, Silver Eggs, Rajasthan receiving Poultry Fortune Best Egg Consumption Promotion Award 2026 from K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer on 26 September 2026 at Hyderabad.*

Mr Saurabh Mehra is the Founder & Proprietor of National Poultry Farm, producers of Silver Eggs, a Rajasthan-based brand that has fundamentally reshaped how consumers perceive, purchase, and consume eggs. By shifting the paradigm from anonymous loose commodities to a transparent, branded, and hygienic consumer staple, Saurabh has championed egg consumption promotion through modern retail accessibility, rigorous quality assurance, and consumer education.

### Corporate Roots to Poultry Leadership

An MBA by qualification, Saurabh began his professional career in 2003 as an Insurance Advisor, quickly rising through the ranks to serve as Area Training Manager for ICICI Prudential (2007) and HR Training Manager for MetLife (2010) across Rajasthan. This extensive background in people development, structured management, and customer-centric processes laid the groundwork for his unique approach to agricultural entrepreneurship.

In 2013, Saurabh transitioned into the poultry sector, starting National Poultry Farm in Ajmer with roughly 5,000 birds in a rented facility. Applying his expertise as a professional trainer, he focused heavily on upskilling farm workers, instilling strict hygiene protocols,

and maintaining a strict "Vegetarian Feed Only" philosophy to guarantee superior internal egg quality and nutritional value. By 2019, his disciplined operations culminated in the establishment of his own state-of-the-art poultry farm.

### Pioneering the Egg Consumption Revolution

Recognizing that traditional markets relied on loose, unbranded eggs—leaving consumers in the dark regarding freshness, handling, and expiration—Saurabh set out to bridge the gap between farm production and consumer trust. On October 17, 2022, he launched Silver Eggs with a singular mission: to make buying eggs as transparent, safe, and convenient as any other premium packaged food product.

Silver Eggs introduced innovative box-packaging stamped with explicit laying dates and expiry dates. This crucial step eliminated consumer guesswork, guaranteed freshness, and ensured breakage-free handling. By elevating the humble egg into a trusted, branded consumer experience, the brand successfully demystified egg safety and drove higher household adoption.

### Scaling Consumption and Market Reach

Saurabh's strategic focus on modern retail integration and quick-commerce

has transformed Silver Eggs from a local venture into a household staple moving approximately 45,000 eggs daily:

2022: Launched locally, averaging 2,000 eggs sold per day.

2023: Entered Reliance retail outlets across Rajasthan, pushing daily sales to 12,000 eggs.

2024: Expanded deeply into general Jaipur retail, lifting daily volume to 18,000 eggs.

2025 to 2026: Partnered with major quick-commerce and digital platforms—including Blinkit, Zepto, DealShare, Milkbasket, Instamart, and Amazon Now—surging volumes to 45,000 eggs per day backed by a 50,000-bird capacity. Vision for the Future

Saurabh's vision extends beyond production scale; it centers entirely on driving national appreciation for safe, traceable, and nutritious table eggs. His ongoing commitment rests on:

- Complete transparency through clear laying and expiry labeling.
- Superior nutritional integrity via strict vegetarian feed management.
- Uncompromising farm hygiene and livestock welfare.
- Ubiquitous availability through organized retail and lightning-fast digital delivery channels.

For successfully modernizing the egg supply chain, pioneering transparent packaging that builds consumer confidence, and driving metropolitan and digital egg consumption across Rajasthan, Saurabh Mehra was respectfully honoured with Poultry Fortune Best Egg Consumption Promotion Award 2026.

Readers may send their comments to Saurabh Mehra at his Email ID: [silvereggindia@gmail.com](mailto:silvereggindia@gmail.com)

## Dr Amit Das, Consultant Nutritionist, Artifex Nutrition Pvt Ltd wins Best Poultry Nutritionist Award 2026



Dr Amit Das, Consultant Nutritionist, Artifex Nutrition Pvt Ltd, Kolkata, West Bengal receiving Best Poultry Nutritionist Award 2026 from K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer on 26 September 2026 at Hyderabad.

**With a strong managerial and technical background, he has successfully guided organizations in India, Bangladesh, Nepal, Myanmar and Africa. His expertise lies in least-cost feed formulation, quality assurance, laboratory setup, and strategic business development.**

Dr Amit Das is a seasoned feed nutrition and technology consultant with extensive experience across poultry, cattle and aqua feed industries. With a strong managerial and technical background, he has successfully guided organizations in India, Bangladesh, Nepal, Myanmar and Africa. His expertise lies in least-cost feed formulation, quality assurance, laboratory setup, and strategic business development. Known for his ability to optimize profitability while maintaining superior feed performance, Dr Das has become a trusted advisor to leading feed companies worldwide.

### Core Strengths & Abilities

- **Strategic Leadership:** Building professional teams in new international markets and establishing robust operational frameworks.
- **Profit Optimization:** Designing least-cost formulations that balance performance with profitability.

- **Quality Assurance:** Setting up analytical laboratories capable of comprehensive feed industry testing.
- **Supply Chain Expertise:** Implementing purchase criteria to secure high-quality raw materials at competitive prices.
- **Market Development:** Establishing sales and distribution networks, crafting marketing strategies, and supporting product launches.
- **Technical Training:** Conducting farmer seminars, staff workshops, and techno-commercial training for sales teams.
- **Communication Skills:** Strong presentation and interpersonal abilities, enabling effective collaboration across diverse stakeholders.

### Technical Expertise

- Poultry, cattle, and aqua feed nutrition
- Least-cost feed formulation and optimization

- Laboratory setup and feed quality control
- Product development and performance evaluation
- SOP implementation for plant productivity

### Consultancy Experience & Clientele

Dr Das has provided consultancy services to numerous leading feed companies, offering solutions in formulation, procurement, product development, and training. His client portfolio includes:

- **India:** Suguna Foods Ltd, Sampoorana Feed, Baramati Agro, Unnat Feed, Nourish Feeds, RJ Feed, Maharashtra Feed, Shivsakti Agro, Ace Feed, Agrostar Feeds, Goyel Feeds, Uttara Foods (Venkys).
- **Russia:** Mustang Feed Pvt Ltd
- **Bangladesh:** Nourish Feeds, Uttara Foods, Agatha Feed Mill, AP Feed, Nilsagor Group.
- **Nepal:** Songhabha Feed, Dang Feed Mill.
- **Myanmar:** POPA Feeds, KT Feeds.
- **Kenya & Africa:** Suguna Foods Ltd (Kenya operations).
- **Thailand:** Fish Vets, Bangkok (Associate Partner).

Dr Amit Das wants to leverage expertise in feed nutrition and technology to drive sustainable livestock production, enhance profitability, and support organizational growth across global markets.

Dr Amit Das is an accomplished Consultant in Feed Nutrition and Technology with a strong managerial and technical background, enriched by senior-level experience across South Asia, Africa, and Russia. Over

the past two decades, he has built a reputation for delivering least-cost feed formulations in poultry, cattle and aqua nutrition while ensuring uncompromised quality and performance. His career reflects a rare blend of scientific depth and business acumen—ranging from setting up analytical laboratories and implementing SOPs to designing plant layouts and leading greenfield projects.

