

# Poultry Fortune

Estd. 1991

• Production • Nutrition • Management • Marketing

January 2024

Annual Subscription: Rs 800 Foreign \$ 100

Inside...

Editorial:  
AH Secretary holds round  
table meet on Export of  
Indian Poultry Products



Reduce Import Duty  
on Non-GMO Maize to  
Alleviate High Maize  
Prices Impacting  
Poultry Farming  
Community

France to pass law  
protecting farmers  
against smell, noise  
complaints



Indian poultry industry  
revenues to grow by  
8-10% in FY24, says report

Coping with evolutions  
in the performance  
and nutritional  
requirements of layers

Salpingitis in Poultry

## LUMIS ENZYMES

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



### XylaFaB

**Fungal + Bacterial Xylanase**

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

### Thermophyt

**Highly Thermostable Phytase**

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

### Pro3ase

**Fungal + Bacterial + Plant Protease**

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

### LumiMan

**A Versatile Mannanase**

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

### LBzyme Prime

**Unique Multienzyme**

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

VISIT US

Visit us at booth A1051  
30th January - 1st February, 2024  
Atlanta, Georgia USA



Visit us at hall B  
7th February - 9th February, 2024  
Kolkata, India



Visit us at booth 12, hall 3  
15th - 17th February, 2024  
Manila, Philippines



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



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





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



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

## OUR FARMERS SAVED MORE MONEY AS COMPARED TO STANDARDS OF OTHER BREEDS

Scan QR code for calculations



### 2 Batches Taken Till Now

Sri Ramdootha Poultry Farm,  
Peddapalli, Telangana

Saved ₹ 163/- Per Bird in 90 Weeks

Mr. B. Tirupathi



Achieved  
**395 HHE**  
with **96 g** feed  
intake/day  
(Laying Period)

Peak Weekly Production	92%
Weeks Above 90%	21
Cum Feed / Egg	122
% Achievement	93%
Feed Cost / Egg @ Rs. 25/KG	Rs. 3.05

Batch Still Continuing

### 4 Batches Taken Till Now

S.R.G Poultry Farm,  
Bhuvanagiri, Telangana

Saved ₹ 230/- Per Bird in 90 Weeks

Dr. Raghunath Reddy



Achieved  
**408 HHE**  
with **96 g** feed  
intake/day  
(Laying Period)

Peak Weekly Production	94%
Weeks Above 90%	36
Cum Feed / Egg	118
% Achievement	96%
Feed Cost / Egg @ Rs. 26/KG	Rs. 3.07

Batch Still Continuing

### 1 Batch Taken Till Now

Vijay Poultry Farm,  
Amravati, Maharashtra

Saved ₹ 143/- Per Bird in 90 Weeks

Mr. Vishal Watane



Achieved  
**398 HHE**  
with **99 g** feed  
intake/day  
(Laying Period)

Peak Weekly Production	95%
Weeks Above 90%	40
Cum Feed / Egg	125
% Achievement	94%
Feed Cost / Egg @ Rs. 26/KG	Rs. 3.25

Batch Still Continuing

### 6 Batches Taken Till Now

J.S.K Poultry Farm,  
Namakkal, Tamil Nadu

Saved ₹ 141/- Per Bird in 74 Weeks

Mr. Jaya Kumar

Achieved  
**308 HHE**  
with **95 g** feed  
intake/day  
(Laying Period)

Peak Weekly Production	93%
Weeks Above 90%	16
Cum Feed / Egg	121
% Achievement	91%
Feed Cost / Egg @ Rs. 27/KG	Rs. 3.27

Batch Still Continuing

**Srinivasa Farms**

(CIN : U01222TG1983PTC003979)



For More Info

+91 91000 21340

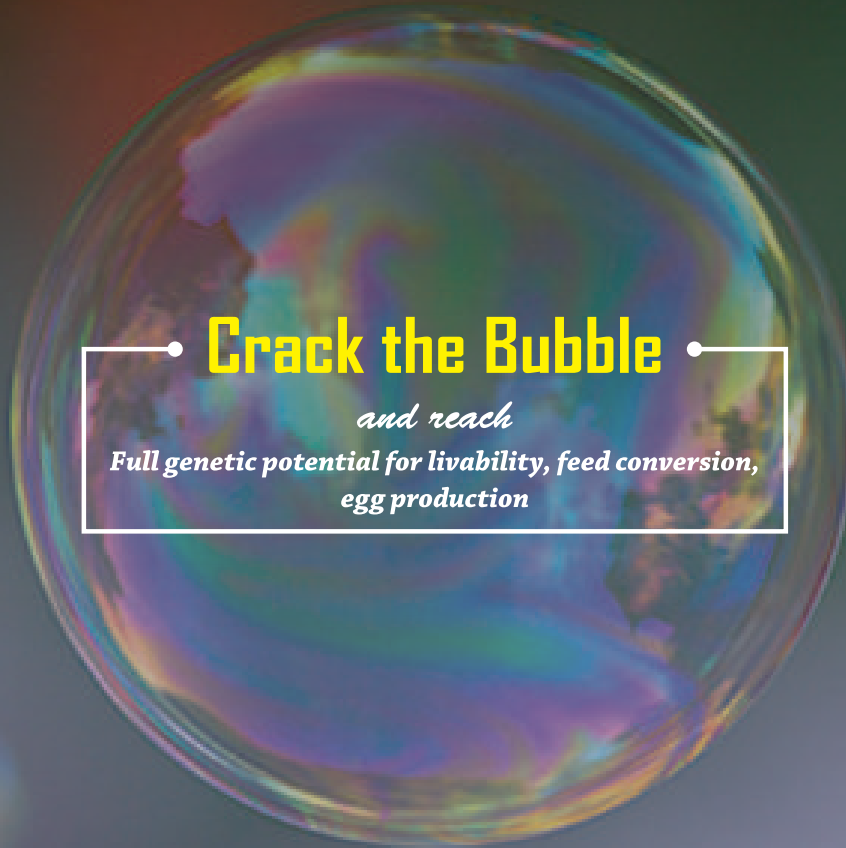
www.srinivasa.co

26/12/2023



# VH MGK

## *Mycoplasma gallisepticum* Vaccine Inactivated



### Crack the Bubble

*and reach*

*Full genetic potential for livability, feed conversion,  
egg production*

### **Benefits:**

- *Only Inactivated MG vaccine with F strain*
- *Highly antigenic and greater immunity*
- *Prevents hatching eggs loss*
- *Reduces vertical transmission*
- *Good chick quality and better performance*

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

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



Email: [ventri.biologicals@venkys.com](mailto:ventri.biologicals@venkys.com)

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

# PROCID<sup>®</sup>

Protected Organic Acids by  
JMT (Joint Matrixcoating Technology)

THERE ARE GOOD REASONS  
MAJOR COMPANIES CHOOSE IT!!

We are looking  
for a distributor  
in India!

- ✓ Improves gut health as an effective antibiotic alternative
- ✓ Unique protection technology ensures high intestinal availability and digestibility
- ✓ Reduces harmful pathogens for optimal performance & immunity

For more information

🏠 [www.mbiok.co.kr](http://www.mbiok.co.kr)  
@ [morningbio@mbiok.co.kr](mailto:morningbio@mbiok.co.kr)



**THE RIGHT BIRD FOR**

**INDIA**

is the

**ROSS  
308 AP**

For More Information Contact:

**Aviagen India Poultry  
Breeding Company  
Private Limited**

+91 4252 233 650  
info@aviagen.com  
www.aviagen.com





# High value Feed enzymes & probiotics

Phytase	Protease	Xylanase	Amylase
Cellulase	Glucanase	Mannanase	Pectinase
Bacillus Subtilis		Bacillus Licheniformis	
Clostridium Butyricum		Enterococcus Faecium	

**BEIJING SMILE FEED SCI. & TECH. CO., LTD**

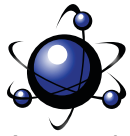
Rm 908, Building 1, Tianzuo International Center, No.12,  
Zhongguancun South Street, Haidian District, Beijing 100081, P.R.China

**Contact with us:**

Email: [asia2smile@chinaphytase.com](mailto:asia2smile@chinaphytase.com)

Tel/ WhatsApp: +8615801003874

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



**atomes**

Atomes India Chemicals Pvt Ltd

Division of  
**Animal Health**



**LEADERS  
IN BIOTECHNOLOGY  
PRODUCTS**

# SHELL KLIN NF

A Safe to handle, Unique & Patented Biotechnology based, Non - Toxic, Non - Harsh, Non - Corrosive,  
Non - Carcinogenic, Environment Friendly, Biodegradable product for  
**Egg Shells Cleaning and Disinfection**



Health Canada Santé Canada



+91 96659 55777 - +91 422 497 4995



# Sterling Biotech

is now a  
US Based Company

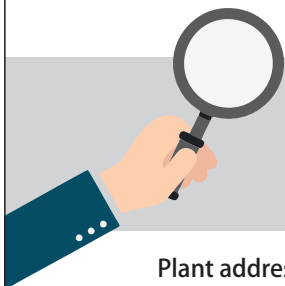
Di Calcium Phosphate

- We are producer of **Pharmaceutical Gelatin**, having one of the largest plant, and is also in manufacturing Cancer Drugs & Statins.
- Our bi-product **Di Calcium Phosphate** is of very high quality.
- **Di Calcium Phosphate** is in extremely high demand since last 25 Years.

Looking Beyond

Quest for **QUALITY**

Creativity with **INNOVATION**



We are looking for **DISTRIBUTORS** in all States of India

Plant address: ECP Road, Village: Karakhadi, Taluka: Padra, District: Vadodara-391450, Gujarat, India

**For Dealership:**  
**J. J. Sharma**  
**Vice President - Marketing**  
✉ [jj\\_sharma@stergel.com](mailto:jj_sharma@stergel.com)  
☎ 9723707512

**For Supplies:**  
**Sandeep Barot**  
**Sr. Manager - Marketing**  
✉ [sandeep\\_barot@stergel.com](mailto:sandeep_barot@stergel.com)  
☎ 9723707536

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





## Poultry Fortune

English Monthly Magazine  
(Established in May 1991)

Volume 25 Number 06 January 2024

**Editor & Publisher**  
M. A. Nazeer

**Editorial & Business Office:**  
**POULTRY FORTUNE**  
NRS Publications,  
BG-4, Venkataramana Apartments,  
11-4-634, A.C.Guards,  
Hyderabad - 500 004, India.  
Tel: 040 - 2330 3989, 70329 19554  
E-mail: info@poultryfortune.com  
Website: www.poultryfortune.com

### Annual Subscription

India : Rs. 800  
Foreign Countries : US \$ 100  
or its equivalent.

Poultry Fortune will be sent to the subscribers in India by Book Post, and to foreign subscribers by AirMail.

Edited, printed, published and owned by M. A. Nazeer and published from BG-4, Venkataramana Apts., 11-4-634, A.C.Guards, Hyderabad - 500 004, India. Printed at Srinivasa Printers. Registered with Registrar of Newspapers for India with Regn. No. 72452 / 99. Postal Regn.No. RNP/HD/1067/2021-2023. Views and opinions expressed in the technical and non-technical articles/ news are of the authors and not of Poultry Fortune. Hence, we cannot accept any liability for any loss or damage arising from the use of the information / matter contained in this magazine.

- Editor



**NRS PUBLICATIONS**  
www.poultryfortune.com

### Editorial

- AH Secretary holds round table meet on Export of Indian Poultry Products: Challenges and Strategies to Strengthen Poultry Ecosystem.

### News

- Sustainable Phytogetic Solutions Take the Spotlight at INDIAN HERBS' booth at Poultry India Expo at Hyderabad.
- Cake demand pushes up egg prices from Rs 6.50 to Rs 7.
- NOVUS to Deliver Milk Production Advice to India Market in Webinar Series.
- Reduce Import Duty on Non-GMO Maize to Alleviate High Maize Prices Impacting Poultry Farming Community.
- Zenex Animal Health acquires Ayurved; Advancing its journey of consolidation as a comprehensive animal health solutions company.
- Madhya Pradesh Bans Meat, Egg Sale in open under Food Safety Rules.
- France to pass law protecting farmers against smell, noise complaints.

- Indian poultry industry revenues to grow by 8-10% in FY24, says report.
- Chicken, egg prices rise; Low maize and soya yields could push them up further.
- A H Secretary chairs roundtable meet to boost indian poultry exports & identify challenges and strategies.
- Zenex Animal Health has been named the 'Best company in the Rest of the World 2023' by IHS Markit (Formerly Animal Pharm), a part of S&P Global.
- The egg of wisdom is gone !
- CEAH organises Special Programme for NABARD Officers across India.

### Articles

- Poultry Industry to Face Feed Ingredients (Maize and Soybean Meal) Supply Challenges in coming Years.
- Coping with evolutions in the performance and nutritional requirements of layers.
- Salpingitis in Poultry.

