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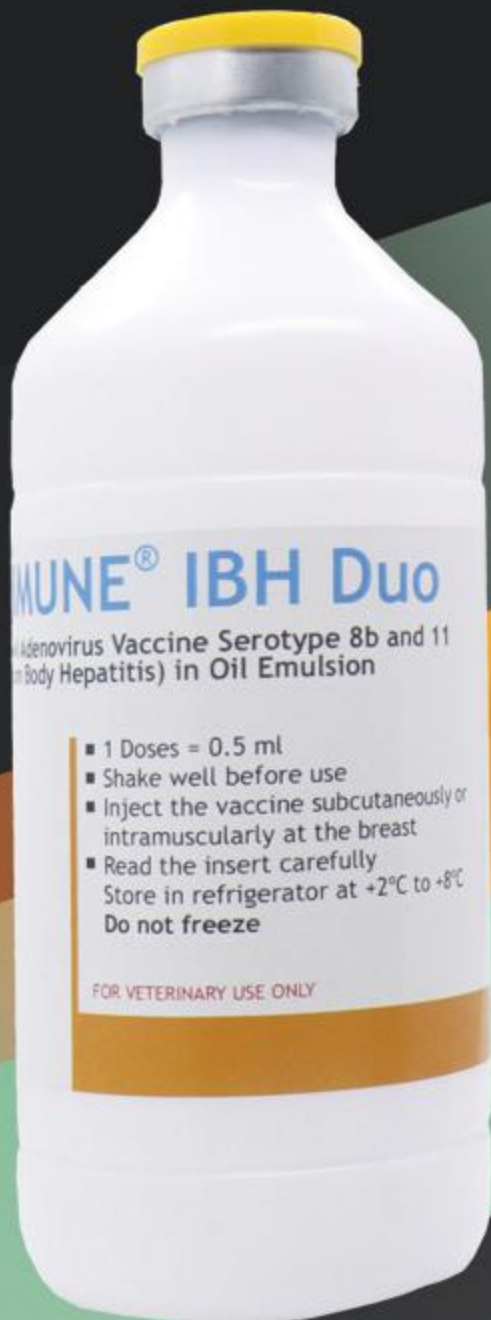
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Campaign – Safe-Egg!

Social media is flooded with many issues related to antibiotics found in branded eggs, and also a lot of misrepresentation on the safety of consuming table eggs. The point of concern is not only about the anti-propaganda, but also about no substantial action by the Poultry industry in response to this. The silence maintained by the otherwise active associations, Federation and group needs to show demonstrable and effective measures to counter this anti-propaganda, having the potential to damage the Poultry severely. If antibiotics are found that fall under non-compliance, then strict action must be enforced to make this cheap and best available protein safe for consumers. While we are the producers, we also are consumers, and we must own up responsibility that is expected of us as the producers of human food. It's time that all relevant parties in the industry run an emergency campaign to produce, sell and consume Safe Eggs! FSSAI debunks all Cancer scare and false media claims on Indian Eggs. Indian eggs are Safe to consume.

The impact of a movie can be tremendous. The movie Dhurandhar is making many go under! A very low-budget movie, but if filled with facts can cause a tremendous impact. Last week, DHURANDHAR made Pakistan ban the movie along with a few more Arab countries. The movie, without naming anybody, directly exposes Stark reality, which puts in danger many of the political parties and personalities who invariably cannot deny the contents. As people get to know the reality through a story, it becomes easy to expose the guilty. Today's information on the Internet and social media easily exposes evil. Paid media can manipulate or control targeted news.

The recent Poultry India show in Hyderabad attracted substantial footfalls, which is quite impressive. Besides Knowledge Day, many companies used the gathering to organise their own seminars and dinners, which were also successful. It was an unusual practice for the Netherlands Government to have a program that again attracted a lot of quality visitors and participants. Poultry India truly matched up to the international standards, and this time, many expressed their happiness. The VIV Select India, too, inspired by such a response, has announced their show in New Delhi during April 2026.

The recent American policies are first anti-American, as the final impact is on the American citizens. The exorbitant Trump tariff first deprives the American citizens of low cost high value products before it can damage the exporters to America. The USA must understand that any exporter has another 200+ countries as an alternative market.

The recently implemented American policies are not in the long-term favour of America. The delicate fabric of relationships that has been built over decades is getting destroyed, causing a lot of trust deficit and America funding a terror country instead of condemning them is a grave risk for humanity.

The evils of terrorism, which India suffered for several decades, are only now being experienced in the West and recently in Australia, which shows the price being paid for not acting against terror in a strong and determined manner. The only way to solve this terror problem is to address the root of it and eliminate it from the global source country.

Epstein files with 100 GB containing 95,000 photographs are expected to open Pandora's box and are expected to expose many public personalities. It is expected that some Indian names will pop up as a shock and surprise. Soon, India and the world will get to know each other.

We wish our readers, advertisers, and well-wishers a Happy and Prosperous New Year 2026.