Dr Das has successfully guided multinational clients including Suguna Foods (India, Bangladesh, Kenya), Mustang Feed (Russia), Baramati Agro, Nourish Feeds (Bangladesh), POPA Feeds (Myanmar), Khurak Feed (Nepal) and Fish Vets (Bangkok), among many others. His consultancy spans diverse markets, where he has optimized profitability, established distribution networks, and launched innovative products tailored to local

needs. With proven expertise in farmer education, technical training, and strategic leadership, Dr Das continues to be a trusted advisor to global feed companies seeking sustainable livestock production and commercial success.

Readers may send their comments to  
Dr Amit Das at his  
Email ID: drdas26@yahoo.com

## Dr Madhukar Gawali wins Best Poultry Consultant Award 2026



Dr Madhukar Gawali, AGM - Technical Services, Telangana, Srinivasa Farms Pvt Ltd, Hyderabad receiving Poultry Fortune Best Poultry Consultant Award 2026 from K.G. Anand; Dr S. V. Rama Rao and M.A. Nazeer on 26 September 2026 at Hyderabad.

Born on 11 July 1972 in Anjanwadi village in Hingoli district, Maharashtra, Dr Madhukar Gawali did his B.V. Sc and A.H. from College of Veterinary Sciences, Parbhani, Maharashtra. He is from agriculture background.

In year 1995, after completion of B.V.Sc and AH, Dr Madhukar Gawali started his career with United Hatcheries, Secunderabad owned by Mr Liu and worked as a Veterinary officer and engaged in breeder farm operations (Hubbard parents).

After that, Dr Madhukar worked in Systemic Hatcheries - (2000 to 2008) - served layer breeders and layer commercial technical services; Ponni Hatcheries - (2008 to 2010) - served commercial layer technical services

- Hy Line W-36; SAKKU Hatcheries - (2010 to 2011) - served commercial layer technical services - Bovans; Suguna Foods Pvt Ltd (2011 to 2018) - served commercial layer technical services- Lohmann, and Srinivasa Farms Pvt Ltd (2018 to till date) - serving commercial layer technical services - Hy Line W-80 India.



**My target is to produce Antibiotic-Free eggs in future and help the human life.**

**Dr Madhukar Gawali**

Dr Madhukar Gawali is presently working as AGM - Technical Services, Hyderabad, Telangana in Srinivasa Farms Pvt Ltd. He has total professional experience of 31 years.

### Nature of services to farmers

Nature of services Dr Madhukar extends to farmers include daily farm visit, biosecurity awareness, prevention of disease problems, diagnosis and treatment of diseases, feed formulation at farm level.

Farmers are happy and satisfying with managerial suggestions, disease diagnosis and treatment aspects that I offer, he stated.

The turning point in my professional life is when I joined Srinivasa Farms Pvt Ltd. I got more freedom and facilities to serve the layer farmers. I should really appreciate the motivation and inspiration given by our MD Mr Suresh Chitturi and technical guidance given by Dr S.S. Prasad, he told.

He supports the farmer with PCR Lab, feed analysis and disease diagnostic lab. I encourage the farmer to implement strict biosecurity measures and nutritional aspects which needed for the best productivity of the bird.

My target is to produce antibiotic - Free eggs in future and help the human life, said Dr Madhukar Gawali.

Readers may send their comments to  
Dr Madhukar Gawali at his  
Email ID: drmadhukargawali@gmail.com

## Dr Sayantani Sihi wins Best Diagnostic Lab Award 2026



Dr Sayantani Sihi, Chief Scientific Officer, Agrivet Research and Advisory Pvt Ltd, Kolkata, West Bengal, receiving Poultry Fortune Excellence Awards 2026 under category Best Diagnostic Lab Award 2026 from K.G. Anand; Dr S. V. Rama Rao and M.A. Nazeer on 26 September 2026 at Hyderabad.

Born in Kolkata and brought up across Jaipur, Ranchi and Kolkata, Dr Sayantani Sihi got the opportunity to experience diverse cultures and environments from an early age. She comes from a close-knit family comprising her parents, brother and daughter. Academically, she holds a Ph.D in Biotechnology, with specialisation in Molecular Biology and its applications in research and diagnostics. Dr Sayantani Sihi is the Chief Scientific Officer in Agrivet Research & Advisory Pvt Ltd located at Kolkata, West Bengal.

She was awarded a Gold Medal for her performance in the Master's programme. Her academic and research background has provided a strong foundation for her career in poultry research, diagnostics and laboratory science.

### Started career in poultry industry / made a mark in Poultry

She began her professional career in poultry industry in 2020 when she joined Agrivet Research & Advisory Pvt Ltd as the Head of Research Laboratory. With her academic background in Molecular Biology and her interest in applied research, she gradually became involved in a wide

range of poultry research, diagnostic, laboratory and field-oriented activities.

Over the years, her role expanded from laboratory management to scientific planning, research study design, diagnostic investigations, interpretation of laboratory findings, client consultation and development of innovative research solutions for poultry industry. My approach has always been to combine sound scientific methodology with practical industry requirements, so that laboratory and research findings can be translated into meaningful solutions for the poultry industry. At present, I serve as the Chief Scientific Officer, where I am responsible for providing scientific leadership – under the guidance of our Dr Sudipto Halder, Director - Research, across the company's research, diagnostic and laboratory activities, and for supporting the development of science-based solutions for the poultry industry, she said.

### Services provided to the industry

Agrivet provides a wide range of diagnostic, laboratory, research and scientific advisory services to farmers, integrators, breeders, hatcheries,

feed manufacturers, feed-additive companies and other stakeholders in poultry industry.

Agrivet services include poultry disease diagnostics, microbiology, PCR / qPCR, ELISA and serology, histopathology, feed and raw-material analysis, NIRS, nutritional and metabolism studies, gut-health and microbiome investigations, challenge studies, and efficacy evaluation of feed additives, probiotics, enzymes and other poultry products. We also conduct scientifically controlled poultry trials and provide interpretation and technical recommendations.

### Over 5000 farmers, 30+ Integrators, 50+ Hatcheries, 100+ Feed Mills take Agrivet services

Our services are utilised by more than 5000 farmers, about 30+ integrators, 50+ hatcheries, 100+ feed mills and several allied poultry companies. A significant proportion of our work comes from repeat clients and long-term professional relationships, reflecting a high level of customer confidence and satisfaction. Services are provided on a project-specific commercial basis, depending on the scope, sample numbers and technical requirements.

We maintain high standards of quality through standardised methodologies, quality control, trained personnel, documented procedures and systematic data review. This is supported by NABL accreditation in relevant disciplines, ISO 9001:2015 Certification, Department of Scientific and Industrial Research (DSIR) recognition, and registration with the Committee for the Control and Supervision of Experiments on Animals (CCSEA), along with other applicable registrations and compliances. Our key contribution has been to bridge laboratory science with practical poultry

production by combining diagnostics, controlled research trials and scientific interpretation to provide evidence-based solutions for poultry health, nutrition, productivity and profitability.