## ADVERTISERS' INDEX

Adelbert Vegyszerek	25	Promois International Ltd	47
Anthem Biosciences Pvt Ltd	10	Provet Pharma Pvt Ltd	40
Amantro Agro	19	Provimi Animal Nutrition India Pvt Ltd	37 & 58
AP Poultry Equipments	51	Sapience Agribusiness Consulting LLP	33
Atomes India Chemicals Pvt Ltd	7	Srinivasa Farms Pvt Ltd	2
Aviagen India Poultry Breeding	5	Sterling Biotech Ltd	8
Avitech Nutrition Pvt Ltd	41	Swiss Chemie International	31
Beijing Smile Feed Sci. & Tech. Co. Ltd	6	Team Agrotech Pvt Ltd	45
Boehringer Ingelheim India Pvt Ltd	15	Timo Eva Wellness Pvt Ltd	27
DSAND Animal Nutrition Pvt Ltd	35	Uttara Impex Pvt Ltd	55
Flavour Trove	21	Vaksindo Animal Health Pvt Ltd	59
Himalaya Wellness Company	56	Vetogen Animal Health	53
Indovax Pvt Ltd	54	VALVIN Nutraceuticals	13
Indian Herbs Specialities Pvt Ltd	23	Venkateshwara B.V. Biocorp Pvt Ltd	38 & 49
Japfa Comfeed India Pvt Ltd	29	Venky's (India) Limited	39
Karamsar Poultry Appliances	57	Ventri Biologicals	3
Kemin Industries South Asia Pvt Ltd	BC	Zenex Animal Health India Pvt Ltd	52
Lumis Biotech Pvt Ltd	FC	Zeus Biotech Pvt Ltd	17
Morning Bio	4	Zhanjiang Hengrun Machinery Co Ltd	42 & 43

### Subscriptions for Poultry Fortune, English monthly, should be sent to:

The Circulation Department, Poultry Fortune, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Hyderabad - 500 004, India. Email: info@poultryfortune.com

# Innovative Nutritional and Customised Solutions for Animal Health.



Anthem offers animal feed enzymes and essential supplements for the following segments:

## Poultry

Enzymes, enzyme blends, probiotics and naturally extract molecules as effective feed supplements

## Aqua

Water and soil conditioning, ammonia-scavenging, immune boosting actives, Enzymes and probiotics

## Ruminants

Ensure healthy animals forming, high milk yield, high SNF, and better productivity

## Pet Food

Essential nutrients like L-methyl folate (Bioavailable form of folic acid) Menaquinone 7 (Vitamin K2) and Ubiquinol acetate (Coenzyme Q 10)

## Swine

Enzymes, Probiotics to enhance the productivity and overall growth.

## Our Animal Health portfolio includes:

- Feed Supplements
- Nutritional Supplements
- Enzymes
- Probiotics
- API's
- Emerging Biotech Company at Bangalore, offering customer specific products with promise of quality & services.
- State of the art cGMP compliant synthesis and fermentation plants. AAALAC Accreditation GLP certified preclinical ADME-Tox and Microbiology Laboratories offering studies suitable for regulatory submission

Cater to major Pharmaceuticals, Biopharmaceuticals **Animal health**, Agro science and Biotech companies worldwide.

Dwipen Bhagawati  
✉ dwipen.b@anthembio.com  
☎ +91-819 729 8530

Satish Sharma  
✉ satish.s@anthembio.com



☎ +91-80-6672 4000 (Ext: 4168 / 4050) | www.anthembio.com

☎ +91-819 729 8530 / +91-819 730 8820

Nikhila Raj  
✉ nikhila.r@anthembio.com  
☎ +91-819 730 8820

Anthem Biosciences Pvt. Ltd.,  
#49, F1 & F2 Canara Bank Road, Bommasandra Industrial Area Phase-I, Hosur Road, Bangalore-560099, Karnataka, INDIA

# AH Secretary holds round table meet on Export of Indian Poultry Products: Challenges and Strategies to Strengthen Poultry Ecosystem

**The newly sworn in Chief Minister of Madhya Pradesh Mohan Yadav ban sale of meat and eggs in the open**

*Increased egg production, improved feed efficiency and adaptation of egg quality and bird welfare to consumer preferences have contributed significantly to the success of egg industry. However, continuous improvement in egg production per hen housed is the most important selection criteria in layer breeding.*



Dear Readers,

Greetings to the readers and advertisers of Poultry Fortune for a Happy, Prosperous and Peaceful New Year 2024.

I wish that all of us get organised well personally and in the profession in this New Year 2024. Let us focus on maintaining good health, check whether you are going financially in a right and safe direction, ensure that you save money for future needs, maintain good relation with each other. Why not we change our thinking for an open and positive mindset that we do our bit for the well being of all in the society too.

The January 2024 issue of Poultry Fortune is in your hands. *In the news section you may find news about ...*

**A roundtable meeting** was held in December 2023 in Delhi under the chairpersonship of the Secretary, Department of Animal Husbandry and Dairying Ms Alka Upadhaya. The strategic gathering brought together key stakeholders, including leading companies, state governments, and industry associations to deliberate on the "Export of Indian Poultry Products: Challenges and Strategies to Strengthen the Poultry Ecosystem." Ms Alka Upadhaya said that production of eggs and broilers has been rising at a rate of 8 to 10 percent per annum. To promote export the department recognizes 33 poultry compartments as free from Avian Influenza. In the fiscal year 2022-23, India exported a notable 664,753.46 metric tons of poultry products, with a total worth of Rs 1,081.62 crores (134.04 Million USD) to over 57 countries.

**Poultry Feed constitutes 80 % of production cost out of total expenditure and Maize is a critical component in poultry feed industry playing an indispensable role in ensuring the growth, health, and overall well-being of poultry birds. Maize is included around 60 % in poultry feed which is highest among all feed ingredients. However, the current high prices of local maize are putting immense pressure on poultry farming, leading to an increase in the cost of production of chicken. This, in turn, is expected to drive up the prices of chicken products, ultimately impacting consumers across the nation.**

**Zenex, India's leading animal health company, announced a 100% acquisition of Ayurved. Blending ancient knowledge and wisdom of Ayurveda with leading-edge technology, Ayurved, a company founded by Mr Pradip Burman, is a leading provider of natural and safe ayurvedic and herbal medicines, feed supplements and topical treatments for farm and companion animals. This strategic move will enable Zenex to strengthen its portfolio of offerings by adding herbals and furthering the quality of overall animal health portfolio globally.**

**Mr Mohan Yadav who was sworn in as the new Chief Minister of Madhya Pradesh at Bhopal's Motilal Nehru Stadium, banned the sale of meat and eggs in the open, detailing about the decisions taken at his first state cabinet meeting. It has also been decided to act against sale of meat and eggs in the open in accordance with the existing food safety rules related guidelines. The action will happen after proper public awareness measures, Mr Yadav said.**

*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.

#### TALK TO US

SEND AN EMAIL:

[info@poultryfortune.com](mailto:info@poultryfortune.com)

Please do not send attachment.

FOLLOW US:

[facebook.com/poultryfortune](https://facebook.com/poultryfortune),  
[twitter.com/nrspublications](https://twitter.com/nrspublications)

**Send a letter:** Letters to the Editor must include writer's full name, address and personal telephone and mobile numbers. Letters may be edited for purposes of clarity and space. Letters should be addressed to the Editor:

**POULTRY FORTUNE**, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Masab Tank, Hyderabad - 500 004, T.S, India.  
Tel: +91 040 - 2330 3989, 70329 19554. Website: [www.poultryfortune.com](http://www.poultryfortune.com)

**French parliament** has passed a law to protect farmers from complaints from neighbours about noise or stench from agricultural activities, to stop “abusive” lawsuits from former city dwellers who bought houses in the countryside, reported Reuters. “This law will put an end to abusive lawsuits against farmers who do nothing but their job: feed us. It is a common-sense proposal, country-side common-sense,” Justice Minister Eric Dupond-Moretti said on social media platform X.

**The Indian poultry industry’s** revenue is expected to grow by 8-10 per cent in 2023-24, mainly driven by healthy volume growth and improvement in realisations. The revenue growth expectations of the domestic poultry industry are likely to be at 8-10 per cent FY 2024, which will be led by significant volume expansion and improving share of organised players, rating agency Icra said in a report.

**The local state** governments are promoting poultry industry by giving incentives and subsidies. And as states like Madhya Pradesh and Bihar are good in Soya and Maize, the two key feed components for the birds, the local industry is booming, said Mr Subba Raju, an industry veteran. He says that demand from many northern and eastern States is coming down. “The sharp increase in transport costs and raw material is making us (the South) less competitive.

**In the Articles section – Poultry Industry to Face Feed Ingredients Supply Challenges in coming Years**, authored by Mr Ricky Thaper, said that to sustain growth in the poultry sector, the government must ensure supplies of feed ingredients at reasonable prices which should be ensured through liberalizing imports and augmenting production. Livestock rearing is one of the most important economic activities in the rural areas contributing significantly to the economy. Livestock sector, although half the size of crops, plays a crucial role in driving the agricultural gross value added growth. This sector is contributing to the economy in a big way considering the higher rate of growth of the sector in comparison to the agriculture sector.

Another article titled **Coping with evolutions in the performance and nutritional requirements of layers**, authored by Dr Vitor Arantes, informed that the layer industry has gone through significant changes during the past decades and has a remarkable capacity to cope with new challenges. Dr Vitor Arantes, Global Technical Services Manager and Global Nutritionist, Hy-Line International, noted that increased egg production, improved feed efficiency and adaptation of egg quality and bird welfare to consumer preferences have contributed significantly to the success of the egg industry. However, continuous improvement in egg production per hen housed is the most important selection criteria in layer breeding.

Article titled **Salpingitis in Poultry**, authored by Mr G. Vignesh, discussed that an increased number of birds are lost due to ovarian and oviduct malfunction in commercial poultry husbandry, particularly in breeder laying hens & in commercial layers. The reproductive infection known as salpingitis affects laying hens and has an impact on egg production. Salpingitis that causes in calculable losses to the farmer. This might cause the birds to perish and render them unproductive for a period. Oviduct inflammation caused by ascending invasion of infectious agents from the cloaca to the oviduct or through the air sac into the respiratory system is known as salpingitis. The

oviduct motility disruption that can lead to further salpingitis. Here, inflammation permits the fluid to escape from cells that have formed into an amorphous mass. This mass can either be laid by the hen or become fatally trapped in the oviduct.

Results in Layer and Broiler farming can be achieved as per specifications when the breeder guidelines are followed. Farmers and Integrators have to give sufficient time and attention to farm management and check the developments there time to time to ensure results. When you invest your hard earned money into it, a little more care and attention can prevent losses and help in profitable farming all the time.

Readers are invited to send their views and comments on the news, special feature and articles published in the magazine which would be published under “Readers Column”. Time to time, we shall try to update you on various aspects of Poultry sector. Keep reading the magazine Poultry Fortune regularly and update yourself. Wish you all fruitful results in your efforts.

**M.A.Nazeer**  
Editor & Publisher  
Poultry Fortune

Read and Advertise in

# Poultry Fortune

English Monthly from Hyderabad, India

Updating Knowledge on Poultry since 1991

## SUBSCRIPTION RATES

1 Years INR 800

2 Years INR 1500

3 Years INR 2000

5 Years INR 3000

Contact:

NRS Publications

BG-4, Venkataramana Apartments,  
11-4-634, A.C. Guards,  
Hyderabad - 500 004, Telangana, India.

Tel: 040-2330 3989

Mobile: 70329 19554

Email: [info@poultryfortune.com](mailto:info@poultryfortune.com)

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

valvin™

Looking  
for solutions  
to enhance Your

LIVESTOCK'S  
PERFORMANCE



## Look no further than **Valvin Nutraceuticals**

We offer a range of innovation solutions to help animal health and nutrition. Our products are designed to promote optimal growth and performance through the solutions.

### Our Solutions



**Mineral Management**  
Organic Chelated Minerals



**Gut Health**  
Gut Acidifiers



**Mycotoxin Management**  
Toxin Binders



**Probiotics**  
Improves Immunity,  
Maintain Gut Flora.



**Preventative Management**  
Organic Acids



Expanding our team and looking for talented individuals to join

**Job Position :** Sales Managers

**Location :** Tamil Nadu, Maharashtra & West Bengal.

**Reach out to us @ Tejasujith** (Sales Director)

+919985175726 | Tejasujith@valvin.co.in

*With a passion for animal health and nutrition, you can be part of a dynamic team.*



LESS FOR MORE

Quality Our Commitment

Valvin Nutraceuticals Pvt.Ltd.

SV No-21/4, Kempalingapura, Devanahalli,  
Bengaluru, 562110, India.



# Sustainable Phytogetic Solutions Take the Spotlight at INDIAN HERBS' booth at Poultry India Expo at Hyderabad

INDIAN HERBS, pioneer and global market leader in Herbal Animal Health Care Products Industry since 1951, made an impressive mark at the prestigious POULTRY INDIA 2023 held at the Hitex Exhibition Complex, Hyderabad, India, from 22 to 24 November, 2023.

The event witnessed an overwhelming turnout of esteemed business partners, customers, consultants, and poultry nutritionists at the INDIAN

HERBS stall, creating an aura of colossal success and magnificence. With an unwavering commitment to innovation, INDIAN HERBS showcased its extensive array of innovative phytogetic feed supplements and healthcare products. Upholding a holistic approach amalgamating 'Traditional Glory and Modern Science', the company has continuously spearheaded discoveries in phytogetics, revolutionizing 'Herbalism'

into a dynamic, scientifically validated, and evidence-based science. INDIAN HERBS offers unique phytogetic alternatives that boast superior efficacy at a lower cost, devoid of side effects and residual toxicity across diverse animal species including poultry, ruminants, equine, swine, pets, aquatic and others, spanning over seven decades.