Editor



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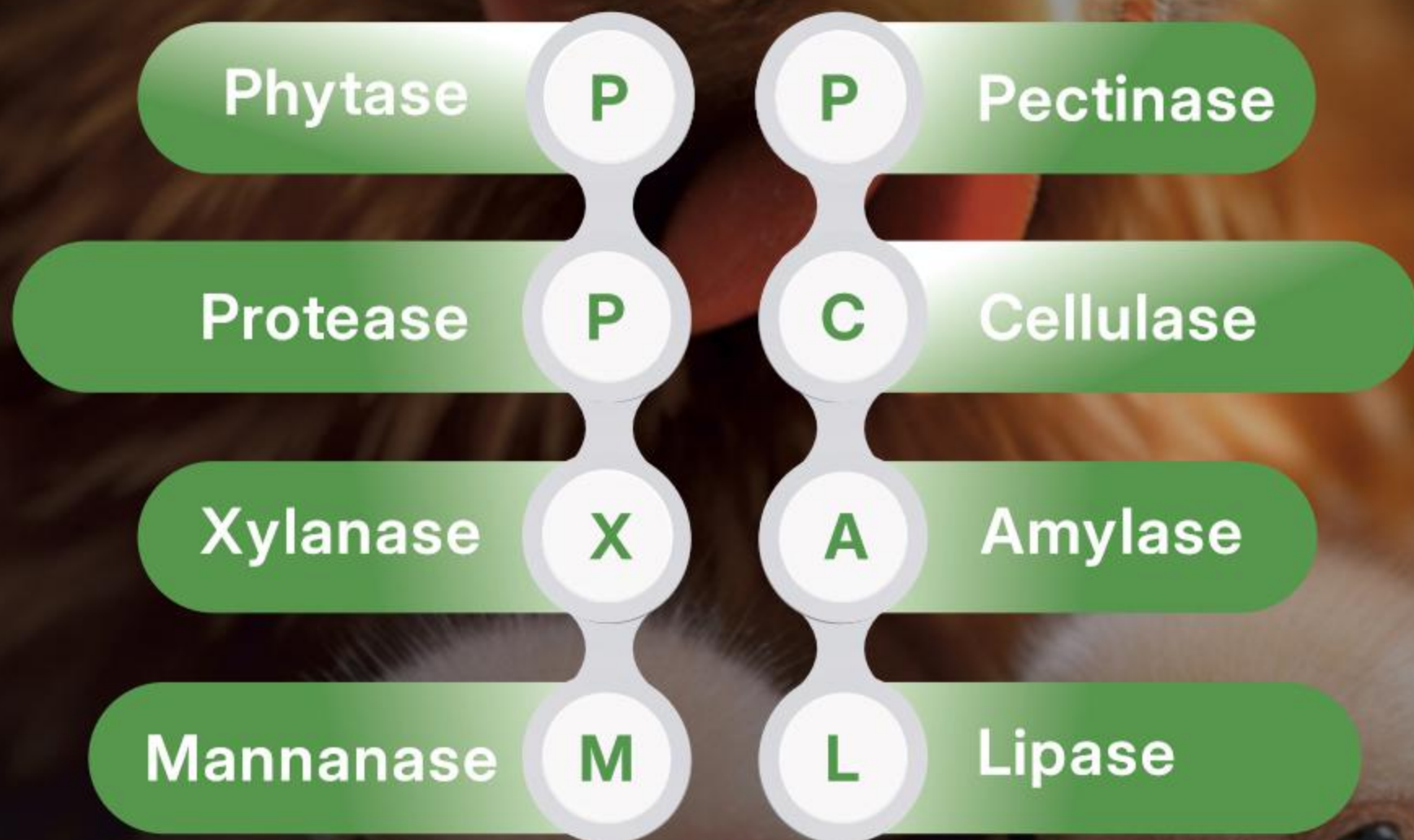
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एनकाउंटर न. 271- फीड पर बार-बार चर्चा क्यों ?

फीड चाहे ब्रायलर की हो या लेयर की हो—अक्सर समस्या आती और जाती रहती है। जब पकड़ते हैं तो काफी देर हो चुकी होती है और फीड का नया लॉट आते ही उत्पादन ठीक होने लगता है। लेकिन दवा—दारु पर अनायास काफी खर्च हो चुका होता है। यदि पहले ही पता चल जाता तो फीड कंपनी से कह कर दूसरा फीड मंगवा लेते नुकसान भी कम होता और 'एक्सपर्ट' की राय पर दवा का खर्च भी बच जाता है। 'एक्सपर्ट' ने कैंची चलाने के बाद कोई तो बीमारी निकालनी है—दवा लिखनी ही है—काम ना की तो वायरल या वेरिएंट कह कर कन्नी काट लेनी है। यही नहीं किसान परेशान हो कर अलग-अलग डॉक्टरों की राय लेता है और दवाएं बदलता रहता है।

पोल्ट्री में समस्याओं के स्रोत मुख्या रूप से चार ही हैं जिसमें आपका मैनेजमेंट, फीड, पानी और बीमारियां। पहले तीन पर तो ध्यान जाता ही नहीं, हाँ बीमारी पर जरूर जाता है। यह हमारी प्रैक्टिस गलत है।

हमारी फीड का खर्च लगभग 70% है। यह सबसे अधिक और मत्वपूर्ण खर्च है फिर हमें इसकी परख या जांच में संकोच क्यों? मेरी आदत है कि जब भी कोई मोर्टिलिटी चेक करवाने आता है तो मैं कभी भी फीड या चिक्स के सोर्स का नाम नहीं पूछता ताकि निष्पक्ष हो कर समस्या का समाधान कर सकूँ। इसके बावजूद फीड मिल या हैचरी से अक्सर फोन आ जाता है आपने यह कैसे कह दिया। मैं उन्हें साफ कह देता हूँ कि मैंने फीड या हैचरी का नाम पूछा ही नहीं। जो पोस्टमॉर्टम दिखाता है वही लिखता हूँ। कभी-कभी तो ऐसा भी हुआ है कि मैनेजमेंट की गड़बड़ी या पानी पार दोष डाला। इसमें भी अक्सर फोन आये हैं कि मैंने फीड में या चिक्स में कमी निकाली है। कुछ किसान अपनी तरफ से उन्हें 'हड़काने' के लिए कह देते हैं। अक्सर किसान कहते हैं यदि चिक्स छोटे हैं तो हैचरी कारण बता दीजिये। अगर बड़े हैं तो फीड में समस्या लिख दीजिये—ऐसा क्यों? यह आप स्वयं समझ लें।

देश की आमतौर से सभी फीड मिल्स सक्षम है आपको अच्छी क्वालिटी की फीड देने की कोशिश करते हैं। उन्हें अपनी साख प्यारी है बनस्पित आँख मूँद कर फीड बनाने की। यदि कोई शिकायत आ जाये तो अपने हर माल को तुरंत चेक करते हैं और चिंतित रहते हैं अपनी साख को बचाने और एवं किसान को नुकसान से बचाने के लिए। मुझे याद है एक फीड मिल की विजिट पर गया था। एक ट्रक मक्का आया जिसे फीड मिलर उतारने के लिए तैयार नहीं था, क्योंकि वह मक्का 'दागी' थी। आढ़ती का फोन आया और कहा कि 'रेट कम कर देते हैं, उतरवा लें।' फीड मिलर ने फिर मना कर दिया और कहा कि 'जब अंडा घटेगा तो कौन जिम्मेदार होगा?' ड्राइवर सो रहा है। आढ़ती का फोन आया ड्राइवर को बोले X फीड मिल पर माल लेकर चला जाए। अब बताइये यह 'एक्स' फीड मिल इससे फीड बनाकर पोल्ट्री किसानों को ही देगा। ऐसी फीड मिलें भी अपने यहाँ कम नहीं। अतः हमें फीड पर भी पैनी निगाह रखनी चाहिए समस्या के समाधान के लिए।