### Role of Poultry Diagnostic Lab, Pathologist

In my view, a poultry diagnostic laboratory should play a role far beyond simply identifying pathogens. It should provide accurate, timely and scientifically sound information that helps farmers, veterinarians and integrators understand the actual cause of a problem and take appropriate corrective measures.

At Agrivet, we emphasise quality, accuracy, traceability and timely reporting. We follow standardised testing procedures, appropriate quality controls, trained personnel, proper sample handling and systematic review of results. Wherever required, we combine microbiological, molecular, serological, pathological and other laboratory findings to provide a comprehensive interpretation rather than relying on a single test.

For our customers, our key strengths are reliability, scientific interpretation, responsiveness and practical recommendations. We aim not only to provide a test result, but also to help clients understand its significance and apply the findings effectively in the field. Our focus is therefore on evidence-based diagnosis, confidentiality, transparency and building long-term scientific partnerships with our clients.

### Turning point, Motivation and Milestones

Dr Sayantani Sihi said, a major turning point in my career was joining Agrivet Research & Advisory Pvt Ltd in 2020 as Head of Research Laboratory. It gave me the opportunity to apply my academic background in Biotechnology and Molecular Biology



**Our services are utilised by more than 5000 farmers, about 30+ integrators, 50+ hatcheries, 100+ feed mills and several allied poultry companies. A significant proportion of our work comes from repeat clients and long-term professional relationships, reflecting a high level of customer confidence and satisfaction.**

Dr Sayantani Sihi

to real-world challenges in poultry health, nutrition and production. Taking responsibility for laboratory and research activities helped me develop both scientifically and as a leader.

My growth has been strongly influenced by the support of my colleagues, mentors and the team at Agrivet, as well as by interaction with industry professionals. These experiences have encouraged me to continuously learn, adopt new technologies and focus on practical, evidence-based solutions.

Some of the important milestones in my career include leading the research laboratory, expanding our diagnostic and research capabilities, working on diverse poultry research and diagnostic projects, and progressing to my present position as Chief Scientific Officer.

### Annual turnover of company

The annual turnover of Agrivet Research and Advisory Pvt Ltd in FY 2025-2026 is 10.18 Crores.

### Future plans and targets

Our future vision is to further strengthen Agrivet as a leading research, diagnostic and scientific advisory organisation serving the

poultry and allied livestock sectors.

Our key priorities are to expand advanced diagnostic and molecular testing capabilities, and strengthen nutritional, gut-health and product-evaluation research. We also plan to initiate dairy research and extend our expertise in laboratory development by supporting organisations in setting up their own laboratories, including guidance on infrastructure, equipment, methodologies, quality systems, training and continuous technical support.

Personally, my goal is to continue building a strong scientific team and contribute to the industry through innovation, knowledge sharing, technology adoption and evidence-based research.

### Message to the stakeholders, industry

The poultry industry plays a vital role in food security, employment and affordable animal protein. Its future growth requires stronger collaboration among farmers, integrators, veterinarians, researchers, diagnostic laboratories and policymakers.

There should be greater emphasis on scientific decision-making, disease surveillance, biosecurity, responsible antimicrobial use, quality feed and reliable diagnostics. The government can support the sector through stronger disease surveillance, accessible diagnostic facilities, farmer training, research support and investment in technology and skill development.

My message is simple: the future of poultry depends on science, collaboration and responsible production. Working together and making evidence-based decisions will help build a healthier, more sustainable and globally competitive poultry industry.

- Readers may send their greetings to Dr Sayantani Sihi at her Email ID: sayantani@agrivet.in

## Dr I. Bala Sundaram wins Best Technical Services Provider in Poultry Award 2026

Dr I. Bala Sundaram, M.V.Sc. (Animal Nutrition) is a distinguished veterinarian, poultry consultant, entrepreneur and mentor with over three decades of dedicated experience in poultry industry.

A graduate and postgraduate of the College of Veterinary Science, Hyderabad, Dr Bala Sundaram began his career in 1995 with Venkateshwara Hatcheries as a Technical Officer.

In 1997, he joined the Department of Animal Husbandry and took voluntary retirement as Assistant Director after completing 28 years of service.

During his postgraduate studies in Animal Nutrition, he conducted research on determining the phosphorus requirements of broiler breeders, further strengthening his scientific expertise in poultry nutrition. With strong expertise in poultry nutrition, management and health, Dr Bala Sundaram is currently providing consultancy to commercial layer, broiler and broiler breeder farms across India with focus on Telangana.

Dr Bala Sundaram is also a successful poultry entrepreneur, operating a commercial layer farm with a capacity of four lakh birds. A passionate reader



*Dr I. Bala Sundaram, M.V.Sc, Poultry Consultant, Siddipet, Telangana receiving Poultry Fortune Best Technical Services Provider in Poultry Award 2026 from K.G. Anand; Dr S. V. Rama Rao and M.A. Nazeer on 26 September 2026 at Hyderabad.*

and lifelong learner, he has undergone advanced training in several countries and gained valuable professional exposure in countries such as the USA and China, where poultry production is highly developed. He has continuously enriched his knowledge through global exposure and brought valuable international learnings and best practices to Indian poultry production. His greatest strength lies in translating scientific knowledge into practical and workable solutions on the farm.

Dr Bala Sundaram is also a strong advocate of judicious antibiotic use and antimicrobial stewardship, and has actively created awareness

about antimicrobial resistance in poultry. As a mentor, he has guided and supported numerous veterinary graduates in building their careers and has contributed to developing skilled technical manpower for the poultry industry.

With his three decades of service, practical expertise, entrepreneurial spirit and commitment to science-based poultry production, Dr Bala Sundaram has made a valuable contribution to the growth and advancement of poultry industry.

*Readers may send their comments to Dr I. Bala Sundaram at his Email ID: [sunderib@yahoo.com](mailto:sunderib@yahoo.com)*

## Kondabathula Ranjith wins Best Sales & Customer Service in Poultry Award 2026



*Kondabathula Ranjith, Senior Regional Sales Manager, Ventri Biologicals, a Division of VHPL, Karimnagar, Telangana, receiving Poultry Fortune Best Sales & Customer Service in Poultry Award 2026 from K.G. Anand; Dr S. V. Rama Rao and M.A. Nazeer on 26 September 2026 at Hyderabad.*

Kondabathula Ranjith; Senior Regional Sales Manager; Ventri Biologicals Division of VHPL; Karimnagar, Telangana. Mobile: +91 99630 26274; Email: [ranjith.ventri@gmail.com](mailto:ranjith.ventri@gmail.com)

He is working as a Senior Regional Sales Manager (Marketing), Telangana in Ventri Biologicals Vaccine Division of VHPL, Venkys India Ltd, Venkateshwara BV Bio Corp Pvt Ltd based at Karimnagar since 2008

(18 years experience till date). He is the incharge of North Telangana with headquarters of Karimnagar, Nizamabad, Adilabad, Siddipet, Warangal and Khammam.