During this event, we have proudly presented phytogetic product range

and innovations. Our latest offering, BioEmulsin DS, an innovative natural nutritional emulsifier and PhytoVita –the vitagene regulator, developed from extensive research, has garnered an exceptional response. During this event, we our product ranges including natural alternatives in segments such as natural alternates to vitamins, herbal respiratory supplements, antistressor and immunopotentiators, liver tonic and metabolic stimulants, natural growth promoters, liver tonic, gut enhancers and adaptogens for different species.

Our recent strides involve assessing products using advanced techniques, exploring not only their safety and efficacy but also understanding their



Now Available  
in India



GET THE FULL  
**POTENTIAL**



THE NUMBERS **TELL IT ALL**  
**100BILLION**  
BIRDS VACCINATED  
*From the first launch in 2006*

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



mechanisms through cutting-edge molecular sequencing technology. Collaborating with top-tier institutes in over 30 countries, we have intensified our efforts to enhance and comprehend our products better. The uniqueness of INDIAN HERBS' phyto-genic solutions lies in the advantageous combination of multiple plant-derived bio-actives and phyto-compounds, exerting synergistic effects that optimize animal genetic potential, bolster growth, immunity, and disease control. Leveraging advanced scientific techniques, the safety, efficacy and mechanism of action of these products have been successfully deciphered. With a portfolio comprising over 230 products catering to poultry, cattle, swine, equine, aqua, and companion animals, INDIAN HERBS maintains stringent adherence to quality norms and regulatory compliances. The company's core competence lies in its robust research and development initiatives, coupled with state-of-the-art R&D and QC laboratories equipped with cutting-edge scientific instruments ensuring product quality and consistency.

INDIAN HERBS' products have garnered acclaim and trust from leading institutions globally, being exported to over 50 countries across Asia, Europe, Latin America,

and Africa. The company's commitment to quality and innovation is underscored by its certification from the Export Inspection Council of India, Ministry of Commerce and Industry, making it the first Herbal Company to achieve such recognition. INDIAN HERBS' R&D Centre, approved by the Ministry of Science and Technology, Govt. of India since 1986, boasts modern facilities for standardization and quality control of herbal products.

The INDIAN HERBS stall drew a significant audience, including feed millers, integrators, large farmers, consultants, nutritionists, and distributors, where queries were expertly addressed by the technical team. Reinforcing its vision of sustainability and global well-being, INDIAN HERBS is dedicated to supporting the animal healthcare industry and esteemed customers. The company strives to deliver antibiotic-free, residue and resistance-free, environmentally friendly, and cost-effective phyto-genic solutions, ensuring feed-to-food safety. Expressing gratitude to customers, patrons, scientists, and well-wishers for their unwavering support, cooperation, and guidance, INDIAN HERBS looks forward to exploring new business horizons and continuing to receive their invaluable cooperation in the future. For media inquiries, please contact: [ihspl@indianherbs.org](mailto:ihspl@indianherbs.org)

## Cake demand pushes up egg prices from Rs 6.50 to Rs 7

The pre-Christmas cake season has pushed up demand for eggs, an important ingredient, which, in turn, has set the price of the affordable protein rising. The retail price of eggs has jumped from Rs 6.50 to Rs 7 a piece in a matter of two days. Egg suppliers said a rise in the price of chicken feed was another reason.

Officials of National Egg Coordination Committee, an association of poultry farmers, said price of egg in Kolkata's wholesale market had gone up from Rs 5.92 a piece.

Mr Ariful Islam of West Bengal Bakers' Association said that for a cake of 1 Kg flour, they used around 30 eggs, and 25 eggs for cheaper cakes. "Last year, eggs sold for Rs 5 a piece but this time, it is Rs 7 a piece. So, cakes will also be costlier this year, as dry fruits and sugar, too, have turned dearer," he said.

Commodity trackers predicted a further price rise, pointing out that the huge production of Christmas cakes increased the consumption of eggs every winter, which created a significant gap between demand and supply, which in turn, pushed up egg prices in Kolkoata Metropolitan Area (KMA). KMA typically requires 80 lakh to 1 crore poultry eggs daily. But in December, the requirements shoots up by around 25 lakh a day. So, while egg requirement

in KMA in other months is around 24 crore – 30 crore, in December, the figure goes up to 31.5 crore – 37.5 crore.

In the rest of the state, the regular egg consumption is around 1.8 crore a day. While organized hatcheries in the state produce 1 crore eggs a day, unorganized ones contribute to another 1 crore eggs daily. The remaining 80 lakh eggs are sourced from other states, primarily Andhra Pradesh.

Temperature fluctuation in late November and early December also led to substantial chicken mortality, affecting egg production, said a poultry expert. A hatchery owner pointed out that egg production would go up with a decline in temperature, bringing the prices down.

Demand for eggs has also been bolstered by their affordability as protein source, especially amid pricey fish and mutton. Sujit Ghosh, an egg dealer, said, "Both fish and mutton are now expensive. So, people are having more eggs. Egg prices are likely to go down early next year, when production improves."

A consultant of the hatchery industry said that due to increased cost of labour, along with price rise in chicken feed, farmers had raised egg price to recover the losses they suffered.



# POLYZYME<sup>®</sup>

FS-SSF enzyme complex for optimum feed digestion

Redefining the  
concept of enzymes  
in feed nutrition



For any enquires please mail to : [info@zeusbiotech.com](mailto:info@zeusbiotech.com)

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

# NOVUS to Deliver Milk Production Advice to India Market in Webinar Series

Achieving the maximum output of milk yield and components is the goal of any dairy farm. In an upcoming webinar series, the dairy experts from NOVUS will share their insights on how dairy farmers and feed mills in India can optimize their cows' and feed performance.



Dr Chetan

The first sessions of the webinar series called Balancing Act: Optimizing Milk Fat and Protein through Intelligent Nutrition will take place in two parts

“The dairy team in India is very excited to host its first-ever webinar, which explores the crucial role nutrition plays in milk and component production,” says Gnanasekar Rangasamy (Dr GS), M.V.Sc, species solutions manager - dairy for the Asia region. “Over the course of the two webinars, the

team will share the factors that impact fat and solids-not-fat (SNF), innovative feeding practices, the importance of data when planning nutritional strategies, and how milk quality impacts the financial outcomes for dairy farmers.”

Part One will feature Chetan Shembekar,



Gnanasekar

M.V.Sc., NOVUS technical services specialist, as he shares how different types of feed material impact both milk production and incidents of milk fat depression.

“It’s not just the quantity of feed but the quality and type of feed that can impact milk production,” Shembekar says. “It’s important that dairy farmers understand their options and know the effect feed can have on milk, fat and SNF production.”

During Part Two, Dr GS

will discuss the influence of genetics, providing a comprehensive overview of how different breeds perform, which breeds are more susceptible to milk fat production challenges, and how to identify unprofitable cows that need nutrition or management intervention.

Ajay Singh, M.V.Sc., senior technical services specialist, will provide an overview of sub-clinical mastitis and what can be done to reduce the risk of this common and costly disease.

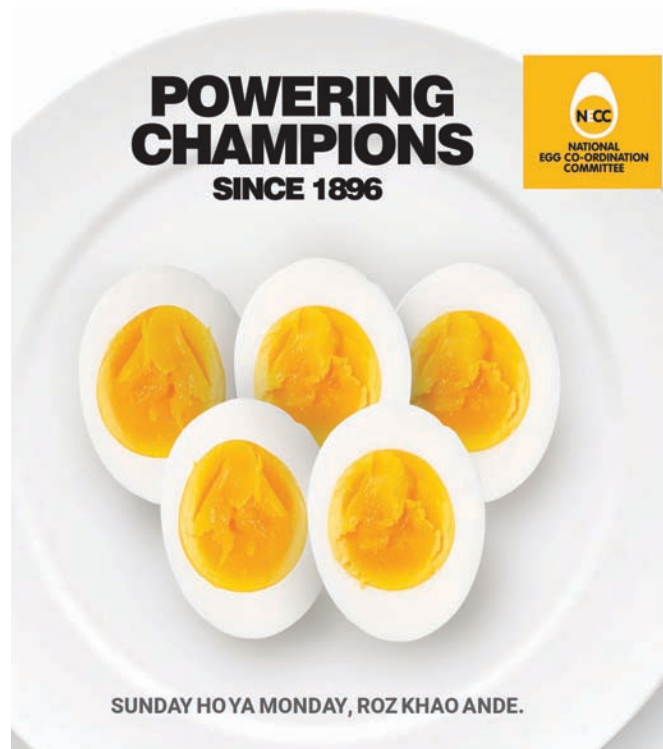
“Udder health is necessary for good milk production,” Singh says. “Understanding mastitis allows farmers to



Ajay Singh

determine the steps they can take to ensure cow health and comfort.”

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company’s portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, as well as a network of experts around the world to provide guidance on management best practices.



Courtesy: NECC

Animal Feed Supplements

OUR PRODUCT RANGE

**AmantroAgro**

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



*Invitation*



**26<sup>TH</sup> - 28<sup>TH</sup> JANUARY, 2024**

BHRIKUTI MANDAP EXHIBITION HALL  
KATHMANDU, NEPAL

Hall No - **B**  
Stall No  
**R4**



Call : **+918853455127, +917318153787, +9196215 10838**

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

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

## Reduce Import Duty on Non-GMO Maize to Alleviate High Maize Prices Impacting Poultry Farming Community

Association of Vets in Poultry (VIP), a collective voice of more than 1200+ Veterinary professionals deeply involved in the poultry sector in India. Association has been actively monitoring the challenges faced by the poultry sector, particularly considering the current economic climate marked by soaring local maize prices.

Poultry Feed constitutes 80% of production cost out of total expenditure and Maize is a critical component in the poultry feed industry, playing an indispensable role in ensuring the growth, health, and overall well-being of poultry birds. Maize is included around 60% in poultry feed which is highest among all feed ingredients. However, the current high prices of local maize are putting immense pressure on the poultry farming, leading to an increase in the cost of production of chicken. This, in turn, is expected to drive up the prices of chicken products, ultimately impacting consumers across the nation. As per APEDA estimates production of maize in 2022-2023 was 35.91 million tonnes out of which around 18 million tonnes is consumed by poultry sector alone. India has also exported around 3,453,680.58 MT which also creates pressure on domestic availability of Maize. We would like to

mention that for many months poultry farming community has been selling chicken at avg of Rs 65/kg against production cost of avg Rs 85/kg which is incurring huge losses for farmers.

Current maize prices are around Rs 25/kg throughout India against last year approx avg of Rs 23/kg. As this year major maize producing states have received inconsistency rainfall, so it is believed that we may not achieve estimated maize production.

Poultry farming community & commodity experts are anticipating maize prices to reach around Rs.28-30/kg by Feb 2024. Situation may worsen post Feb 24, as Rabi maize production is also affected due to uncertain weather and major maize crop is only expected by next Kharif season.

To bridge the gap between demand and supply we have to rely on import but high import duty of 60% on non-GMO maize is discouraging the imports.

In light of the aforementioned circumstances, we kindly request the Government of India to consider a reduction in the import duty on non-GMO maize from the current 60% to NIL or maximum upto 15%. This measure would help to alleviate the burden on the poultry farmers. We would like to emphasize that previous instances of maize imports have not hampered the interests of local agriculture farmers.

On the contrary, such imports have played a crucial role in stabilizing the demand and supply situation, benefiting both local farmers and the poultry industry. Poultry producers are not just stakeholders in the poultry sector but also farmers who actively contribute to agriculture by purchasing significant quantities of soya and maize, surpassing other industries in this regard. We would like to support our above statement with below calculation.

	Current Duty structure	Revised duty structure
Price EX location INR	13	13
Duty	7.8 (60% Duty)	1.95 (15% Duty)
Transportation from EU Non GMO producing countries	6.75	6.75
Clearance and other charges	0.5	0.5
Local transportation from port to farmer warehouse	1.5	1.5
<b>Grand total</b>	<b>29.55</b>	<b>23.7</b>

Recognizing the importance of poultry farming in the larger agricultural ecosystem, poultry sector can play a major role in realizing our Hon'ble Prime Minister's aspirations of doubling farmers' income. By reducing the import duty, we can create a win-win situation where the poultry industry continues to thrive, supporting local agriculture and contributing to the broader vision of agricultural growth. Poultry farming is already contributing to Indian national GDP at 1.5 Lakh crores. Poultry farming also generates direct employment, 25000 layers and over 5 lakh broiler farmers and indirectly to over 2 million, mostly in villages.

By reducing the import duty, the availability of non-GMO maize will increase, contributing to a stabilized market and mitigating the adverse effects on both the poultry industry and consumers. This adjustment will not only support the financial sustainability of poultry farmers but will also ensure that the people of India continue to have access to an affordable and nutritious protein source. We understand the delicate balance that must be maintained between safeguarding local farmers and ensuring the economic viability of industries dependent on maize imports. However, reduction in import duty is a strategic step that can be taken to address the immediate challenges faced by the poultry sector.



# NatuXan-Y

## NATURAL YELLOW PIGMENT

Natuxan-Y is a saponified, stabilised source of xanthophylls derived from marigold flowers. It helps to achieve uniform colouration in egg yolks naturally.