आज कल इंटीग्रेटर हर शहर में मौजूद हैं। इनके पास ना अपना चिक्स है और ना ही अपना फीड। दोनों बाहर से लेते हैं। इसके

बावजूद यह 'कभी खुशी—कभी गम' के दौर से गुजरते हुए हिम्मत नहीं हार रहे। ऐसे ही एक इंटीग्रेटर का दो बार समस्या का समाधान निकालने का अवसर मिला। पहली बार में उनके कई फार्मों पर 10—12 दिन बाद मोर्टिलिटी शुरू हो जाती। जिससे फीड लेते थे उनके डॉक्टर भी देख गए। इलाज बताया लेकिन कोई फायदा नहीं। मेरे पास अंत में लाये। आश्चर्य हुआ कि हर एक के फुट पैड में जखम है। एक दौरा फार्म पर होता तो शायद लीटर को ब्लेम करता। इतनी कम उम्र के 50—75% चूजों में यह जखम मिल रहा था। एक अच्छी लैब में फीड भेजी गयी। सब कुछ ठीक था, काफी ईमानदारी से फीड बनाई गयी थी लेकिन स्टेफिलोकोकस बैक्टीरिया बहुत अधिक था। कारण स्पष्ट था समस्या का। दूसरी बार फीड वही थी। 12—15 दिन पर समस्या आने लगी। वह इलाज करते रहे, समाधान नहीं हो रहा था। अंत में लोगों ने उसे IB नेफरोजेनिक बता दिया। मोर्टिलिटी कई फार्मों पर होती रही। यह 40% तक कहीं-कहीं पहुँच गयी। मैंने उनसे कहा जब इलाज में इतना भ्रम है तो किसी अच्छी लैब से IB चेक करवा लेते। इतना सब हो चुका है तो मेरी राय यही है कि आप वेंकटेश्वरा या इंडोवैक्स लैब चिक्स भेजकर चेक करवाएं। फीड भी किसी अच्छी लैब में भेजकर चेक करवाएं। उन्होंने फीड भेजी परन्तु चिक्स नहीं भेजा। फीड की रिपोर्ट आज एक महीने से ज्यादा हो गया अब तक नहीं आई। किसान पूछते हैं बस यह कहते हैं सब ठीक आया। अगर ठीक आया है तो दिखाने में क्या हरज है? कारण आप स्वयं समझ सकते हैं।

पहले भी कई बार लिख चुका हूँ कि आप सदैव दो फीड लगाएं। भले ही जिससे आपकी पटती है उसकी ज्यादा लगाए और दूसरे की 10—15% लगाएं। जब भी समस्या आएगी तो यदि फीड कारण नहीं है तो दोनों में भले आगे पीछे आएँ, आएगी जरूर। अगर फीड है तो आएगी जिस फीड में समस्या है। दवाओं के अनाप—शनाप खर्चों से बच जायेंगे।

अक्टूबर—नवंबर 2025 में एक अजीब बात हुई उसे देखकर मैं स्वयं आश्चर्य चकित हूँ। जिस फार्म की यह बात है वह मेरी देख—रेख में है। यह लेयर फार्म देश में सबसे अधिक बिकने वाली फीड कंपनी की फीड का उपयोग करती है। एक 85 हफ्ते के लेयर फ्लॉक को मोल्ट करवाया था क्योंकि UP में कांवड़ यात्रा से दशहेरा तक अंडा और ब्रायलर तो पिटना ही था। प्लान के हिसाब से दशहेरा के बाद अंडा शुरू हुआ और रोज बढ़ ही रहा था। हम सभी संतुष्ट थे। लगभग 35% अंडा आ गया था।



गंगा फीड का एक ही लक्ष्य - समृद्ध व सम्पन्न हो फार्मर हमारा ।

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फार्म पर यूनाइटेड फीड गोंडा का नॉन एंटीबायोटिक ग्रोथ प्रमोटर्स का ट्रायल ब्रायलर में शुरू होने वाला था। अब्दुल्ला शम्सी का फोन आया कि ब्रायलर का 6 अलग फीड जा रहा है। इसके साथ 10 बैग लेयर फीड के भेज दें, इसका भी दूसरे फीड से कम्पेयर करके बताएं। यदि कम हुआ तो मैं अपना फार्मूला और ठीक करूँ। मैंने मंगवा लिया। फीड कम था अतः एक लाइन से 300 मोल्टेड लेयर में दिया गया। दूसरी जो साथ में ही लाइन थी उसमें वही फीड चलने दिया जो चल रही थी। यह तुलना 14–15 दिन तक चली, इस नयी फीड ने जम्प तेजी से तीन दिन बाद ही लेना शुरू कर दिया और इस 14–15 दिन में लगभग 17% आगे चला गया। इसके बाद यह लॉट भी अपनी पुरानी फीड पर आ गया। चकित करने वाली बात है कि लगभग दो सप्ताह बाद यह 15% आगे ही है। यह लगभग 84% पर रुक गया है और दूसरा परन्तु अभी धीरे-धीरे बढ़ रहा है। इतना अंतर सबसे अधिक बिकने वाली फीड के मुकाबले चौकाने वाला भी है और कुछ सोचने पर मजबूर भी कर रहा है।