After my graduation I had joined as Assistant Sales Officer (Chicks) VHPL at Hyderabad in 2006 where I had expose to basic management practices and farm day to day activates. After that I had joined Jaffa com feed pvt ltd at Gajwal (Broiler Integration) in 2007, after than entered Ventri Biologicals Division of VHPL in 2008 as a Professional Sales Executive and after 18 year experience presently I am in charge of North Telangana as a Sr. Regional Sales Manager-Marketing.

During my working I had also pursued of Master of Business Administration (MBA-Marketing) from Sri Gayathri College of Management Sciences-Katatiya University Warangal in 2017 to marketing develop, management and administrative skills.

As a dedicated and professional sales man I had developed and executed strategic plans to achieve business objectives. I had led and monitored a team of 8 employees, ensuring high performance and productivity. I had over saw budgets and implemented their achievements 100% sales and collections. I have maintained good relationship and given service to the all poultry customers.

In my 20 years of experience in Poultry industry, there are many new technologies and advancements in poultry sector which I had regularly updated to the customers in disease outbreak scenarios, I had advised farmers bio security precautions along with manage mental suggestions. I had regularly taken feedback from customers about problems in poultry industry and changes they need and had discussions about the steps for the welfare of poultry industry.

I am very much thankful to Poultry

Fortune Excellence Awards 2026 for giving me award in recognition to my services and contribution to poultry industry.

### Best Sales and Customers Services

1. I have been working in Ventri Biologicals, a division of VHPL, Karimnagar, Telangana for the past 18 years and maintained fair and strong customer relationship in my working area.
2. I have always collected and organized customer information to boost sales.
3. I have planned and targeted campaigns, and personalized messages to develop customer relationship.
4. I have a proactive approach to resolve client issues with service approach.
5. I regularly visit farmers' brooder sheds and suggest better management practices to farmers.
6. I always suggest feeding management and drinking water management aspects to farmers and supervisors regularly.
7. I maintain strong customer relationship and service to key clients, customers and consultants.
8. I regularly monitor vaccine schedules by visiting brooder sheds, giving suggestions to farmers, supervisors and providing thermal fogging services.
9. I conducted a product demonstration at the field level for sanitizers and acidifiers with the drinking water management precautions.
10. I conduct small nuked meeting and seasonal training meetings for farmers and supervisors.
11. I maintain good relationship with breed doctors and poultry consultants and promote our

products.

12. I have been continuously monitoring competitors activity and bringing it to the notice of our managers.
13. I have taken special promotional strategies to promote conceptual products like Natext, Pumpro etc.
14. I have successfully promoted and implemented future technology products like Hatchery vaccination, VIP-X (Immune complex Vaccine) in layers etc.
15. I have 20 years experience in poultry sector.

Born in Pathipaka, Shayampet mandal, Warangal district, Telangana, Kondabathula Ranjith did his B.Sc. Poultry Science and MBA Marketing, DMLT, PGDCA. Then I joined B.Sc Poultry Science in Lal Bhadur College of Kakatiya University Warangal in 2006. During his graduation he had done Earn While You Learn scheme Program Training in Poultry Management at L.B College. He has his wife, a daughter and a son.

### Career in poultry

K. Ranjith started his career as Assistant Sales Officer (Chicks), VHPL at Hyderabad in 2006 where he had exposure to basic management practices and farm day to day activities. After that he had joined Japfa Comfeed India Pvt Ltd, a Broiler Integration company in 2007 and entered Ventri Biologicals, a division of VHPL in 2008 as a Professional Sales Representative and after 18 years of experience presently he is the incharge of North Telangana as a Senior Regional Sales Manager, Marketing.

### Lab services

He provides disease diagnostic services, serology monitoring reports from PDDL, Hyderabad and Feed Analytical Services to APNL Lab, Pune. He is providing services to farmers like Management practices, Nutritional aspects and Bio security

precautions.

I serve to about 150 farmers, 10 Integrators, 8 Hatcheries and 6 Feed Millers.

### Role of Sales Person

The role of Sales Person will be a bridge between company and customers. I try to ensure that the customers follow best practices in the farming which helps me to update my skills regularly and improving my knowledge and sharing it to the customers.

### Turning point in career

My interaction and meetings with my respected bosses and veterinary consultants was a turning point for updating my knowledge and growth

### Layer and Broiler farming

### development

The growth of Layers farming in my jurisdiction is 4 to 6% and Broiler farming 5 to 8% that to be Integration market.

### To Ensure Quality Produce

In order to produce quality eggs and broiler chicken meat farmers should use quality raw materials in feed as per the breed standard feed formula and specifications. They should have proper environment management practices and diseases free rearing birds followed by vaccinations and biosecurity precautions to achieve quality production of egg and broiler meat.

My future plans and targets are to provide service oriented approach to the farmers and to satisfy them,

he stated. Farmers should make it a passion to work hard and reach greater heights through achieving best performance in their farms.

### Strengths

My strengths are positive attitude, committed, analytical and decision making, smart working and responsible, good comprehensive problem-solving abilities, good team player and self-motivator and good organizational skills. I successfully achieved the business targets given to me by my boss continuously for the past five years, informed Mr Ranjith.

Readers may send their comments to  
Mr Kondabathula Ranjith at his Email ID:  
ranjith.ventri@gmail.com

## Avanii Enterprises wins Best Poultry Healthcare Products Distributor Award 2026



Santosh Kumar Jayagiri, Partner, Avanii Enterprises, Secunderabad, receiving Best Poultry Healthcare Products Distributor Award 2026 from K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer on 26 September 2026 at Hyderabad.

knowledge and practical expertise as a veterinarian.

Growing up in this environment gave Santosh an early appreciation for discipline, technical knowledge, farmer relationships and reliable poultry healthcare. While deeply inspired by his father's journey, he has worked to build an independent identity of his own.

Santosh completed his schooling at Hyderabad Public School, Ramanthapur, followed by BBA from Christ College, Bangalore. He

### Jayagiri Santosh Kumar — Carrying Forward a Legacy, Building His Own Milestones

For Mr Jayagiri Santosh Kumar, the poultry industry is more than a business sector; it is a legacy shaped by leaders in Indian poultry and veterinary practice. As he receives the **Best Poultry Healthcare Products Distributor Award 2026**, the recognition marks that legacy and his own growth as an entrepreneur.

Santosh draws inspiration from

two major influences — **Dr B. V. Rao, widely regarded as the father of the Indian poultry industry, and his own father Dr J. Param Kishan Rao.** Dr Param Kishan Rao began his professional journey with Venkateshwara Hatcheries under Dr B. V. Rao's influence, gaining valuable experience in India's poultry sector. He later established his own veterinary consultancy and served the industry for many years, becoming known for his technical



**I believe that technology should complement, rather than replace, the practical knowledge and experience that have long been the strength of the industry.**

Jayagiri Santosh Kumar,  
Young Entrepreneur

a stable and growing enterprise required tremendous effort, perseverance, and the ability to overcome many challenges.