- 🌿 Natural
- 🔗 Highly bioavailable
- ₹ Cost Effective
- 🔥 Thermostable
- 🇮🇳 Made in India

### USAGE

    
Layer | Broiler | Breeder

Connect with us to learn more about our products & its benefits

B41/A, Veersandara Industrial Estate, Hosur Road, Bangalore 560100, Karnataka, India  
Email: [ahp@flavourtrove.com](mailto:ahp@flavourtrove.com) | Tel: +91 96633 65755 | Web: [www.flavourtrove.com](http://www.flavourtrove.com)

# Zenex Animal Health acquires Ayurved; Advancing its journey of consolidation as a comprehensive animal health solutions company

Zenex, India's leading animal health company, announced a 100% acquisition of Ayurved. Blending ancient knowledge and wisdom of Ayurveda with leading-edge technology, Ayurved, a company founded by Mr Pradip Burman, is a leading provider of natural and safe ayurvedic and herbal medicines, feed supplements and topical treatments for farm and companion animals.

This strategic move will enable Zenex to strengthen its portfolio of offerings by adding herbals and furthering the quality of overall animal health portfolio globally. Ayurved's acquisition is a testament to Zenex's aspiration to provide comprehensive and holistic solutions in the animal health segment, to meet the evolving needs of its customers in India and abroad.

With its established expertise in ayurvedic and herbal products, Ayurved brings a wealth of R&D and new product capabilities, a robust brand portfolio, complementary geographic access, and a completely built out management and sales team, that complements Zenex's existing capabilities.

Commenting on the acquisition, Dr Arun Atrey, MD and CEO of Zenex, said, "Zenex is proactively exploring avenues to integrate with complementary businesses and cement its position as a leader and holistic provider of comprehensive solutions to all segments within animal healthcare. The acquisition will augment Zenex's growth, as it operates in a completely complementary space to the Company's current operations. Further, it will strengthen Zenex's geographical presence. Ayurved's presence in EU (Poland) would aid Zenex Animal Health's export division to expand its base in EU region as well. This strategic move aligns with Zenex's vision to offer an expansive array of high-quality, diverse solutions in the animal health space."

Ms Renuka Ramnath, Chairperson, Zenex and Founder, MD and CEO, Multiples Alternate Asset Management said, "This acquisition marks an important step to augment our product offering and cement our leadership in India animal healthcare. As part of Zenex's long term value creation journey, we will continue to seek

interesting opportunities to bring companies with complementary capabilities into our fold, and scale them on the back of Zenex's entrenched sales and distribution network."

Mr Pradip Burman, Founder of Ayurved, said "We are pleased that Ayurved is being acquired by Zenex, a company with similar commitment to propagating ayurvedic and herbal solutions for animal healthcare, not just for the commercial benefits, but also, for the health benefits these products and solutions bring to animals. We are confident in the management of Zenex, that the vision with which I started Ayurved, and the legacy built over the past 31 years, will be carried forward"

Zenex is backed by a consortium of financial investors led by Multiples PE, along with CPP Investments, RARE Enterprises, SBI, ADB, IFC, and HNIs. As Zenex and Ayurved embark on this exciting journey together, they remain committed to upholding the highest standards of quality, research, innovation, and service in the animal health sector.

## About Zenex:

Zenex is India's leading animal health company with established leadership in livestock and poultry segments. Zenex has created a strong legacy through its market leadership in therapeutics, backed by its comprehensive portfolio of large and established brands across end market segments. The company is renowned for its consistent track record of new product launches, many of which are first time introductions to the Indian market. Zenex is backed by a consortium of financial investors led by Multiples PE, along with CPP Investments, RARE Enterprises, SBI, ADB, IFC, and HNIs.

## About Ayurved:

Ayurved, founded as a subsidiary of Dabur India Limited in 1992 and later spun off as an independent entity in 2002, is a recognized leader in Ayurveda and herbal products segment. Known for its established Ayurveda brands and its research capabilities, Ayurved has a strong brand equity with its customers, built on top of a comprehensive product range for livestock, poultry, and companion animals. The company has a global reach, with presence in more than 25 countries, including a joint venture in Poland. Its Product capabilities are backed by its own GMP+ certified manufacturing unit in Baddi, and strong R&D and new product introduction capabilities.



**INDIAN HERBS**

Since 1951

**A RESEARCH BREAKTHROUGH TO  
MAKE YOUR FLOCK MORE FAT  
AND ENERGY EFFICIENT**

# BioEmulsin

Novel natural nutritional emulsifier



## **USAGE**

- ▶ Improves energy efficiency of dietary fat & other fat soluble nutrients
- ▶ Ensures optimum fat / oil emulsification digestion and absorption
- ▶ Improves nutrient absorption in birds suffering from coccidiosis
- ▶ Boosts egg production, performance, lean gain & higher carcass yield
- ▶ Allows reformulating diet at low cost by allowing replacement upto 60 Kcal ME/kg of feed



**INDIAN HERBS SPECIALITIES Pvt. Ltd.**

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

## Madhya Pradesh Bans Meat, Egg Sale in open under Food Safety Rules



A campaign will be undertaken by the food department, police and local urban bodies to implement the ban on the sale of meat and fish in the open from December 15 to 31.

Mohan Yadav was sworn in as the new Chief Minister of Madhya Pradesh at Bhopal's Motilal Nehru Stadium.

He was administered the oath of office and secrecy by Governor Mangubhai C Patel, after which the two Deputy Chief Ministers Jagdish Dewda and Rajendra Shukla also took oath in the presence of Prime Minister Narendra Modi, Home Minister Amit Shah, BJP national president JP Nadda and Chief Ministers of 11 other BJP and NDA-ruled states.

Mr Yadav, who comes from a strong RSS background, also banned the sale of meat and eggs in the open, detailing about the decisions taken at his first state cabinet meeting.

"It has also been decided to act against sale of meat and eggs in the open in accordance with the existing food safety rules related guidelines. The action will happen after proper public awareness measures," Mr Yadav said.

The Madhya Pradesh government will welcome those going to Ayodhya along the path to the temple of Lord Ram. The government also decided that tendu leaf pluckers will get ₹4,000 per bag.

The cabinet also decided to implement the Cyber Tehsil Scheme in all 55 districts of the state from January 1 to facilitate 'Namantaran' (transfer of property title) through a single-window facility.

A campaign will be undertaken by the food department, police and local urban bodies to implement the ban on the sale of meat and fish in the open from December 15 to 31, Mr Yadav said.

## France to pass law protecting farmers against smell, noise complaints



French parliament has passed a law to protect farmers from complaints from neighbours about noise or stench from agricultural activities, to stop "abusive" lawsuits from former city dwellers who bought houses in the countryside, reported Reuters.

The bill, put forward by ruling majority MP Nicole Le Peih and supported by President Emmanuel Macron's centrist government, was approved 78 votes to 12 overnight on Monday and will now proceed to the Senate.

"This law will put an end to abusive lawsuits against farmers who do nothing but their job: feed us. It is a common-sense proposal, country-side common-sense," Justice Minister Eric Dupond-Moretti said on social media platform X.

French governments have long courted farmers, an influential sector that Paris ignores at its peril.

The country has a history of conflicts between former city dwellers buying country houses and then complaining about roosters crowing, dogs barking, the noise of agricultural

machinery or the smell of manure. BFM TV reported that nearly 500 farmers are currently facing lawsuits from neighbours taking issue with noise, or smells, emanating from their farms.

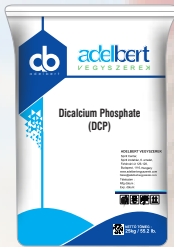
In 2019, in a case that caught international media attention, a court ruled that a rooster called Maurice could continue his dawn crowing despite complaints from neighbours in a village on a small island off France's Atlantic coast.

France already has legislation, introduced in 2021, to protect the "the French countryside's sensory heritage", but the new law aims to give more protection to existing farms from newly arrived residents in the area.

"Proud to support those who work in our fields. Now to the Senate," farming union FNSEA Deputy Chairman Luc Smessaert said on X.

Brittany region environmentalist Claire Desmares told local radio France Bleu that the proposed law is an "absurd and populist" measure proposed by the powerful agricultural lobby.

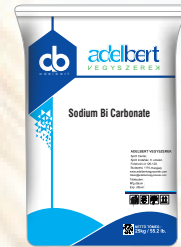




**DICALCIUM PHOSPHATE  
(DCP)**



**MONOCALCIUM PHOSPHATE  
(MCP)**



**SODIUM BI CARBONATE**

**Amino Acids**

- DL-METHIONINE
- L-LYSINE HCL
- L-THREONINE
- L-VALINE
- L-ARGININE



**Others Products**

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

**Meals**

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



**CHOLINE CHLORIDE (CCL)**  
Liquid / Powder  
75% - 60%

INVITATION

**INDIA**  
**POULTRY** SHOW  
**20-22 | JAN | 2024**

at : Coimbatore, Tamil Nadu

**Hall - B**

**Stall No : B29**



SHOW



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



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

## Indian poultry industry revenues to grow by 8-10% in FY24, says report



The Indian poultry industry's revenue is expected to grow by 8-10 per cent in 2023-24, mainly driven by healthy volume growth and improvement in realisations, a report said on Tuesday.

The revenue growth expectations of the domestic poultry industry are likely to be at 8-10 per cent in FY24, which will be led by significant volume expansion and improving share of organised players, rating agency Icra said in a report.

While realisations were strong in H1 FY23, they started tapering afterwards due to excess supply, said the report.

Subsequently, the pick-up in demand in the current fiscal resulted in improvement of average realisations to Rs 107 per

kg in H1 FY24 compared to Rs 101 per kg in FY23, said the report adding that the festive season and cold weather will support demand and realisations in the remaining fiscal year.

"While realisations improved in H1 FY24, following controlled supply and healthy demand, players' earnings were further supported by softened feed costs.

Maize, which comprises 60-65 per cent of the feed cost, prices declined by 9 per cent over H1 FY23 and those for soyabean (comprising 30-35 per cent of feed cost) reduced by 21 per cent over H1 FY23," Icra Vice President and Sector Head Sheetal Sharad said.

While the raw material pricing has been favourable so far, substantial contraction in soybean

harvest during the kharif season and delayed sowing of maize raise concerns on the potential spike in feed costs, which is likely to exert pressure on the margins of poultry companies, she added.

Meanwhile, the report noted that there have been limited occurrences of avian influenza or bird flu across the country in the current fiscal.

Localised incidences of bird flu were reported in Kerala and Jharkhand in the fourth quarter of FY23 and first quarter of FY24, which did not spread further.

Any major local outbreaks may have temporary effects on demand and realisations in the affected and nearby regions, the report stated.

Since winters are prone

to disease outbreaks, the upcoming months will remain critical, nevertheless, in October 2023, the World Organisation for Animal Health (WOAH) approved India's self-declaration of freedom from Highly Pathogenic Avian Influenza (HPAI), or the bird flu, in specific approved farms in Maharashtra, Tamil Nadu, Uttar Pradesh and Chhattisgarh.

This development is expected to provide new opportunities for Indian poultry companies in the global market in the medium to long term, it said.

In September 2023, India and the US jointly announced resolution of the long-standing poultry dispute pertaining to allowing US poultry products in the Indian market, which could open the Indian markets to US poultry products, thus increasing the competitive intensity and exerting pressure on realisations, it said.

"Over the medium to long term, we expect the domestic demand to be favourable, supported by a rising urban population and changing eating habits.

To support the transition to higher margin value-added products, we expect poultry companies to invest in capacity additions towards feed mills and move towards forward integration into meat processing plants. The increased working capital requirements for feedstock amid expected rise in input costs, could keep debt at high levels," Sharad added.



EU Approved



## ARE YOU LOSING EGGS?

# AIVLOSIN<sup>®</sup>, THE MYCOPLASMA TREATMENT FOR LAYERS



With its outstanding results against mycoplasmal infections, Aivosin<sup>®</sup> saves you eggs and labour

- ✓ Outstanding results
- ✓ Sustained egg quality
- ✓ Tailored flock treatment
- ✓ Low therapeutic dose
- ✓ Proven efficacy
- ✓ Zero Day Egg withdrawal
- ✓ Palatable



Stay Ahead



Stay Ahead

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

Aivosin<sup>®</sup> and Valosin<sup>®</sup> are registered trademarks of ECO Animal Health Ltd, London, United Kingdom  
Registered claims and packaging may vary from country to country



# No. 11, Second Floor, Sneha Nagar, First Cross, Amruthahalli, Bangalore - 560092  
For Suggestions & Feedback: E-mail : [feelings@timoeva.com](mailto:feelings@timoeva.com) | Ph: +91 9902071269 / +91 80 48663242

## Chicken, egg prices rise; Low maize and soya yields could push them up further



Increased demand for eggs and chicken due to Christmas and New Year's Eve is driving up prices, with poultry breeders and industrialists expecting further increases. The low maize and soya yield this harvesting season is exacerbating the situation. The kharif harvest of maize was affected by scanty and erratic rain, while soya was impacted by the same in Maharashtra and Madhya Pradesh. Poultry farmers are requesting the import of maize to address the scarcity, as the current trend could pose significant hurdles to production in the coming months. The government's push for using maize for ethanol production is further

exacerbating the scarcity for the poultry industry.