अब एक दूसरा केस देखें। यूनाइटेड ग्रीन पोल्ट्री फार्म गोंडा जहाँ कई साल से केवल स्काईलार्क बोवन्स लेयर्स पड़ रही थी। जबसे फार्म शुरू हुआ है डिटेल्ड रोज की रिपोर्ट शाम 7–8 बजे तक आ जाती है। परफॉरमेंस देखकर काफी सुकून मिलता है। सदैव बहुत अच्छा उत्पादन रहता है (नजर बद से बचाये)। प्रोडक्शन संतोषजनक ही नहीं बल्कि अति संतोषजनक है। पहले हाईलाइन डाला। इसके बाद BV 300 डाला और पिछले पांच साल से स्काईलार्क बोवन्स लगभग 40000 लेयर्स डाल रहे हैं। काफी लम्बा समय 90% प्लस उत्पादन रहता है। इस समय एक लगभग 85 सप्ताह का लॉट है जिसका उत्पादन 85–90% के बीच है। यह 5% का अंतर अपने यहाँ मौसम के उतार चढ़ाव के कारण होता है। इसमें कोई शक नहीं इसके संचालक या मालिक ही कह लें हसन शम्सी पूरी मेहनत और लगन के साथ सुबह से शाम तक इसमें लगे रहते हैं। एक लगन है कि उत्पादन को कैसे और उच्च स्तरीय किया जाए। स्काईलार्क के टेक्निकल सेर्विसेज के Dr. Deep Kant Rajpoot इस लगन और रिजल्ट से प्रोत्साहित होकर सदैव यूनाइटेड ग्रीन पोल्ट्री फार्म पर ध्यान रखते हैं। यही नहीं अब्दुल्ला शम्सी जो फीड मिल का संचालन करते हैं, अपने छोटे भाई को खींचते रहते हैं “और प्रतिशत बढ़ना चाहिए”। सौभाग्य से यह दोनों कर्मठ पिता श्री मेहमूद अहमद शम्सी के पुत्र हैं जिनकी छत्र छाया में दोनों अपने कारोबार आधुनिकरण के साथ बढ़ा रहे हैं। यह फार्म 105–108 सप्ताह तक अंडा लेता है बिना मोल्ट किये हुए। दुखी मन से मुर्गा बेचता है क्योंकि इस समय भी 75% से अधिक उत्पादन रहता है। फीड कंजम्पशन आमतौर से 105 ग्राम से 115 ग्राम रहता है। अधिक ठण्ड पड़ने पर बड़ी मुश्किल से 120 ग्राम तक जाता है।

अब मुद्दे पर आते हैं। किसी कारण से लगभग दो सप्ताह तक यूनाइटेड फीड ने दाना नहीं भेजा। इसकी जगह एक दूसरी कंपनी की फीड आई। नयी मुर्गी थी अंडा बढ़ रहा था और 86% तक पहुँच गया था, लेकिन यहाँ उल्टा हुआ अंडा घटना शुरू हो गया और 80% तक आ गया। यह चिंता की बात थी। 28 सप्ताह पर पुनः यूनाइटेड फीड आ गयी। तीन दिन के बाद से अंडा बढ़ना शुरू हो गया और 29.5 सप्ताह पर 95.5% पर पहुँच गया। इसके बाद रुक-रुक कर बढ़ा और 96–97% तक पहुँच गया। यह घटना भी

साफ दर्शाती है कि फीड की गुणवत्ता का भी महत्वपूर्ण योगदान है। फार्मूला भले एक ही हो यदि उसमें पड़ने वाले खाद्यपदार्थ की सही परख नहीं की गयी तो नुकसान होना ही है। यह एक बहुत बड़ा प्रश्न है जिसका उत्तर सिर्फ लैब दे सकती है। हर फीड वाला लैब लगा नहीं सकता। इसका मिलजुल कर समाधान हो सकता है।

अधिकाँश फीड मिलर्स अपनी साख बनाये रखने के लिए सदैव हर प्रकार से सचेत रहते हैं। फिर भी उनके अपने फार्म पर समस्या आ जाती है। दो उदाहरण दे रहा हूँ जबकि अनगिनत उदाहरण मौजूद हैं।



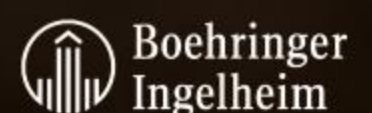
हरियाणा स्थित एक 50000 लेयर फार्म पर उत्पादन भी घटा और कच्चे अंडे भी काफी आये। यह फार्म एक प्रतिष्ठित फीड मिलर का था। जाना पड़ा। हर शेड की एक ही कहानी थी। एक दिन पहले ही नयी फीड आई थी वह भी अपनी फैक्ट्री से सब कुछ चेक करने के बाद और मोर्टिलिटी के पोस्टमॉर्टम के बाद निष्कर्ष यही निकला कि फीड में काफी गड़बड़ है। इतना कहते ही मालिक खड़े हो गए और बोले “जल्दी चलिए नहीं तो स्टाफ पांच बजे छुट्टी कर जायेगा”। हम लोग वापिस फैक्ट्री पहुँचे। इंचार्ज को बुलाकर उन्होंने नया फीड बनाकर फार्म पर भेजने को कहा। फार्म पर पहले ही कह आये थे कि सारे फीडर खाली कर दो और नया फीड आते ही लगा देना। इसके बाद उन्होंने अपने विश्वासपात्र लेबर को बुलाया और पूछा “कल मक्के का ट्रक रात देर से आया, मक्का खतम थी तो फीड फार्म पर कैसे गयी?” उसने सच-सच बता दिया “गोदाम में झाड़ू लगा कर मक्का इकट्ठा कर के फीड बनाया गया”। यही समस्या का मुख्या कारण था। उसे छाना भी नहीं गया था। बेहर हाल 2–3 दिन में वहाँ समस्या समाप्त हो गयी। अब देखिये जान बूझ कर नहीं किया गया था—करना था अपने फार्म पर नहीं करते। यह मंदबुद्धि का स्टाफ रखने का नतीजा था।

दूसरा उदाहरण दिल्ली स्थित फीड मिलर का है जिसका अपना ब्रीडिंग फार्म भी था। दो दिन पहले ही एक विजिट किया था, सब कुछ ठीक था। फोन आया आज लगभग 7% अंडा दुपहर तक घटा है—विजिट कर लें।