A significant turning point came when Mr Tirupathi Reddy sir and Dr Ranjith Reddy sir who were establishing SR Hatchery at the time, visited our home to introduce us to his breed of chicks. That was when our business saw change with the breed exceptional performance, and this opportunity gave our family business the momentum it needed to grow.

In 2017, my son, Niteesh, completed his MS in the United States of America and returned to India with a clear goal: to expand our family business. We began with a broiler capacity of 15,000 birds. Through years of hard work, learning, and continuous improvement, Niteesh expanded our capacity to 1.5 lakh broiler birds. I have been proud to watch my son take responsibility for the business and build upon the foundation established by our family. His experience in broiler farming has taught him the importance of patience, attention to detail, effective bird management, and the thoughtful use of technology. These experiences also gave him the confidence to take the next major step in our family's poultry journey.



*A View of the farm established in 4 Acres site*

## K. Venkataramana wins Best Layer Farmer Award 2026



*K. Venkataramana, Proprietor, Lakshmi Poultry Farm, Karimnagar, Telangana, receiving Poultry Fortune Best Layer Farmer Award 2026 from K.G. Anand; Dr S. V. Rama Rao, and M.A. Nazeer on 26 September 2026 at Hyderabad, India.*

Last year, we established Ramadevi Hatcheries, our breeder farm. This venture continues our family's long-standing commitment to poultry and represents an important step towards building a stronger foundation for the future. At Ramadevi Hatcheries, we are taking every necessary measure to improve bird comfort, welfare, and productivity with the goal of achieving consistent, high-quality chick output. Looking ahead, our vision is to build on the foundation laid by previous generations. We aspire to re-enter the layer poultry business, returning to the path with

which our family began, and to establish our own feed manufacturing facility. Our long-term goal is to create an integrated, end-to-end poultry business covering feed production, breeding, chick supply, and commercial poultry farming, said T. Srinivas Rao.

For me, poultry is more than a business. It is our family legacy, a journey of perseverance, and an opportunity to build something meaningful for the next generation. I am proud of how far our family has come, and I look forward to supporting my son as we continue contributing to growth and development of the poultry industry, he stated.

My message to the stakeholders and the poultry industry is that poultry is an industry built on patience, dedication, and continuous learning. I believe that by focusing on bird welfare, quality, technology, and sustainable practices, we can achieve better productivity and contribute to the growth of the industry.

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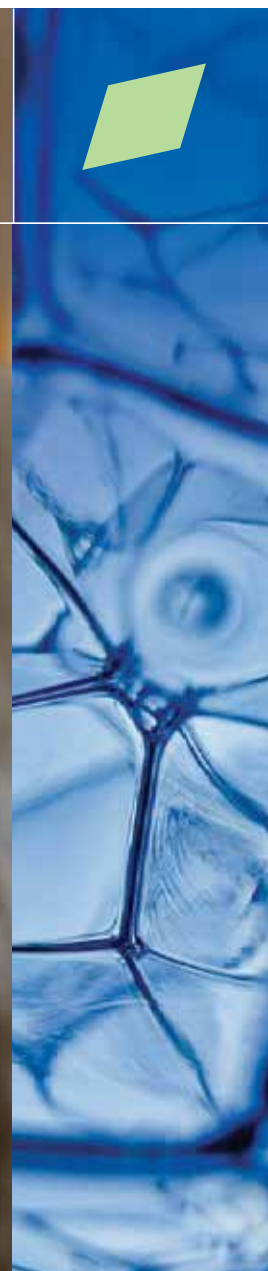
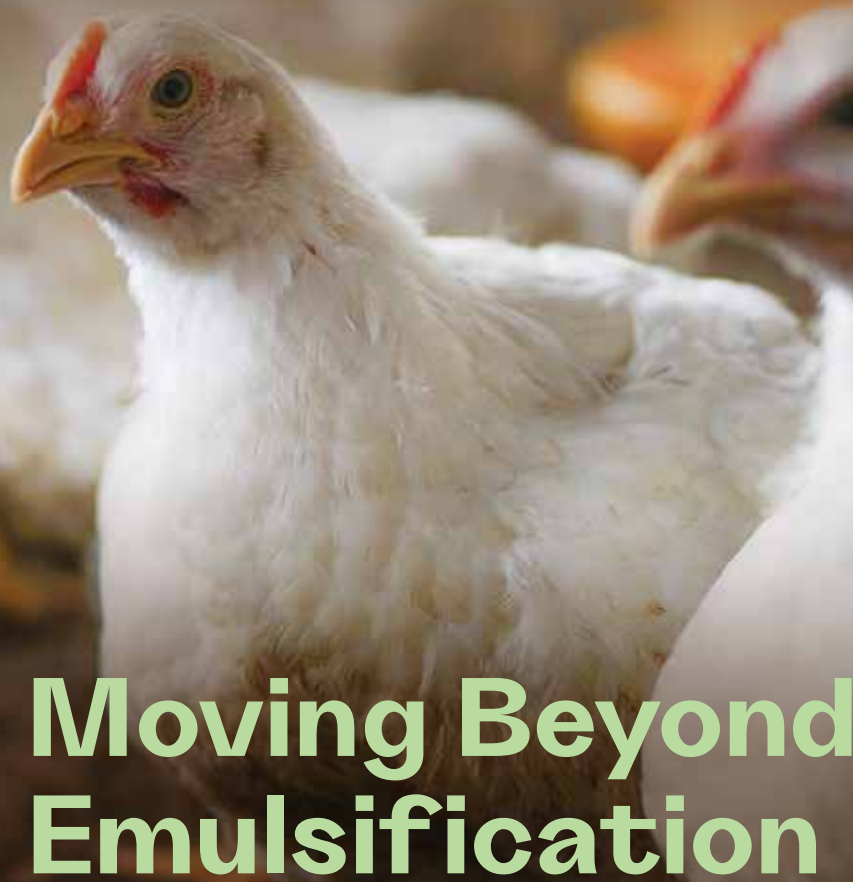


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# The Science Behind Kolin Plus: Beyond Choline Replacement

Dr Reshma R Chandran, Assistant Product Manager, Natural Remedies Private Limited

## Introduction

Modern poultry production demands exceptional growth, feed efficiency, and productivity. While advances in genetics, nutrition, and management have helped achieve these goals, they have also placed greater metabolic pressure on the liver the primary organ responsible for regulating nutrient utilization, fat metabolism, and energy production. To support hepatic function and prevent excessive fat accumulation, synthetic choline chloride (SCC) has long been incorporated into poultry diets due to its essential role in lipid transport and metabolism.

However, despite its widespread use, SCC presents several practical challenges, including its highly hygroscopic nature, reduced feed stability, accelerated degradation of certain vitamins, and the formation of trimethylamine (TMA) during microbial metabolism. These limitations, coupled with the industry's growing focus on efficiency, sustainability, and precision nutrition, have driven the search for more advanced nutritional solutions.

## Why Liver Health Matters More Than Ever

In poultry, the liver is the primary site of lipogenesis, accounting for nearly 80–85% of total fatty acid synthesis. Every day, it coordinates the conversion of nutrients into energy, regulates lipid metabolism, synthesizes proteins, and supports numerous physiological functions essential for growth and production.