After a lull in demand during the monsoon season, eggs and chicken are hot in the market as Christmas and New Year's Eve get closer. The increased demand has upped the prices, and poultry breeders and industrialists anticipate a further rise given the low maize and soya yield this harvesting season.

The kharif harvest of maize was low because of scanty and erratic rain.

Soya, another important component of bird feed, is also getting dearer after the crop was affected by scanty rain in Maharashtra and Madhya Pradesh.

According to the Karnataka Poultry Farmers and Breeders' Association (KPFBA), 60% of the feed that is given to poultry birds is maize, 20% comprises soya, and the rest is a mixture of vitamins, vegetable oil, grains, sunflower extract and so on.

Naveen Pasupathy, president of KPFBA, told TOI 5-6 associations representing the aqua, dairy and poultry farming industries have made continuous representations to the Union ministry of fisheries, animal husbandry and dairying for allowing the import of maize.

"The farmers will begin to sow the crop in January

and it will take 120 days before the harvest for us to get fresh produce. Moreover, this is an irrigated crop, not a rain-fed one. So the acreage is bound to be limited. The kharif harvest of maize is 27% lower than that in the previous year, and in just 25 days, prices have increased from Rs 2,100 per tonne to Rs 2,500."

He added that if this trend continues, poultry breeders will face major hurdles to production in February and March. "We've hence requested the central government to consider importing maize. They've been positive in their response so far as their analysis of the situation reportedly matches with our understanding from the fields," Pasupathy stated.

Sushant Rai, former president of KPFBA, said the price of soya has shot up from Rs 4,600 per tonne to Rs 4,800 in three days.

**Hit by ethanol industry** Breeders and industry players also worry the government's push for using maize for ethanol production will make the crop even more scarce for the poultry industry. Rai said the starch and ethanol industries get the best-quality maize, leaving poultry with the leftover stock.

BR Sainath, zonal chairman for Bengaluru's National Egg Coordination Committee (NECC) also confirmed that the cost of raw materials is rising and so is demand, as many are moving from choosing vegetables to eggs because of the former's inflationary nature.



You are cordially invited to visit us at  
**Hall B | Stall No : B68, B69, B74, B75**  
at



**10<sup>th</sup>**  
Kolkata  
International  
Poultry  
Fair

**07 | 08 | 09**  
FEBRUARY 2024

Address : Eco Tourism Park, New Town, Kolkata- 700156

Time : 09:00am – 5:00pm



**JAPFA COMFEED INDIA PVT. LTD.**

Address: Plot No.91, Sakore Nagar Viman Nagar, Pune - 411014

Customer Care No : 9607777008 | [customercare.jcipl@japfa.com](mailto:customercare.jcipl@japfa.com) | [www.japfaindia.com](http://www.japfaindia.com)

## A H Secretary chairs roundtable meet to boost indian poultry exports & identify challenges and strategies

- *Ms Alka Upadhaya says that production of eggs and broilers has been rising at a rate of 8 to 10 percent per annum*
- *To promote export the department recognizes 33 poultry compartments as free from Avian Influenza: Ms. Upadhaya*
- *In the fiscal year 2022-23, India exporting a notable 664,753.46 metric tons of poultry products, with a total worth of Rs. 1,081.62 crores (134.04 Million USD) to over 57 countries*

A roundtable meeting was held in December 2023 here under the chairpersonship of the Secretary, Department of Animal Husbandry and Dairying, Ms Alka Upadhaya. This strategic gathering brought together key stakeholders, including leading companies, state governments, and industry associations, to deliberate on the "Export of Indian Poultry Products: Challenges and Strategies to Strengthen the Poultry Ecosystem."

In the meeting Ms Alka Upadhaya highlighted that the Indian poultry sector, now an integral part of agriculture, has played a crucial role in meeting protein and nutritional needs. While the production of crops has been rising at a rate of 1.5 to 2 percent per annum, that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum. Over the past two decades, it has evolved into a mega-industry, positioning India as a major global producer of eggs and broiler meat.

Ms Alka Upadhaya informed that the Department of Animal Husbandry & Dairying



**Ms Alka Upadhaya**

has been taking various initiatives to boost the export. The Department has recently submitted a self-declaration of freedom from High Pathogenicity Avian Influenza. To promote export the Department has recognized 33 poultry compartments as free from Avian Influenza. The Department based on the validity has been notified 26 compartments to the World Organisation for

Animal Health (WOAH). On October 13, 2023, the self-declaration was approved by WOAH. Further, the Department took initiatives to resolve the issue of feed shortage in the past years. Also the Department took steps to counter the misleading information which spreaded across the country during the COVID time against the consumption of poultry products.

Ms Alka Upadhaya strongly emphasised on the promotion of poultry exports, strengthening the Indian poultry sector, improving the ease of doing business, addressing challenges in poultry product exports, and strategizing the integration of units in the informal sector

and further cementing poultry sectors position on the world stage. She also shared insights on Department proactive approach to mitigate the risks associated with HPAI by adopting the concept of poultry compartmentalization to facilitate the international trade of poultry and poultry-related products.

In the fiscal year 2022-23, India made significant strides in the global market, exporting a notable 664,753.46 metric tons of poultry products, with a total worth of Rs. 1,081.62 crores (134.04 Million USD) to over 57 countries. According to a recent market intelligence study, the Indian poultry market achieved a remarkable valuation of USD 30.46 billion in 2023 with a CAGR of 8.1% from 2024-2032.

The roundtable meeting served as a platform for dynamic exchanges, encouraging collaborative efforts to address current challenges and formulate robust strategies for the sustainable growth of the Indian Poultry sector. In the meeting the poultry sector representatives, exporters discussed various issues related to poultry export.





SWISS CHEMIE

## SWISS ANTIBIOTICS & PREMIXES

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



### VITAMINS

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

### AMINO Acids

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

### POULTRY SUPPLEMENTS

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

Contact Us :

What app No. :  
 +91 8090693995, +91 7380688804  
 email : sales@swisschemie.co  
 Website : www.swisschemie.com



## Zenex Animal Health has been named the 'Best company in the Rest of the World 2023' by IHS Markit (Formerly Animal Pharm), a part of S&P Global

*Extract from the winners list announcement article titled - Animal Health Awards 2023: Winners triumph by creating new markets with innovation*

### Best company in the Rest of the World: Zenex Animal Health

India's Zenex Animal Health is a relatively new name in the industry. However, the company has a strong six-decade history in the sector as Zydus Animal Health before it was spun out of Cadila Healthcare and renamed in 2021. In fact, the business won this award three times when it had its Zydus moniker.

Animal Health Award Winner 2023



Since then, Zenex has begun to show strength as an independent business that is building more of a global brand. It is the second largest animal health company headquartered in India and the biggest in terms of domestic sales. It is even the second largest when taking into account international companies. The firm is a leader in the domestic poultry and livestock sectors and has built a reputation for its consistent track record of new product launches – “many of which are first



Animal Health

*Rich past, Exciting future*

time introductions to the Indian market”.

Zenex has posted healthy sales growth in 2023, with support from a diverse product portfolio. The business is pursuing exports in Africa, Asia and the Middle East to give it more of a global presence. The company's chief executive Arun Atrey previously said: “Zenex is proactively exploring avenues to integrate with complementary businesses and cement its position as a leader and holistic provider of comprehensive solutions to all segments within animal healthcare.”

Zenex is backed by private equity and its acquisition strategy was apparent when the company recently bought Indian herbal veterinary product maker Ayurved. This deal could help Zenex move closer to becoming the business with the largest animal health revenues in India, as it climbs closer to Virbac. The acquisition >>

## The egg of wisdom is gone!

*Due to the increase in the prices of chicken eggs, which are not found in the midday meal, suspension in many places is a problem for students in terms of nutrition.*

School children are missing the boiled chicken egg they like to eat for lunch! As a result they are eating corn. In some places it is offered for one or two days a week, while in others it has been completely removed. Why did the egg disappear? The answer to the question is that the prices will not rise. It is known that the mid-day meal scheme is being implemented for 16 lakh students studying in government schools in the state. As part of this scheme, boiled chicken eggs are to be provided to the students three days a week. Two rupees per student per day for these eggs twelve rupees per week will be paid to the contractor. At present, the prices of chicken eggs in the foreign market range from Rs 6 to Rs 6.50. At these prices it is not possible to provide chicken eggs to students even twice a week. With that in many schools, the number of chicken eggs is reduced,

or they are provided every day of the week, or completely stopped. Also, the bills related to the mid-day meal scheme have also gone to the name, so the contractors say that they are paying for their meals in debt. The increase in the prices of chicken eggs during the phase also aggravated the problem.

Free electricity should be given to schools.

Association of HMs who requested Bhatti

State Principals' Association President Kshudu Rajabanu Chandraprakash asked the Minister for Power and Finance Bhatti Vikramarka to supply free electricity to government schools as it is being given to poor people and farmers. To this extent, he submitted a petition along with the minister. They said it would be difficult to pay electricity bills at a time when the school grant is insufficient.

>> also helps with Zenex goal to internationalize its portfolio. Ayurved produces natural feed supplements and topical treatments for India and 25 international markets, including Europe, the Middle East and Africa.

Dr Atrey noted: “The acquisition will augment Zenex's growth, as it operates in a completely complementary space to

the company's current operations. Further, it will strengthen Zenex's geographical presence. Ayurved's presence in Poland would aid Zenex's export division to expand its base in EU region as well. This strategic move aligns with Zenex's vision to offer an expansive array of high-quality, diverse solutions in the animal health space.”





We took an already great product and made it even better.

**eXolution is now Xcelsio.** Our relentless effort to make the world a safer and healthier place has led us to create Xcelsio. After years of cutting-edge research in Korea, we have come up with an advanced formulation to make Xcelsio more potent than before.

Xcelsio comes with a more concentrated cocktail of bacteriophage and is fortified with more Bacillus subtilis. This new and improved formulation, created specifically for use in

poultry, is simply unmatched in controlling pathogenic bacteria—giving you Total Gut Control.

Each of our bacteriophages is painstakingly selected using our proprietary Bacterophage F technology to target and eliminate specific bacteria; leaving other beneficial bacteria completely unharmed. This natural surgical strike on disease-causing bacteria is the safest, non-toxic, and most effective prophylactic alternative to antibiotic growth promoters.

# xcel시오

## Natural Feed Additive



### BENEFITS TO THE FLOCK

**Natural:**

No Toxins, No Residues, No Side-effects, No Withdrawal Time

**Surgical:**

Targets and eliminates specific bacteria, even those resistant to antibiotics

**Protective:**

Maintains gut bio-balance by retaining beneficial bacteria

**Probiotic:**

Enriched with Bacillus Subtilis

**Flexible:**

Compatible with all Performance Enhancers, Growth Promoters, Acidifiers, Anti-Oxidants, Minerals & Enzymes

### BACTERIA IT CONTROLS

**Salmonella**

Typhimurium Gallinarum Choleraesuis, Derby, Dublin, Enteritidis, Pullorum

**E. Coli**

F4 (K88), F5 (K99), F6 (987P), F18, F41

**Clostridium Perfringens**

Type A, C, B, D, E

**Staphylococcus Aureus**

FOR USE IN  
BROILERS, LAYERS  
& BREEDERS

MADE IN KOREA BY:



MARKETED BY:

Sapience Agribusiness Consulting LLP  
328 HRBR Layout, 4th A Cross  
3rd Block, 3rd Main, Kalyan Nagar  
Bangalore 560043, Karnataka (KA), INDIA



## CEAH organises Special Programme for NABARD Officers across India

**Bengaluru: Centre of Excellence for Animal Husbandry, Hessarghatta, Bengaluru – CEAH Academy** organized special training programme “**Financing of Animal Husbandry Production & Processing Activities**” for NABARD officers representing across India from **26 to 28 December 2023**. The officers were deputed through NABARD - National Banking Staff College (NBSC), Lucknow. Dr Sudharsan, DGM, NABARD-NBSC Lucknow and Dr Esakkimuthu, DGM, NBSC Lucknow coordinated in deputing 26 officers from Asst. Manager, Manager and upto AGM grades.

The inaugural function of the programme was graced by **Ms Brindha, General Manager, NABARD Karnataka Range, Prof. K.C. Veeranna, Vice Chancellor, KVAFSU, Karnataka and Dr Vasappa, DGM and Head, Union Bank Knowledge Centre, Bengaluru**. They all appreciated the joint venture of NABARD and CEAH in exploring entrepreneurship opportunities in Animal Husbandry Sector with various business models in Dairy, Poultry, Sheep & Goat, Piggery etc.

The three day sessions involved a packed schedule from morning 9.30 am to 7.00 pm comprising technical sessions, sandwiched with visits followed by experiential sharing in various sectors. Their accommodation was organized at “Our Native Village Resort,”



Chief Guest Address

Hessarghatta.

On day one, **December 26, Dr Mahesh P.S., Joint Commissioner & Director, CEAH** briefed about overall status of Indian Animal Husbandry Sector contributing about 15 lakh crores to the national GDP. Dairy Sector contributes Rs 10 lakh crores with about 10 crore people being employed, Poultry contributes about Rs 2 lakh crores followed by Small Ruminants and other sectors contributing Rs 3 lakh crores. He further narrated various entrepreneurship opportunities in Animal Husbandry Sector.