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रिकॉर्ड वगैरह चेक करने के बाद 2-3 मोर्टिलिटी का पोस्टमॉर्टम हुआ, निष्कर्ष निकला “फीड में टोक्सिन”। तुरंत फीड बदलने को कहा। कुछ ट्रीटमेंट सजेस्ट किया और चला आया। सुपरवाइजर से कहा “जब तक ठीक ना हो रोज शाम को रिपोर्ट देते रहना”। ऊपर वाले का शुक्र है दूसरे ही दिन मामला संभलता हुआ नजर आया और तीसरे और चौथे दिन नार्मल हो गया। लगभग डेढ़ महीने बाद पुनः इस प्रकार की समस्या आई, उस दिन भी फीड की समस्या थी। आज फीड प्लांट का मैनेजर भी वहां आ गया। जो भी ट्रीटमेंट लिखा टोक्सिन को ध्यान में रखते हुए। मैनेजर पीछे पड़ गया साथ में कोई एंटीबायोटिक लिख दें, वरन मेरी नौकरी चली जाएगी। मैंने कहा “जब जरूरत होगी अवश्य लिख दूंगा। अभी इससे और नुकसान हो सकता है”। मैनेजर चाय लेने चला गया। इस बीच मुझे एक बात याद आई कि पिछली बार जब पोस्टमॉर्टम किया था तो सुपरवाइजर धीरे-धीरे कह रहा था “फीड में गड़बड़ है” और आज भी कह रहा था, मैंने उससे पूछ लिया “दोनों बार तुमने यह बात कही और सही निकली। तुम्हें कैसे इसका अंदाजा हुआ”? उसने जो बात कही वह सराहनीये थी और प्रशंसा के लायक थी। उसने बताया कि “चारों शेड की फीड एक साथ आती है। मैं सदैव एक नंबर शेड में पुरानी फीड कम से कम अगले तीन दिन चलाता हूँ। बाकी तीन शेड में नयी फीड शुरू कर देता हूँ। इसमें जब अंडा घटता है तो समझ जाता हूँ कि फीड में गड़बड़ है। यदि एक नंबर में भी घटा तो कोई बिमारी है”। इस सुपरवाइजर का पोल्ट्री में तजुर्बा पांच साल का था लेकिन दिमाग तेज था।

इसी बात को मैं दूसरे तरीके से कहता हूँ। 10-15% फीड किसी दूसरी फीड मिल की लगाएं जिसे आप 'चेक फीड' कह सकते हैं। यह आपके फार्म पर 'लैब' का काम करेगी। यह समस्या बिना किसी अतिरिक्त खर्च के आसानी से पकड़ में आ जायेगी। अगर हर किसान इस सिद्धांत को अपना ले तो बड़े नुकसान से बच सकता है और अँधेरे में 'तीर' चलाने की आवश्यकता नहीं पड़ेगी। दोनों फीड का स्तर अच्छी श्रेणी का होना चाहिए। इसका एक सबसे बड़ा फायदा है कि दोनों ही फीड मिल आपके प्रति सदैव ही सचेत एवं गंभीर रहेंगी।

इसका एक फायदा और है, जहाँ यह सिद्धांत आपको समस्या को तलाश करने में सही दिशा में ले जायेगा, वहीं निरंतर कुछ प्रतिशत अण्डों के उत्पादन में प्रति दिन अंतर आ रहा है तो आप उस फीड मिलर से आग्रह करें वह तुरंत ठीक करेगा, अपने यहाँ छान-बीन करेगा। इस सैद्धांतिक ढंग से आप अपने फीड का मैनेजमेंट करें, आपको फायदा होगा। इसके लिए आपको फीड मिलर के साथ सौहार्द सदैव बनाये रखना चाहिए।

We Wish all our readers Happy New Year 2026..!!!



Mr. Shabbir Ahmad Khan

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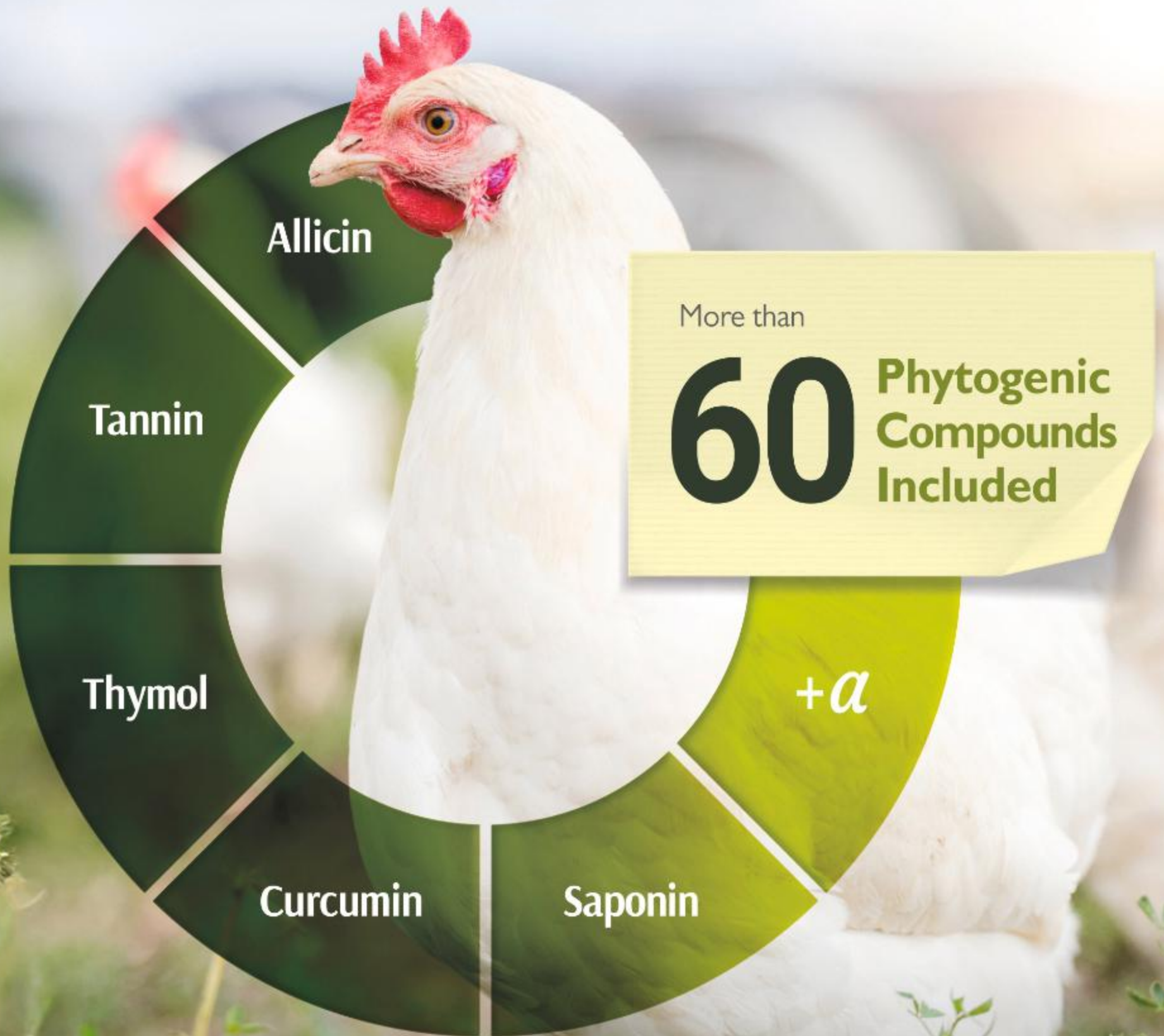