When lipid metabolism becomes impaired, triglycerides accumulate within liver cells, leading to excessive fat deposition, poor feed utilization,

reduced growth performance, and an increased risk of fatty liver conditions. These metabolic disturbances can significantly impact both biological efficiency and economic returns.

Consequently, maintaining optimal liver function is no longer viewed merely as a health objective; it has become a key driver of productivity and profitability in modern poultry production.

## Kolin Plus : A New Generation Phytogetic Solution

Developed as a scientifically validated phytogenic alternative to synthetic choline chloride, Kolin Plus represents a new approach to metabolic nutrition. Rather than functioning solely as a nutrient replacement, Kolin Plus supports liver health and fat metabolism through multiple interconnected biological pathways.

Formulated from carefully selected botanical ingredients rich in bioactive compounds, Kolin Plus works by influencing key metabolic processes involved in lipid synthesis, fat mobilization, fatty acid oxidation, and energy utilization. This multi-pathway mode of action enables the bird to utilize nutrients more efficiently while supporting optimal hepatic function.

Backed by transcriptomic research and performance validation studies, Kolin Plus exemplifies the shift from conventional nutrient supplementation to scientifically driven metabolic optimization.

## A Transcriptomic Window into Poultry Metabolism

One of the most exciting developments in animal nutrition has been the application of transcriptomics to understand how

dietary interventions influence biological functions.

Transcriptomics enables researchers to evaluate thousands of genes simultaneously and identify the molecular pathways affected by nutritional interventions.

To unravel the molecular basis of Kolin Plus activity, liver gene expression profiling was conducted in broilers challenged with choline-deficient diets. The analysis identified key genes and signaling pathways involved in lipid synthesis, mobilization, oxidation, and overall hepatic lipid regulation.

The gene expression patterns were studied for four groups normal diet: normal, choline chloride deficient, Kolin Plus, and CCL using microarray on day 42. The hierarchical cluster analysis was carried out on 12,614 differentially expressed genes (DEGs) with a similar expression.

## Regulating Fat Synthesis at Its Source

One of the most significant findings from transcriptomic research was the modulation of genes involved in hepatic fat synthesis. Key genes associated with lipogenesis—including PPARG, ACACA, ACLY, and LIPC were regulated in a manner that

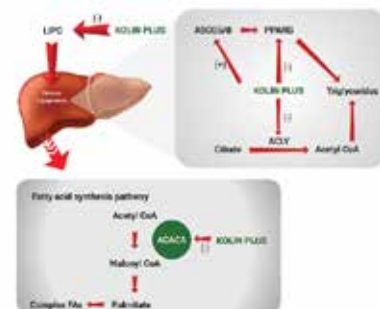


Figure 1. Effect of KP on gene expression related to de novo lipogenesis

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supports healthier lipid metabolism. These genes play important roles in: Fatty acid synthesis, Triglyceride accumulation, Lipid storage, Hepatic lipid regulation. By influencing these pathways, Kolin Plus helps create a metabolic environment that favours efficient nutrient utilization while reducing excessive fat deposition within the liver. (Table 1, Fig1

### Activating the Fat-Burning Machinery

While reducing fat synthesis is important, optimal metabolic health also requires efficient utilization of stored fats. The transcriptomic analysis revealed enhanced expression of genes associated with fatty acid oxidation, including: CPT1A, PPARGC1A, HADHB, PNPLA2

These genes are directly involved in transporting fatty acids into mitochondria and converting them into usable energy through  $\beta$ -oxidation. In practical terms, this means the bird becomes more efficient at utilizing dietary energy rather than storing it as excess fat.

Further studies demonstrated increased circulating levels of L-carnitine in supplemented birds.

L-carnitine serves as the transport system that carries long-chain fatty acids into mitochondria, where they are oxidized to generate energy. Improved L-carnitine status has been associated with:

- Enhanced fat utilization
- Reduced carcass fat deposition
- Improved energy efficiency

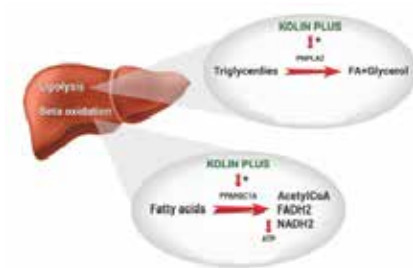


Fig 2: Effect of KP on catabolism of lipids (lipolysis and beta-oxidation of fatty acids).

- Better production performance

This finding provides an important physiological link between molecular changes and measurable production outcomes. ((Table 1, Fig 2)

### From Molecular Science to Farm Performance

The true value of any nutritional intervention lies in its ability to improve on-farm performance.

Research Studies has demonstrated benefits including:

- Improved body weight gain
- Better feed conversion ratio (FCR)
- Reduced fat accretion
- Enhanced livability
- Improved European Production Index (EPI)

These improvements reflect the practical impact of optimizing lipid metabolism and liver function. Rather than acting as a simple replacement for choline, this approach supports multiple interconnected pathways that collectively improve metabolic efficiency.

### Sustainability Through Better Metabolism

Modern poultry production

increasingly demands solutions that are not only effective but also sustainable. Improved lipid utilization means more dietary energy is directed toward productive purposes rather than being lost through inefficient metabolism.

This can contribute to:

- Better feed efficiency
- Lower resource utilization
- Reduced environmental impact
- Improved economic sustainability

As the industry continues to pursue precision nutrition and sustainable production systems, metabolic optimization will play an increasingly important role.

### Conclusion

The future of poultry nutrition is moving beyond simple nutrient supplementation toward a deeper understanding of how nutrition influences biological systems. Advances in transcriptomics and nutrigenomics have shown that phytogetic technologies can regulate gene expression, optimize lipid metabolism, support mitochondrial function, and enhance metabolic efficiency.

By influencing key pathways involved in fat synthesis, lipid transport, and fatty acid oxidation, these next-generation nutritional solutions help improve liver health, nutrient utilization, and production performance. Kolin Plus, backed by transcriptomic validation and performance studies, exemplifies this scientific approach by supporting metabolic health through multiple biological pathways rather than functioning as a conventional choline replacement alone.

As the poultry industry continues to focus on efficiency, profitability, and sustainability, scientifically validated phytogetic solutions such as Kolin Plus are redefining metabolic management and shaping the future of precision poultry nutrition.