Both faculty of NBSC, **Dr Sudharsan, DGM, NABARD-NBSC Lucknow and Dr Esakkimuthu, DGM, NBSC Lucknow** presented topics from Techno-economic aspects of Animal Husbandry Projects and financing of Animal Husbandry Activities – Role of NABARD.

**Prof. Vivek M. Patil, Associate Professor, KVAFSU** gave a business prospective of various models in Animal Husbandry sector. **Dr Narahari, Project Consultant** explained in detail about opportunities

in poultry processing sector with ideal project financials for 1000 birds per hour processing plant. This was followed by visit to Milk Cooperative Society hessarghatta, coordinated by **Dr H. Teggi and Dr Balraj**. During this visit the NABARD officers were exposed to operations of milk collection, bulk milk cooler and other supply chain management of Dairy Cooperatives in Karnataka.

On day two, **December 27**, the NABARD officers were taken a field visit at 7.00 am to Desi cow unit established by a Chartered Accountant with 550 Desi Cows in one acre area at Kakolu near Hessarghatta. NABARD officers appreciated the great skill and enthusiasm of the entrepreneur for converting it into a very good business model in desi dairy sector.

The technical sessions started at 9.30 am with every session being punctually restricted for 30 to 40 minutes. The first session was from **Mr Ashok Kumar, MD, MAA integrators** sharing of experience of his venture into various sectors of Agriculture and allied agriculture fields. He narrated his journey of



Dr Mahesh P.S

borrowing and successfully repaying upto 150 crores financial assistance from banks. Presently he is actively involved in poultry entrepreneurship.

This session was followed by **Dr Mahesh Kumar, Professor & Head, Dairy Engineering, KVAFSU**. He is a very illustrated entrepreneur by himself being an academician, made his department self-sustaining and earning 2 crore revenue per year. He narrated various “Atmanirbhar”, “Made in India” models of Dairy Engineering for milk processing involving Ghee making, Khova making, Greek Yoghurt etc. Further he also briefed about largescale industrial dairy processing ventures up to 300 crores across India.

The third session was presented by **Dr Dinesh Bhosale, Dairy Expert** from Pune and he emphasized the significance of clean milk production in India and briefed the revolutionary success of cooperative system in Indian Dairy sector with the help of Dairy Man of India, Mr Kurien. **Mr Muralikrishna, Joint Director**, presented on Silicon City Piggery FPO with nearly 300 FPO members doing both production and trading of piglets and adult



*just*  
**Fine Tune**  
*Feed Protein*



# Proease<sup>®</sup>

## A Cysteine Protease

Improves Digestion  
of Vegetable as well  
as Animal Protein

Improves Overall  
Performance  
of the Bird

Reduces Nutrient  
Losses During  
Excretion

Saves Feed  
Cost

1 E.C. NO. for  
Proease-3.4.22

2 Thermo-stable at  
High Temperatures

3 Active at Wide  
Range of pH

4 Well Defined  
Matrix Values



**‘Simply, improving Utilisation of Undigestible  
Protein in Feed, can Reduce Extra Amount of Cost’**



**DSAND ANIMAL NUTRITION PVT. LTD.**

51-52, BRG Industrial Park, Malikhedi Road, Indore - 452016 (M.P.)-INDIA  
Customer Care : 0731 4005773, E-mail : info@dsandindia.com, Web: www.dsandindia.com



pigs across the country especially Northeastern states.

The next session was on raw material dynamics in livestock feed by **Mr Jason John, Team Lead, United States Soya Export Council, USSEC India**, in his presentation he narrated the global dynamics and Indian Supply and demand dynamics of Soya and Maize in India. He cautioned that growing animal husbandry required equally matching sectoral growth in soya and maize both in productivity and scale.

**Mr Veerakempanna**, successful sheep entrepreneur presented his experience in sharing of his illustrious journey for the past 45 years in sheep farming. Mr Veerakempanna is nicknamed as “Encyclopedia in Sheep Farming” explained in detail how to make sheep farming a sustainable venture with 6 months of complementing revenue from agriculture entrepreneurship together synergizing with sheep farming.

**Dr LipiSairiwal, Deputy Commissioner, DAHD, New Delhi** presented on Government Sponsored Schemes in Animal Husbandry Production namely AHIDF and NLM followed with success stories in each categories, wherein lots of beneficiaries are benefited by 3 percent interest subvention under AHIDF and up to 25 to 50 lakhs subsidy under NLM. **Dr Tapan Kumar Sahu, Deputy Commissioner, CEAH-AQCS** presented on the scenario of export/import of animal

products from India. He narrated the present system of quarantine stations at New Delhi, Kolkata, Mumbai, Chennai, Hyderabad and Bengaluru in regulating import and export of livestock products as per the act of Govt. of India.

NABARD officers were taken for visit of all campuses of CEAH, Campus-1 (Poultry Units), Campus-2 (CFSPTI and CCBF), Campus-3 (AQCS) and Campus – 4(RFS) during the two days of training.

On the concluding day, ie., 28 December 2023, the first session was by **Mr Anil Kumar, COO** and **Mr Madhu**, Marketing head of Stellapps (Dairy Digital organization funded by Melinda Gates Foundation). They presented their revolutionary digitization of entire value chain of Dairy around the ecosystem of farmer, Cow, Milk Society, Retailing, Financials, branding, inputs etc. They are developing large scale predictive models by use of AI and ML in Dairy sector for better efficiency and profitability.

**Mr Harish Garware, CMD, Gartech, Pune** presented a detailed overview of modernization and digitization of poultry sector not only in feeding and watering but emphasis is given for building

structure with the new concepts like radiant energy usage with net zero energy consumption in poultry sheds. **Mr. Santosh**, entrepreneur from Bengaluru shared his experience of his venture of Honey bee farming and Sheep farming.

The next sessions by **Dr Gopakumar, MD, DLG India** who presented on the sunrise sector “The Piggery Enterprise in India” with as high as 10 crore to 20 crore business opportunities per venture. This was followed by **Mr Naveen, MD, Nandu’s** and **Mr Rajesh, MD, SR Daily Nutrition** presented on Startup ecosystem in poultry sector for retailing and branding.

The afternoon session began with a brief presentation by **Dr R.M. Kummur, former CGM, NABARD** about great success stories of Microfinance in India in general and Microfinance in Animal Husbandry in particular. This was followed by a session on Vaccines and Diagnostics by **Dr Azad Meer** from Hyderabad and **Dr Samuel, MD, Bhadra Agencies** presented on Business opportunities in Animal Husbandry Medicines, Vaccines and Diagnostics. The last session on Animal Husbandry database was presented by **Dr H. Teggi, Joint commissioner, CEAH.**

The valedictory function concluded at 5.30 pm on December 28, **Dr Abdul Rahman, Executive Director of Common Wealth Veterinary Association (former President CWVA)** the global body. **Dr H. Raghuraja, Director General, National Academy of RSETIS**, Ministry of Rural Development, Govt. of India along with their National Director, **Mr Murugesan** and National Controller of RSETIS, **Mr Singh** represented in the valedictory. **Mr Jeyachandran**, Regional Head, (South India), UNDP also graced the occasion. The VIP dignitaries distributed certificates to NABARD officers. NABARD officers expressed greater satisfaction and appreciated the efforts of CEAH team in making the programme a great success.

The VIP dignitaries from CWVA, RSETI and UNDP praised CEAH as an Institution in bringing such a fantastic programme with full package of modules around financing of Animal Husbandry business models. The event concluded with vote thanks by Dr Esakkimuthu, DGM, NBSC, Lucknow and promised to engage long term with CEAH with various programmes in the future.

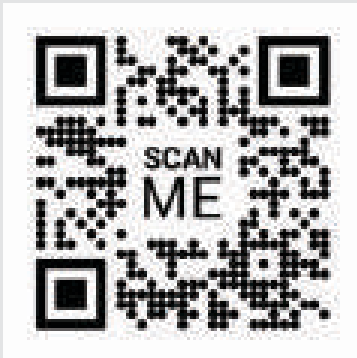


Valedictory Group Photo



# When does 1+1=3?

**When You Combine  
Postbiotics and  
Essential Oil Compounds.**



**Scan to  
Add Up  
Performance  
Now**

**Dia-V<sup>TM</sup> MB<sup>PROLS</sup>**



**Provimi Animal Nutrition India Pvt. Ltd.**  
Email at: [info\\_info@cargill.com](mailto:info_info@cargill.com) | Call at: +91-9606077510

For consumer feedback, please write to:  
**Consumer Care Cell, Provimi Animal Nutrition India Pvt. Ltd.**  
IS-40, KHB Industrial Area, Yelahanka New Town, Bengaluru - 560 064, India

**Unique Probiotic Strain for  
Commercial Broilers**



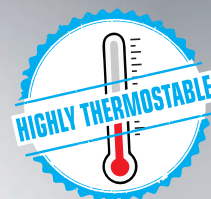
# TURBO EFFECT

INTESTINAL  
MICROBIOTA  
BALANCE

DIGESTIVE  
ENZYMES  
PRODUCTION

GUT BARRIER  
PROTECTION

## PUMiPRO™ *Bacillus pumilus* NCIMB 30362



- **NEW BACILLUS PUMILUS STRAIN**
- **HIGH ENZYMATIC ACTIVITY ESPECIALLY ON LIPASES**
- **HIGH CAPACITY TO SECURE GUT AND INCREASE FEED EFFICIENCY**
- **SOLUTION STRONGLY AIMED TO OPTIMIZE FEED COST**
- **SAFE STRAIN : QPS / GRAS COMPLIANT**

**Better FCR.**

**Better Viability.**

**Better Economical Gain.**



### VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED

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



**BE VOCAL FOR LOCAL AS**  
**LOCAL IS**  
*The Best*

**BV300**



**VENCOBB**



**Selected and Bred in the Indian Agroclimatic  
Conditions for over 4 decades**

**BV300 and VENCOBB  
Nurtured by Nature, Perfected by Science.**

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

# IMMULATOR®

The Superlative Immunity Booster



Enhance Immunity &  
Fight The Invaders

**Provet Pharma Private Limited**

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



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

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





Presenting

# AUCTUS

Plant-Based Growth Promoter

The Natural Choice for Your Poultry,  
Beyond Antibiotics

- Modulates gut microbiota
- Enhances endogenous enzyme secretion
  - Ensures villi health and integrity
- Superior performance over AGPs as proven through zootechnical studies

For more information email us at [connect@phygeno.com](mailto:connect@phygeno.com)  
or visit [www.phygeno.com](http://www.phygeno.com)



## Hengrun HR Series Extruder

Suitable for all kinds of floating & sinking aquatic feed  
The screw permutation is adjustable to fit different formulation.  
Advanced automatic touch screen control system

Model	HR165	HR118X2	HR145X2	HR168X2
Capacity(t/h)	3-5	3-6	6-10	10-15
Type	Single-screw	Twin-screw	Twin-screw	Twin-screw



## Hengrun HRHG ( FB ) Series Rotating-Type Dryer

Moisture evenness  $\leq 1.5\%$   
Use only one-third power compared to other competitors.



### ZHANJIANG HENGRUN MACHINERY CO., LTD

Add: Shapo Industrial Zone, Suixi, Zhanjiang, Guangdong,  
China (524300)

E-mail: [hirin\\_co@126.com](mailto:hirin_co@126.com)

Tel: +86 759 7770818 Fax: +86 759 7769088

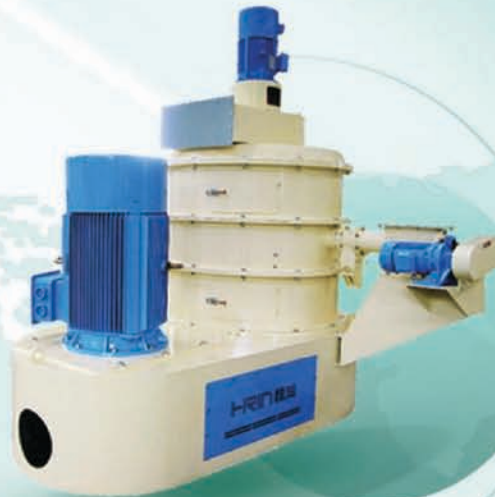
Web: [www.hirin.cn](http://www.hirin.cn)

# Professional Feed Machinery Manufacturer



## Hengrun SWFL Series Vertical Pulverizer

Vertical shaft with no-screen grinding, Bearing no maintenance. The production is uniform and the fineness is adjustable ( Range from 40~200 mesh.)



## Hengrun HRYTZ Series Vacuum Sprayer

Totally enclosed spraying space, Precision & Efficient spraying proportion widely ranged from 2%-30%.

# Poultry Industry to Face Feed Ingredients (Maize and Soybean Meal) Supply Challenges in coming Years

Ricky Thaper, Treasurer, Poultry Federation of India | Email: ricky.thapero712@gmail.com

To sustain growth in the poultry sector, the government must ensure supplies of feed ingredients at reasonable prices which should be ensured through liberalizing imports and augmenting production.

Livestock rearing is one of the most important economic activities in the rural areas contributing significantly to the economy. Livestock sector, although half the size of crops, plays a crucial role in driving the agricultural gross value added (GVA) growth. This sector is contributing to the economy in a big way considering the higher rate of growth of the sector in comparison to the agriculture sector.