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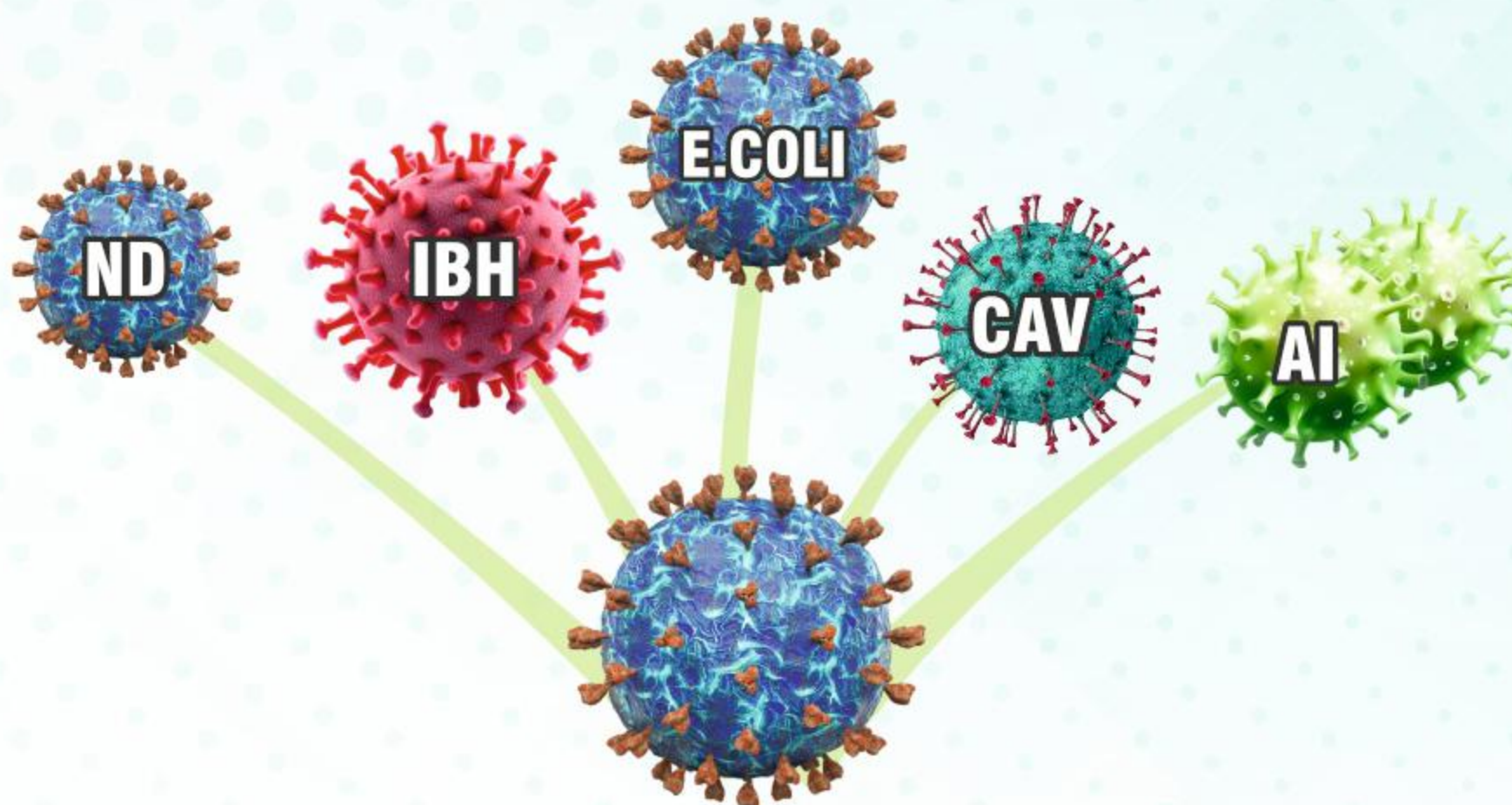
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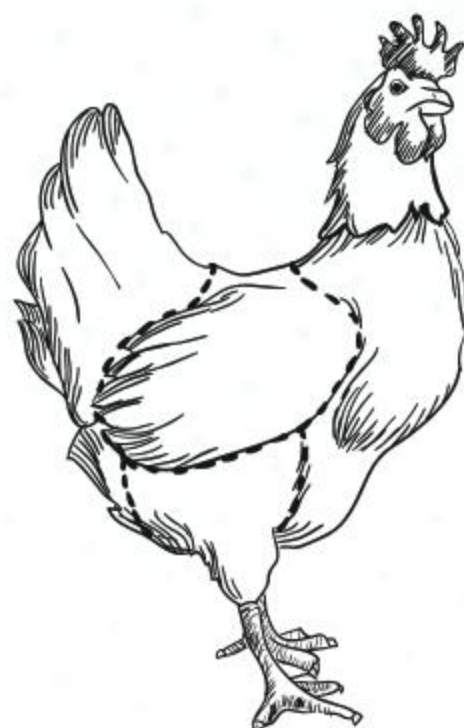
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NUQO® Concludes a Successful Participation at Poultry India 2025



NUQO successfully concluded its participation at Poultry India 2025, held from 26th to 28th November in Hyderabad, marking a memorable presence at one of Asia's leading poultry exhibitions. This year's engagement was particularly special as NUQO ANIMAL NUTRITION INDIA PVT. LTD. showcased its latest innovations from a dedicated booth, strengthening its visibility and connections within the Indian poultry sector.

The event brought together leaders from across the poultry value chain. NUQO's booth received an overwhelming response from customers, technical experts, and business partners. The strong footfall and quality interactions highlighted the growing interest in NUQO's science-driven solutions and its commitment to advancing animal nutrition in India.

NUQO's participation was further elevated by the presence of its global leadership team, with **Guillaume Etave**, Global Commercial Director and **Dr. Stephanie Ladirat**, Global Technology Director joining the India team throughout the event. Their insights, interactions, and customer engagements reinforced NUQO's global expertise and dedication to the Indian market.