Table 1. Representation of selected gene expression fold change.

| Genes    | Normal versus CCD<br>(logarithmic fold change) | p-value | KP versus CCD<br>(logarithmic fold change) | p-value | CCL versus CCD<br>(logarithmic fold change) | p-value |
|----------|------------------------------------------------|---------|--------------------------------------------|---------|---------------------------------------------|---------|
| UICP     | 1.491                                          | 0.003   | -1.577                                     | 0.004   | -0.933                                      | 0.054   |
| ABCG5    | -1.315                                         | 0.236   | 1.217                                      | 0.045   | -0.049                                      | 0.482   |
| PPARG    | 0.566                                          | 0.115   | -0.758                                     | 0.001   | -0.722                                      | 0.004   |
| ACLY     | 0.055                                          | 0.609   | -1.013                                     | 0.026   | -0.378                                      | 0.382   |
| CPT1A    | 0.318                                          | 0.107   | 0.638                                      | 0.006   | 0.366                                       | 0.327   |
| PPARGC1A | 0.067                                          | 0.603   | 1.297                                      | 0.079   | 0.755                                       | 0.273   |
| PNPLA2   | -0.393                                         | 0.296   | 0.843                                      | 0.050   | 0.372                                       | 0.127   |
| HADHB    | 0.102                                          | 0.378   | 0.777                                      | 0.29    | 0.244                                       | 0.618   |
| ABCG8    | -0.875                                         | 0.244   | 0.970                                      | 0.120   | -0.199                                      | 0.760   |
| ACACA    | 0.364                                          | 0.480   | -0.894                                     | 0.128   | -0.630                                      | 0.068   |

Gene-fold change is provided in terms of logbase2 and is expressed as means of three replicates (2 equimolar pooled samples/replicate).



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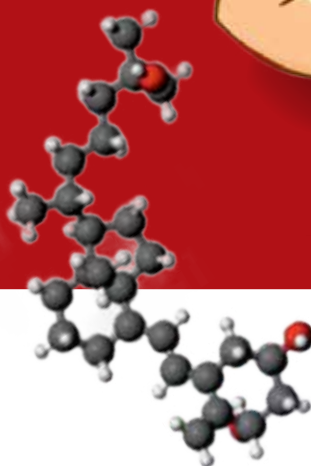
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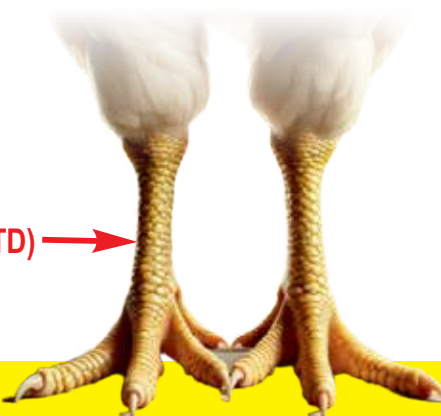


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# Phytogenic bioactives for gastrointestinal Health management in poultry: A scientific review

A review of the pharmacological evidence for five traditional herbal bioactives used in avian enteric health management

By Dr Manish Mukherjee, Global Techno Commercial Head, Vamso Biotec Pvt Ltd, Gurgaon

## Abstract

Gastrointestinal disturbances remain among the costliest challenges in commercial poultry production, contributing to wet litter, pasty vent, impaired nutrient absorption and depressed flock performance. With regulatory and consumer pressure limiting antibiotic growth promoters, phytogenic feed additives derived from traditionally used medicinal plants have drawn renewed scientific interest as adjuncts for managing enteric complications. This review synthesises the published pharmacological evidence for five botanicals long used in South Asian ethnoveterinary and Ayurvedic practice — *Aegle marmelos* (bael), *Helicteres isora* (Indian screw tree), *Holarrhena antidysenterica* (kurchi), *Zingiber officinale* (ginger) and *Myristica fragrans* (nutmeg) — and outlines a unifying mechanistic framework for their gut-protective actions in poultry.

## 1. Introduction

Enteric health disorders in broilers, layers and breeders arise from a convergence of infectious, nutritional and environmental stressors. Pathogenic bacteria such as *Escherichia coli*, *Salmonella* spp. and *Clostridium perfringens*, together with protozoal challenges from *Eimeria* species, disrupt the intestinal epithelium and its resident microbiota. These insults are compounded by abrupt feed or water changes, mycotoxin contamination, heat and transport stress, high stocking densities, and the progressive withdrawal of antibiotic



Dr Manish Mukherjee

growth promoters from commercial diets. The clinical consequence is a familiar cluster of signs to poultry veterinarians: loose or watery droppings, pasty vent, damp and ammoniacal litter, increased fly pressure, soiled eggs and reduced feed conversion efficiency.

Because these presentations frequently have mixed, non-specific aetiology, management strategies increasingly favour multi-target interventions rather than single-pathogen therapeutics. This

has directed scientific attention toward standardised phytogenic blends — combinations of plant-derived bioactives selected for complementary pharmacological actions on gut motility, the mucosal barrier, and the resident microbial population.

## 2. The Phytogenic Rationale

Unlike single-target antimicrobials, whole-plant extracts and their standardised fractions typically contain dozens of interacting secondary metabolites — alkaloids, flavonoids, tannins, terpenoids and essential-oil constituents — that act through multiple, complementary mechanisms simultaneously. This polypharmacological profile is consistent with the historical use of several of these botanicals in classical Ayurvedic anti-dysenteric formulations (e.g., Kutajarishta, Kutajghan Vati), where combinations rather than single herbs were the norm. Contemporary pharmacological



Figure 1. Multiple, often simultaneous, stressors converge on gut epithelial integrity and microbial balance, producing a common syndrome of enteric signs in commercial flocks.



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Table 1 summarises the principal phytoconstituents and the pharmacological actions reported for each of the five botanicals reviewed here, drawn from published pharmacognostic and pharmacological literature.

| Common Name       | Botanical Name             | Key Phytoconstituents                                              | Documented Pharmacological Actions                                                                                                                                                                          |
|-------------------|----------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bael              | Aegle marmelos             | Alkaloids, flavonoids, tannins, coumarins (marmelosin), terpenoids | Dose-dependent reduction of castor-oil-induced diarrhoea; inhibitory activity against <i>E. coli</i> , <i>Vibrio cholerae</i> and <i>Shigella flexneri</i> ; anti-inflammatory and gastroprotective effects |
| Indian Screw Tree | Helicteres isora           | Polyphenols, tannins, alkaloids, neolignans (helicterins)          | Traditionally used for diarrhoea and dysentery; extracts show measurable antibacterial inhibition zones and antioxidant (free-radical scavenging) activity                                                  |
| Kurchi            | Holarrhena antidysenterica | Steroidal alkaloids (conessine and related bases)                  | Gut motility studies show a dual stimulant/relaxant action mediated via histamine-receptor activation and calcium-channel blockade, supporting historical use for dysentery and colic                       |
| Ginger            | Zingiber officinale        | Gingerols, shogaols, zingibain (proteolytic enzyme)                | Broiler trials link dietary inclusion to lower caecal microbial loads and improved feed conversion; zingibain supplementation improves nutrient digestibility and gut histomorphology                       |
| Nutmeg            | Myristica fragrans         | Myristicin, sabinene, terpineol, lignans                           | Essential-oil fractions show measurable antibacterial zones against <i>E. coli</i> and <i>S. aureus</i> and strong DPPH free-radical scavenging (antioxidant) capacity                                      |

studies have begun to validate the traditional rationale for several of these plants specifically in the context of gastrointestinal disorders.