Presently, the GVA of the livestock sector has recorded an annual growth rate of around 6% at constant prices. The growth of the sector is more than the crop sector growth rate which was 1.65% annually. Its contribution to the Indian agriculture and economy is increasing steadily with a share of 30.47% in agriculture and allied sector GVA and 4.75% in the country's total GVA.

According to basic animal husbandry statistics, 2023, out of the total meat production of 9.77 million ton (MT) in 2022-23, the share of poultry meat was 4.99 MT, contributing 51% of total output. The growth of poultry meat production has increased by 4.52% over previous year. According to the Food and Agriculture Organisation, India ranks 8th in the world in terms of meat production. The poultry sector in India is valued at more than

\$28 billion in 2021-22, according to the Confederation of Indian Industry (CII)'s vision document - 2047 for Indian poultry sector released recently. Over the years, the poultry sector in the country has witnessed a remarkable growth, with chicken meat growing at an annual growth rate of 8% in the last 15 years - 2006-2021-22, the report stated.

**With rising disposable income and population, the demand for poultry products including chicken meat and eggs has been on rise. The sector has capitalized on this opportunity and expanded its production capability to meet the growing consumer demand.**

This significant transformation in the poultry sector has been attributed to the commercial poultry industry which accounts for 85% of the total poultry production and 15% is contributed by backyard poultry. The sector has witnessed a shift from the traditional backyard poultry models to a model production technique including integrated farming systems, contracting farming and value chain integration.

As the share of meat and egg eating population has increased by 6% during 2015 - 2021, the national family health survey -V, 2021, the demand for poultry and products is set to increase further. Currently, the per capita consumption of poultry products in the country (94 eggs per annum and chicken meat consumption is 4.2 kg per annum) is very low as compared to the Indian Council for Media Research (ICMR)

recommended consumption level of 180 eggs and 10.8/kg poultry meat per person per annum. There is a need to bridge the gap between availability and requirements couples with large scale awareness campaigns. In order to bridge the gap between availability and demand, there is a need to scale up both layer and broiler industry.

For enhancing efficiency of the poultry sector, several measures are being undertaken to improve genetics and disease resistance breeds of poultry, disease prevention and surveillance, and supply of affordable feed which constitute 65% to 70% of the cost of production of meat remain a challenge. While stating that the domestic poultry industry is likely to grow at a steady pace of 8%-10% in 2023-24, consulting firm ICRA in March this year had stated that earnings of poultry companies are expected to be volatile owing to fluctuations in the raw material or feed costs, especially maize. ICRA has stated that due to rising worldwide demand for Indian maize as a result of the Russia-Ukraine conflict and increased exports from India, maize prices have grown significantly by 32% on a year-on-year (YoY) basis in 2022-23, resulting in increase in average feed price.

Poultry feed mostly consists of maize, Bajra or broken rice (60-65%), soybean meal (30-35%) and nutrients. The mandi prices of maize because of rising demand for industrial use is ruling much above the minimum support price

# Team Agrotech

YOUR STEPPING STONES IN SUCCESS!!

TEAM AGROTECH PVT LTD

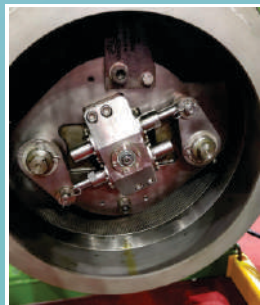


Country Representative of  
CPM ASIA

*Your Single  
Stop Source for*



CPM Pellet Mill



CPM Lineator

Complete Project management  
of Turnkey Solutions in  
the following areas:

- ▶ Integrated Feed plants for Poultry, Floating Fish, Sinking Fish, Shrimps, Cattle etc.
- ▶ Balance of plant equipments for Pre/Post processing
- ▶ Complete Plant Automation Solution, on GATE In to GATE Out concept.
- ▶ Environmental Controlled Sheds for Large Scale Poultry
- ▶ In-house design and manufacturing of Pre Fabricated steel structures for Plants, Warehouses, Grain Storage Silos etc.

**CPM Lineator Technology: Remotely Control the distance between roll and die surface, even when the pellet mill is on. This technology provides swift, accurate and safe roll adjustment, with no downtime, so no production loss.**

**Contact Today:**

**Team Agrotech Pvt Ltd**

1-4, 249, Hill Road, Gandhi Nagar,  
Nagpur, Maharashtra - 440 010, India  
Email - [info@teamagrotech.com](mailto:info@teamagrotech.com); [www.teamagrotech.com](http://www.teamagrotech.com)  
Call Us - +91 - 96505 59095

For Queries  
Contact



Scan me

(MSP) of Rs.1962/quintal announced by the government for 2022-23 and Rs.2090/quintal for 2023-24 kharif season. **Stating that there has been increasing diversion of maize towards industrial use and ethanol production, "the current growth level of maize and soybean production in the country will be insufficient to meet the demand of the poultry industry."**As the government plans to promote use of maize for ethanol, the poultry industry can face challenges in getting maize for feed. The Food Corporation has already stopped supplying broken rice to ethanol makers and prices of broken rice have risen sharply in the last few months.

**Several poultry and livestock industry associations including All India Poultry Breeders Association, The Compound Feed Manufacturers Association, Poultry Federation of India, Vets in Poultry, are now Pitching for the government to allow imports of GM maize and soybean because of 'unprecedented increase' in prices.** Regional Poultry Associations have also urged the central government for reduction in import duty on maize and soybean to deal with feed supplies. The industry feared that the prices of maize and broken rice would spike in the coming months as the diversion of these raw materials for ethanol production is expected to increase as the

government has reduced allocation of sugar for biofuel production.

In August, 2021, the government had relaxed import rules to allow the first shipment of 1.2 MT of genetically modified (GM) soymeal to support the domestic poultry industry after a record spike in feed prices. Poultry industry has earlier said the Government should allow both import and cultivation of GM Soybeans and Maize to fulfill the requirement of these two major feed ingredients in the coming years. The sustainable supplies of feed ingredients in coming years would be crucial for the growth of the poultry industry.

# Coping with evolutions in the performance and nutritional requirements of layers

*Dr Vitor Arantes, Global Technical Services Manager and Global Nutritionist, Hy-Line International*

The layer industry has gone through significant changes during the past decades and has a remarkable capacity to cope with new challenges. Dr Vitor Arantes, Global Technical Services Manager and Global Nutritionist, Hy-Line International, noted that increased egg production, improved feed efficiency, and adaptation of egg quality and bird welfare to consumer preferences have contributed significantly to the success of the egg industry. However, continuous improvement in egg production per hen housed is the most important selection criteria in layer breeding.

## Egg producers needs include:

- More saleable eggs
- Eggshell quality
- Easier behavior
- Housing systems

- Egg size specifics
- Sanitary / environmental challenges
- Profits through productivity

## Primary breeders can deliver these producer needs through:

- Having the correct product for each country
- Constant follow up
- Local presence, trust relationship
- Accurate data collection
- Critical data analysis
- Understand the company's goals
- Customized technical services according to each customer needs

## How has genetics changed?

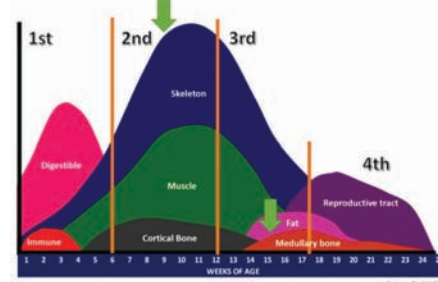
Examples of genetic progress in layers from 1984 to 2022 cited by Dr Arantes include:

- Higher persistency

(+30 weeks >90%)

- Higher egg mass (+5.5 kg/hen housed)
- Smaller hen (-21% mature body weight)

Dr Arantes states the record clutch size, defined as the unstopped length of individual egg production on a daily basis, was an amazing 474 days for a White Plymouth Rock hen. This genetic progress necessitates adjustments in nutrition and management.





AMINO ACID

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

BULK PRODUCTS

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

FEED SUPPLEMENT

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

VITAMINS /ANTIBIOTICS

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

MEALS

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

ANIMAL FEED SUPPLEMENT

*Now Online Order Available*



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

ORDER NOW

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

Contact us :  
What's app:

+91 7991715797  
+91 7524871004



**PROMOIS INTERNATIONAL**

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

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

As shown below, growth and organ development occur at various ages. “There is no margin for mistakes – a lack of growth during a stage could have a detrimental impact on pullet quality and subsequent production,” stressed Dr Arantes.

### Multi – phasic growth and development during rearing and start of lay

System	Age (weeks)	Consequence
Gastrointestinal	0 - 6	Shorter intestinal tract/reduced nutrient absorption
Immune	0 - 6	Flocks more susceptible to disease challenges
Skeleton	6 - 12	Shorter frames/less calcium reserves
Muscle	6 - 12	Impact in persistency of production
Fat	> 12	Excess can lead to fatty liver, prone to prolapsed and mortality

#### 0-6 weeks of age

Most of the development of the organs of the digestive tract and the immune system occurs during the first 6 weeks of age. Problems that occur during this period can have negative effects on the function of these systems. Birds stressed during this period may have lifelong difficulties in digesting and absorbing feed nutrients. Immunosuppression may also result from problems during this period, leaving the bird more susceptible to diseases and less responsive to vaccinations.

#### 6-12 weeks of age

Most of the adult structural components – muscles, bones and feathers are obtained during the period of rapid growth that occurs at 6-12 weeks of age. Growth deficiencies during this period will prevent the bird from obtaining sufficient bone and muscle reserves, which are necessary to sustain a high level of egg production and to maintain good eggshell quality. About 95% of the skeleton is developed at the end of the bird’s 13 weeks of life. At this time, the plates of the long bones become calcified and further growth in bone size cannot occur.

#### 12-18 weeks of age

During this period, the growth rate slows, and the reproductive tract matures and prepares for egg

production. Muscle development continues and the proliferation of fat cells takes place. Excessive weight gain during this period can result in an excessive amount of abdominal fat. Low body weight and stressful events at this time can delay the start of egg production. From 7-10 days before oviposition of the first egg, the medullary bone that is located

within the cavities of the long bones can be increased by feeding the bird a pre-laying ration with higher levels of calcium than the development stage.

Bodyweight is a key factor for flock management as this will influence future performance of birds. Consequently, bodyweight should be controlled during the whole life of the layer flocks. Management, in particular nutrition and lighting programs, can help to control bodyweight so birds can achieve their genetic potential.

#### Uniformity

Uniformity is the most important KPI in our business. However, with the trend towards larger flocks, maintaining uniformity is becoming more challenging. With larger flocks, it is difficult to source one unique flock which thus usually comprises multiple breeding flocks of different ages. Inevitably, uniformity will be poor, hence the need for tools to address unexpected issues. Lack of uniformity becomes a self-perpetuating cycle – dominant versus dominated.

Many egg producers use average body weights compared to the breeder recommendations as a guide to flock status. However, knowing if you have good body weight uniformity is another valuable management tool. In any flock some

birds are lighter or heavier than the average body weight. Poor uniformity makes management decisions, such as lighting, feed amounts or diet phase more difficult.

Ideally, the body weight coefficient of variation (CV) should be +/-10% of the mean, increasing the likelihood that your management decision will be appropriate for most of the flock. Inappropriate diet changes, bird handling, vaccination and transfer can reduce uniformity. Flocks should be at 90% uniformity at the time of transfer to the laying facility. Body weight at point of lay significantly affected egg production and eggshell quality.

Grading into 2 or 3 sub-populations of different average bodyweights may be necessary so that each group can be managed in a way that will achieve good whole flock uniformity at the point of lay. The best predictor of future laying performance is the pullet’s body weight and body type at the point of lay.

#### Vision Egg

Vision Egg is a custom diagnostic tool used to analyze data and emphasize flock performance to achieve the highest genetic potential from Hy-Line layers with recommendations connected to customer profitability. This growing, robust database includes data from over 1 billion hens strengthens our flock performance diagnostic tool for improved profitability for Hy-Line customers.

Hy-Line customers can take advantage of this opportunity by sending flock data to their regional business manager or technical service specialist. The information shared with Hy-Line is kept completely confidential.

#### Summary

The challenge is not egg numbers, stated Dr Arantes, but saleable eggs. Correct body weight and high uniformity of the flock at point of lay will result in good performance over the laying period, with high peak production and good persistency of production and the production of good quality eggs. Management is the key factor to regulation of body weight during rearing and at point of lay.





# Start with **Clean & Hygienic** Surface



**Enzymatic Cleaner**

**HATCHCLEAN™ is a Pure Enzymatic Cleaner and Deodorizer  
Exclusively for Hatchery Operations.**



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

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

# SALPINGITIS IN POULTRY

G.Vignesh, B.Tech, MBA<sup>1</sup>, G. Ramya, B.Tech (poultry technology)<sup>2</sup>

<sup>1</sup>GM-integration, CR Poultry farms, Salem

<sup>2</sup>Technical officer, SKM Export pvt.ltd, Karur

## Introduction:

An increased number of birds are lost due to ovarian and oviduct malfunction in commercial poultry husbandry, particularly in breeder laying hens & in commercial layers. The reproductive infection known as salpingitis affects laying hens and has an impact on egg production. Salpingitis that causes in calculable losses to the farmer. This might cause the birds to perish and render them unproductive for a period.