Leadership Comments:

Dr. Stephanie Ladirat - Global Technology Director

"Poultry India 2025 was an excellent opportunity for us to connect directly with customers and understand the challenges and expectations of the Indian market. The interest shown in our technologies, particularly NUQO® NEX, NUQO® SAFE and NUQO® RED, reaffirms the

importance of delivering innovative and sustainable solutions. We are excited to deepen our technical collaborations in India."

Guillaume Etave - Global Commercial Director

"The engagement and energy at Poultry India were exceptional. India is a dynamic and fast-growing market, and the conversations we had reflect the strong confidence customers are placing in NUQO's approach. We look forward to supporting our partners with solutions that add real value to both poultry producers and integrators."

Neeraj Kumar Srivastava - Managing Director, South Asia

"Poultry India 2025 has been an important platform for us to engage with customers and showcase the strength of NUQO's portfolio. The response we received confirms that the Indian market is ready for innovative, research-backed new technologies. We remain committed to partnering closely with producers and supporting their long-term performance goals."

Dr. Krishnamurthy - Commercial Director, South Asia

"Our presence at Poultry India was extremely positive. Customers showed great interest in understanding how NUQO's micro-encapsulated plant and marine bioactive extracts can address practical field challenges. The technical conversations we had during the event reflect the industry's growing focus on sustainable and efficient nutrition solutions. We look forward to deepening these engagements in the coming months."



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NUQO



Reena Rani - Head of Marketing, South Asia

"This event was a milestone for NUQO in India. The response to our booth, our brand, and our solutions has been overwhelming. It is encouraging to see the industry's acceptance of NUQO's science-driven innovations within such a short time. Our presence at Poultry India has strengthened our visibility and opened new avenues for collaboration across the value chain."

NUQO also utilised the platform to share updates on its flagship solutions, including NUQO[®] NEX, NUQO[®] SAFE, NUQO[®] RED, and NUQO[®] Min Sel 3000, along with discussions around upcoming initiatives aimed at supporting producers with cutting-edge technologies.

NUQO team expressed gratitude to all visitors, customers, industry partners, and media for their support and looks forward to further collaborations in the coming months.

About NUQO[®]

NUQO[®] is a pioneer in combining phytogenics & phycogenics with a unique and cutting-edge micro-encapsulation technology that preserves efficacy and ensures optimal release of active ingredients. Based on this expertise, NUQO[®] promotes various solutions that help professionals to better address challenges related to performance, health or welfare of animals.



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1st Gulf Poultry Science Conference organised by World Poultry Science Association (WPSA) UAE Branch on November 25-26, 2025 in Abu Dhabi Proved to be a True Milestone

The landmark conference, organized by the World Poultry Science Association (WPSA) UAE, brought together over 200 global industry leaders, researchers, and policymakers to address pressing food security challenges.



Among the technology innovators presenting breakthrough solutions, to share knowledge and explore the future of sustainable poultry production. Beyond the science and data, what truly drives progress in our field is the power of networking, shared learning and meaning full collaboration.



The Eminent speakers at this conference included Dr. Nasir Mukhtar, Conference Secretary, Dr. Peter van Horne, Secretary General, WPSA (Netherlands), Mr. Kevin Roepke, Executive Director, MENASA-USSEC, Dr. M. Reza Abdullahi, Professor of Poultry Nutrition,

Massey University, New Zealand, Mr. Russel Sadati, La Meccinica, Italy, Dr. Jean Paul Ruckebusch, France, Dr. Miriam Alberto Tempra, Australia, Mr. Nan-Dirk Mulder, USA, Mr. Jorg Hurlin, Germany, Dr. Mathew Clark, MD, Feed Guys Resources Pte Ltd., Malaysia, Ms. Christelle Cordahi, Regional Head, Sustainability & Human Utilization, USSEC-MENSA, Mr. Ricky Thaper, India, Mr. Shakeel Ahmed, Co-Founder and COO, Poultia Inc., USA and a few others.



I had the privilege to deliver a presentation on “Driving Sustainable Growth of Indian Poultry Industry through Artificial Intelligence (AI) Tools”, highlighting how India's poultry sector is adopting smart and data-driven technologies to ensure productivity, efficiency, and sustainability.

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Ceftiofur IHS (Vet)
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Cyromazine 2%
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The conference offered an excellent opportunity to exchange ideas, learn global best practices, and strengthen collaborations across regions. This conference was sponsored by Al Ain Farms-UAE, Poultia Inc.-USA, Innovad Group and La Meccanica-Italy.

There were also two difference sessions on Ventilation workshop and Breeder & Hatchery Manager workshop. Congratulations to Dr. Nasir Mukhtar, Conference Secretary and WPSA-UAE Team for this valuable platform and all fellow speakers, partners and delegates for the enriching discussions as it's always inspiring to contact with passionate professionals and industry experts from around the world.



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Bridging Genetics and Productivity with Advanced Herbal Formulations

Reproductive health in poultry—particularly layers and breeders—is the cornerstone of successful commercial poultry production. Optimal egg production, fertility, hatchability, and eggshell quality are all dependent on a healthy and well-managed reproductive system. As the poultry industry seeks **residue-free, eco-friendly and sustainable alternatives** to synthetic additives and antibiotics, **herbal approaches** are gaining attention as promising tools to enhance reproductive performance naturally.

A growing body of research and field experience now supports the use of **medicinal herbs and phytogenic feed additives** to improve reproductive health in poultry. These natural agents not only promote hormonal balance and reproductive organ function but also contribute to better overall health, leading to consistent egg production and superior egg quality.

This article explores how a **synergistic blend of herbs**—including Shatavari, Jivanti, Shilajit, Makoy, Kasni, Kantkari, Aloe vera, and Ashoka along with **chelated minerals and essential vitamins** can naturally support and enhance reproductive health in poultry and optimizes ovarian functions, egg production and egg-shell quality.