### 3. Botanical Constituents and Documented Actions

#### 3.1 Aegle marmelos (Bael)

The unripe fruit of *A. marmelos*

has long featured in Ayurvedic management of diarrhoea and dysentery. Ethanol extracts have demonstrated a dose-dependent reduction in castor-oil-induced diarrhoea in experimental models, and aqueous fruit-pulp extracts have shown activity against *E. coli*, *Vibrio cholerae* and *Shigella flexneri*.

Feeding trials in CARIBRO-Vishal broilers have also evaluated bael leaf powder without adverse effects on growth performance, alongside favourable shifts in immune and biochemical parameters.

#### 3.2 Helicteres isora (Indian Screw Tree)

Traditionally used in the Indian System of Medicine for diarrhoea, dysentery and abdominal pain, *H. isora* fruit and bark extracts are rich in polyphenols, tannins and alkaloids. In-vitro studies report measurable inhibition zones against *Staphylococcus aureus* using ethanolic extracts, alongside demonstrable free-radical scavenging activity, supporting its traditional classification as an anti-dysenteric and antidiarrhoeal agent.

#### 3.3 Holarrhena antidysenterica (Kurchi)

Pharmacological work on hydro-ethanolic extracts of *H. antidysenterica* in isolated gut-tissue preparations indicates a dual action on intestinal smooth muscle — a histamine-receptor-mediated stimulant effect at lower concentrations and a calcium-channel-blockade-mediated relaxant effect at higher concentrations. This dual motility action provides a plausible mechanistic basis for its long-standing ethnobotanical use in both colic and diarrhoeal presentations.

#### 3.4 Zingiber officinale (Ginger)

Ginger rhizome contains gingerols, shogaols and the proteolytic enzyme zingibain. Broiler studies have associated dietary ginger inclusion with reduced caecal microbial loads and improved feed conversion, while zingibain-specific supplementation trials report improvements in nutrient digestibility, immune parameters and gut histomorphology. Ginger's broader pharmacological literature consistently reports anti-inflammatory activity via suppression of pro-inflammatory cytokines,



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Table 2. Representative inclusion pattern for water-soluble phytogenic gut-support formulations (Vamdia Clearshot) across production phases (illustrative; label directions and veterinary guidance should govern actual use).

| Rearing Phase    | Typical Water-Soluble Inclusion*                       | Primary Objective                            | Duration                                             |
|------------------|--------------------------------------------------------|----------------------------------------------|------------------------------------------------------|
| Starter          | Low inclusion, e.g. 40–50 mL per 1000 birds/day        | Gut priming and early microbial balance      | 5–7 days or as advised                               |
| Grower           | Moderate inclusion, e.g. 150–200 mL per 1000 birds/day | Managing loose droppings during rapid growth | 5–7 days or as advised                               |
| Finisher / Layer | Higher inclusion, e.g. 250–350 mL per 1000 birds/day   | Supporting recovery and clean egg production | 5–7 days or as advised by the attending veterinarian |

alongside carminative and antiemetic properties recognised across multiple traditional medicine systems.

### 3.5 *Myristica fragrans* (Nutmeg)

Nutmeg seed and its essential-oil fraction, rich in myristicin and terpenoids, show consistent in-vitro antibacterial activity against both Gram-positive organisms (*Staphylococcus aureus*) and Gram-negative organisms (*Escherichia coli*), together with strong DPPH free-radical scavenging capacity. These antioxidant and antimicrobial properties are reported to extend to poultry-relevant applications, including preservation studies on poultry meat itself.

### 4. Mechanistic Synthesis

Considered together, the pharmacological literature on these five botanicals points to four

broadly complementary mechanisms operating on the poultry gut: direct antimicrobial and antidysenteric activity against enteric pathogens; modulation of gut smooth-muscle motility via calcium-channel and histaminergic pathways; suppression of inflammatory mediators coupled with antioxidant free-radical scavenging; and tannin-mediated astringent protection of damaged mucosal surfaces. Figure 2 illustrates how these mechanisms are proposed to converge on the clinical endpoints most relevant to flock management.

### 5. Practical Implications for Flock Management

From a herd-health perspective, phytogenic blends built on this class of botanicals (Like Vamdia Clearshot) are positioned as adjunctive support during periods of gut-health challenge rather than as replacements for

specific antimicrobial or anticoccidial therapy where indicated. Reported field-level benefits associated with this category of additive (Vamdia Clearshot) include improved litter quality and reduced fly pressure, lower incidence of pasty vent, cleaner egg surfaces in layer and breeder operations, and — when used alongside targeted veterinary treatment — a faster clinical recovery from enteric upset. Water-soluble formats are typically favoured for rapid, flock-wide delivery, with inclusion rates commonly scaled to bird age and physiological stage, as illustrated in Table 2.

### 6. Conclusion

The five botanicals reviewed here — bael, Indian screw tree, kurchi, ginger and nutmeg — each carry a substantial ethnomedicinal history in the management of diarrhoeal and dysenteric conditions, and a growing, if still uneven, body of in-vitro, in-vivo and poultry-specific pharmacological evidence lends mechanistic plausibility to this traditional use. Their complementary actions on pathogen load, gut motility, inflammation and mucosal integrity offer a rational, multi-target basis for phytogenic gut-health support in commercial poultry, particularly as an adjunct within reduced-antibiotic production systems. Controlled, peer-reviewed field trials in commercial flock settings remain the priority for further validating efficacy, optimal inclusion rates and consistency of standardised extract combinations.

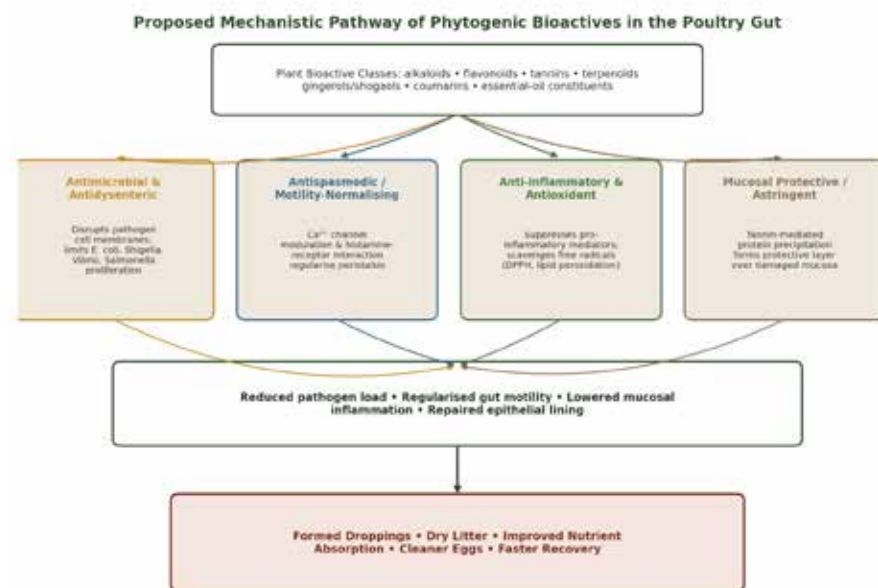


Figure 2. Proposed convergence of four complementary phytogenic mechanisms on the physiological outcomes most relevant to commercial flock management.

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