## What is Salpingitis?

Oviduct inflammation caused by ascending invasion of infectious agents from the cloaca to the oviduct or through the air sac into the respiratory system is known as salpingitis. The oviduct motility disruption that can lead to further salpingitis. Here, inflammation permits the fluid to escape from cells that have formed into an amorphous mass. This mass can either be laid by the hen or become fatally trapped in the oviduct.

## Etiology

Bacterial infection - mostly caused by *Escherichia coli* contamination of the cloaca. Other contributing factors include *Actinobacter*, *Mycoplasma gallisepticum*, *Pastuerella multocida*, *Tetra trichomonas*, and *cyanobacterium*.

**As a secondary infection-** it is linked to neoplasia, Newcastle disease, infectious bronchitis, and cystic ovarian disease.

## Types

Septic or non-septic salpingitis is possible. While the non-septic type renders the bird infertile for the duration of its life, the septic form will result in a high mortality rate. The intestinal and reproductive tract adhere to one another in both acute and chronic conditions, causing the oviduct to solidify and fill with a yellowish-layered caseous cast.

## Hydro salpingitis

In some cases, oviduct is filled with fluid, it is known as hydro salpingitis.

## Species affected.

Breeder, commercial layer, ducks and geese are susceptible to salpingitis.

## Transmission

- Inadequate ventilation
- Unhygienic conditions in the chicken house,
- Excessive egg laying that damages the oviduct mucosa
- Birds infected with salpingitis through salmonella, mycoplasma will be asymptotically the carrier.

## Clinical signs

Enlarged abdomen, an egg that is deformed, cloacal discharge that mimics scrambled eggs, intermittent lay loss and death, and poor eggshell quality.

Birds are reported to walk like penguins, and when they are palpated, stiffness in the abdomen is detected.

## Lesion

Abdomen – distended and feels like doughy and adhere to oviduct.

Oviduct- become firm and accommodated by Necrotic debris in the lumen of oviduct that acts as a obstruct which stops egg laying.

## Diagnosis

The lash egg can be used to diagnose this physically. (The lash egg, which is an egg-shaped discharge made of coagulated pus and other components rather than yolk, is a sign of the bird's terminal condition)

The technique of ultrasonography aids in observing the enlarged ovary, and radiology is utilized to identify the coelomic tumour.

## Conclusion

The danger of illness can be decreased by administering antibiotic treatment to the birds and vaccinating them autonomously in cases of widespread outbreaks.

Salpingitis is prevented in birds by keeping their surroundings hygienic and bio securing them from wild intrusions.



Oviduct with egg like exudate



Lash Egg





# A.P. POULTRY EQUIPMENTS

Pioneers in Poultry Incubators

**HI-TECH INCUBATORS & HATCHERS**



Killer Cone / Halal Cutting



De - Feathering Machine:



Chicken Portioning Machine



Feed Plant  
(Feed Mixer & Grinder)



Solar Incubators

**For Further Details Please Contact:**

**M. Prabhakar Reddy**

**Managing Partner**

**Mob: +91 9849212325, +91 9848123203**

**Office:**

Villa No-45, Ramky Villas, Near HMT, Sathavahana Nagar,  
Opp: KPHB, Kukatpally, Hyderabad-72. Telangana. INDIA.

**Factory:**

Plot No.365 & 366, Gokul Plots, Venkata Ramana Colony,  
Near Vasanth Nagar, Kukatpally, Hyderabad-72. A.P. INDIA.

**Email:** appoultry@yahoo.com, appoultry@gmail.com, mprabakarreddy@gmail.com

**Tel/Fax:** +91 40 23151576 | **Website:** www.appoultry.com



Fuelled by *Bacillus siamensis* ZMT02, the novel probiotic strain isolated from chicken GIT

**22** Field Trials\*  
**1,08,236** broiler chickens

Safe | Performance booster | Anti-infective | Anti-inflammatory

**40 - 70 points<sup>#</sup>**

**Improvement in cFCR**

**Upto 70 g**

**Improvement in BWT in open shed**

**Upto 120 g**

**Improvement in BWT in EC shed**

**Upto 30%**

**Improvement in livability vis-à-vis antibiotic control**



<sup>#</sup>1 FCR point represent third/last decimal point of 1000

\*Majority of field trials were conducted at same farm with multiple sheds in integrations across various geographical locations and at different time of the year. Some of the integrators were generous in sharing complete production indices while others communicated the summary of the trial results. In the field trials, Improval™ MS was compared with antibiotic/probiotic/antibiotic + probiotic/probiotic + prebiotic control. Detailed reports available on request.

# AMINOGEN<sup>®</sup>

Extra Rich Blend of  
Vitamins, Minerals  
& Amino Acids  
fortified with  
Nucleotides



Everything the  
**FARMER**  
Needs

INCREASED BODY WEIGHT

INCREASED PROFIT

REDUCED FCR

Everything the  
**BIRD**  
Needs

MACRO MINERALS

TRACE MINERALS

NUCLEOTIDES

PROBIOTICS

## THING FOR



**VETOGEN ANIMAL HEALTH<sup>®</sup>**

(A WHO-GMP & ISO Certified Company)

164, 1st Cross, 1st Stage, AECS Layout, RMV 2nd Stage,  
Sanjay Nagar, Bengaluru - 560094, Karnataka, India

+91-80-4220 0559 ✉ info@vetogen.com 🌐 www.vetogen.com



# ETHICAL AND INNOVATIVE

## VACCINES FOR POULTRY



**Indovax**, amongst the early pioneers of vaccine manufacturers in India, has been providing vaccine solutions for the health of Poultry Flocks for over 30 years. Vaccines that assuredly deliver results and provide safety. Suited best to the needs of Indian Poultry Scenario.

Our legacy of effective support to the Indian Poultry Community through vaccines is backed by consistent Research to find pragmatic solutions to emerging health challenges. Both through Live and Inactive vaccines.

Live vaccines

Inactivated vaccines



Indovax Pvt. Ltd., Plot # 634, Pace City-II, Sector-37, Gurgaon-122 001  
(Haryana-India)  
Tel: +91+1224-4924900 Web: [www.indovax.com](http://www.indovax.com)



# UT GlysoMin **GOLD**



Better Availability Better Performance With Glycinated Trace Minerals



25 Kg Bag

## UTTARA IMPEX PVT. LTD.

Feed Supplement Division, Venkateshwara House, Pune.

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

Collaboration with :



# Immunity

is the bird's armor  
for Production and Protection



- Increases flock immunity
- Controls early mortality in chicks
- Increases growth rate
- Develops antibodies
- Effective titre production post vaccination
- Aids in maintaining peak production for a longer period in layer birds

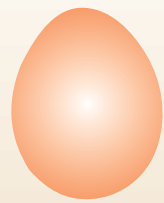


**Himalaya Wellness Company**  
Makali, Bengaluru 562 162, India  
[www.himalayawellness.com](http://www.himalayawellness.com)  
E-mail: [write.to.us@himalayawellness.com](mailto:write.to.us@himalayawellness.com)



Scan for  
more  
info on  
Enrimune





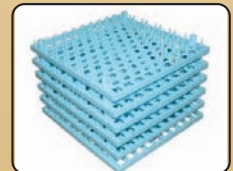
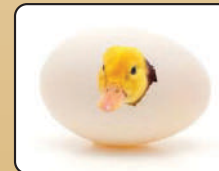
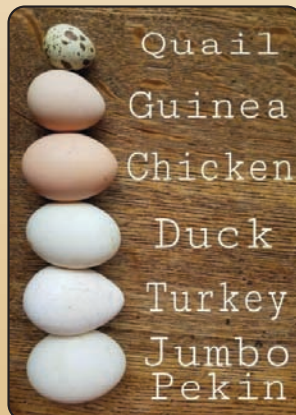
# HATCH



# MASTER



## Incubators Hatchers



Best Incubator for all eggs



### KARAMSAR POULTRY APPLIANCES (REGD.)

Office : C-120, Hari Nagar Clock Tower, New Delhi-110064 (INDIA) Phone : 25121373, 25495919, 9810057387  
Works : B-70, Maya Puri Industrial Area, Phase-I, New Delhi-110064 (INDIA) Phone: 011-49093780, 42403001,  
E-mail : [karamsarpoultry@live.com](mailto:karamsarpoultry@live.com) • E-mail : [karamsarpoultry70@gmail.com](mailto:karamsarpoultry70@gmail.com)  
Website : [www.karamsarincubators.com](http://www.karamsarincubators.com) • Website : [www.karamsarpoultry.com](http://www.karamsarpoultry.com)  
9810157638, 8800315001, 7098000001, 9851400001

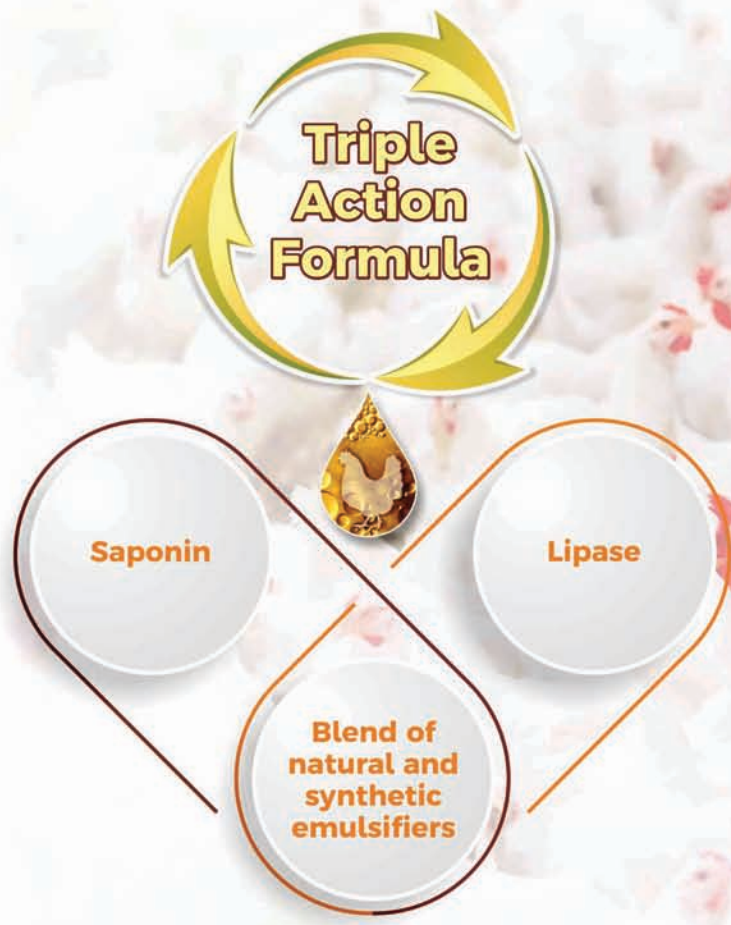


**Why are you satisfied with less,  
If you can achieve more...**

**Introducing**

**The NextGen Emulsifier**

 **FATLYSE**<sup>®</sup>  
Lipiciency Ensured



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

Cargill Premix & Nutrition

Provimi Animal Nutrition  
India Pvt. Ltd  
IS-40, KHB Industrial Area,  
Yelahanka New Town,  
Bengaluru - 560 064,  
Karnataka, India.  
T +91-80-28460060  
E [info@cargill.com](mailto:info@cargill.com)

© 2023 Cargill,  
Incorporated.  
Printed in India

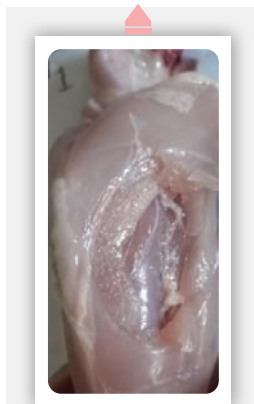


# VAKSIMUNE<sup>®</sup> Coryza LE

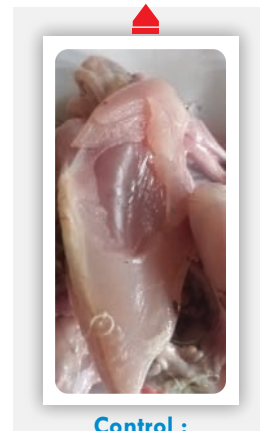
Low Immunodepression : Low or no Local Reaction



**VAKSIMUNE<sup>®</sup> Coryza LE**  
Low or No Local Reaction






**Other Infectious Coryza Killed Vaccine :**  
Severe Local Reaction



**Control :**  
No vaccination-  
No Local Reaction



-  Early and Long Lasting Protection
-  Formulated Differently and Better
-  Less irritation, Less stress



**VAKSINDO ANIMAL HEALTH PVT. LTD. | RESEARCH BASED VACCINES**

H No. 8-7-89/C/P-II/125, Ground floor, Chaitanya Nagar, Kharmanghat, Saroor Nagar, Ranga Reddy Hyderabad, Telangana- 500070. Tel: +91 40679 34239 | Web : [www.vaksindo.co.id](http://www.vaksindo.co.id) | [customercare@vaksindo-india.com](mailto:customercare@vaksindo-india.com)



# Durim™

## Ensures High Immunity and Stress Endurance

# KEMIN®

© Kemin Industries, Inc. and its group of companies 2022 . All rights reserved. ©™ Trademarks of Kemin Industries, Inc., U.S.A.