Understanding Reproductive Challenges in Poultry

Reproductive performance in poultry can be compromised due to:

- Nutritional imbalances (especially calcium, phosphorus, and vitamins)
- Hormonal disruptions due to environmental stress
- Infectious diseases and poor immunity
- Aging and oxidative stress on reproductive organs

These issues manifest in forms such as:

In **layers**, reproductive performance is primarily evaluated by:

- Egg production rate
- Egg weight and size
- Shell strength and thickness
- Yolk quality

In **breeders**, attention is paid to:

- Fertility and mating success
- Hatchability
- Sperm quality (in males)
- Oviduct and ovarian function (in females)

Eggshell Quality: A Hidden Profit Lever

Poor eggshell quality leads to cracked or broken eggs, which cannot be sold, especially in commercial table egg production. Factors affecting shell quality include:

- Inadequate calcium or phosphorus
- Vitamin D3 deficiency
- Poor intestinal health
- Excessive stress or age-related decline

Conventional Approaches and Their Limitations

Traditionally, reproductive performance has been supported using synthetic hormones, antibiotics and vitamin-mineral supplements. While these are effective, they pose concerns related to:

- Antibiotic residues in eggs and meat
- Development of antimicrobial resistance
- Regulatory bans or restrictions on antibiotic growth promoters
- Consumer demand for natural and organic products



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This shift in consumer and regulatory trends has led to an increasing interest in **herbal feed additives** and **phytogenic compounds** as viable and natural enhancers of reproductive health.

An **herbal-nutritional approach** targets these issues at their root by supporting the reproductive system, boosting hormonal balance, enhancing mineral absorption, and strengthening immunity.

The Herbal Approach: Nature's Answer to Poultry Productivity

Herbs have been used for centuries in traditional medicine for their **antioxidant**, **anti-inflammatory**, **antimicrobial**, and **hormone-modulating** effects. In poultry, certain herbs have shown significant promise in enhancing reproductive parameters, improving ovarian functions, egg production, egg shell quality, and boosting immunity.

Studies have shown that herbal additives can:

- Increase laying rate by 5-15%
- Improve shell thickness and reduce cracked eggs
- Enhance yolk pigmentation without synthetic colorants
- Improve hatchability in breeder flocks

Key Herbal Ingredients for optimization of ovarian functions, egg production and eggshell quality:

Shatavari (*Asparagus racemosus*) is revered as the "Queen of Herbs" for female reproductive health in Ayurveda. In poultry, it stimulates ovarian function, enhances egg laying rates, and naturally balances estrogenic activity, making it a valuable addition to layer diets.

Jivanti (*Leptadenia reticulata*) serves as a powerful fertility enhancer and vitality booster. This herb improves uterine tone and egg formation while acting as a rejuvenator for reproductive tissues, supporting overall reproductive health in breeding birds.

Shilajit (*Asphaltum punjabinum*) is rich in fulvic acid, minerals, and antioxidants that boost energy and metabolism in poultry. It improves mineral absorption for better eggshell formation and enhances libido and reproductive performance, particularly beneficial for breeder males.

Makoy (*Solanum nigrum*) supports liver function and aids in detoxification and nutrient utilization. This herb helps prevent reproductive stress during high production periods by maintaining optimal liver health and metabolic function.

Kasni (*Cichorium intybus*) acts as a hepatic stimulant that improves calcium metabolism and vitamin D utilization. It supports shell gland function, contributing to better eggshell quality and overall calcium homeostasis in laying birds.

Kantkari (*Solanum xanthocarpum*) improves respiratory health, which indirectly reduces stress on layers. It also supports hormonal health and enhances reproductive tract resilience, contributing to sustained production performance.

Aloe vera is widely recognized for its antioxidant and immune-boosting properties. In poultry, it improves gut health and nutrient assimilation while enhancing calcium retention, which directly improves eggshell strength and quality.

Ashoka (*Saraca indica*) functions as a reproductive tract toner in birds. It reduces inflammation in the reproductive tract and enhances uterine health, making it particularly valuable for breeding stock.

Role of Chelated Minerals and Vitamins in Reproductive Success

Chelated forms of minerals demonstrate superior bioavailability compared to their inorganic counterparts. These minerals play crucial roles in eggshell formation and support optimal ovarian function.

Vitamin A is essential for maintaining the integrity of mucous membranes throughout the reproductive tract. It supports follicle development in hens and promotes healthy spermatogenesis in roosters, making it indispensable for breeding success.

Vitamin D3 plays a critical role in absorption and metabolism of calcium and phosphorus. Deficiency of this vitamin leads to soft-shelled or shell-less eggs, poor skeletal health, and significantly reduced egg production, highlighting its importance in layer nutrition programs.

How Herbal and Nutritional Components Work Together
Combining **adaptogenic herbs** like Shatavari and Jivanti with **metabolic enhancers** like Shilajit, and **hepato-protective agents** like Kasni and Makoy, results in:

- Improved egg production and laying persistence
- Stronger eggshells due to better calcium absorption and utilization
- Enhanced fertility and hatchability in breeders
- Reduction in stress-induced reproductive decline
- Better hormonal modulation without synthetic hormones

Conclusion

The reproductive health of poultry layers and breeders is critical for the economic viability of any poultry operation. With rising concerns over antibiotic use and consumer demand for natural products, **herbal approaches offer a sustainable, safe, and effective alternative.**

The integration of **herbal ingredients** such as Shatavari, Jivanti, Shilajit, and Aloe vera with **chelated minerals and essential vitamins A and D3** offers a powerful, natural approach to improving reproductive health in both **layers and breeders**. This holistic strategy not only supports the endocrine and reproductive systems but also enhances overall health, immunity, and productivity without relying on synthetic hormones or antibiotics.

As the poultry industry moves toward **sustainable and residue-free production**, herbal-nutritional solutions are no longer a supplement—they're becoming a **necessity.**

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GLIMPSES FROM THE 17TH EDITION OF POULTRY INDIA EXHIBITION 2025.



On the 17th edition of Poultry India Expo 2025 ABTL aimed for Atmanirbhar Viksit Bharat theme; VOCAL FOR LOCAL – a collective vision for a self-reliant & resilient India. ABTL always aims to create a nation that is both economically prosperous & healthily maintained. We are not just advancing technology; we are creating a sustainable path forward for poultry farming both domestically & globally. We assist our customers in building more sustainable businesses and documenting environmental benefits.

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WHAT AN INCREDIBLE EXHIBITION IT WAS !!

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HIPRA India Showcases Advanced Poultry Health Solutions at the 17th Poultry India Expo 2025, Hyderabad

HIPRA

HIPRA, a global leader in prevention-focused animal health, successfully participated in the 17th Poultry India Expo 2025 held at HITECH Exhibition Centre, Hyderabad. The event, South Asia's largest poultry exhibition, brought together leading poultry professionals, integrators, farmers, researchers, and technology providers from across the world.

HIPRA India reaffirmed its commitment to elevating poultry health standards in the country. The company showcased its latest innovations in poultry vaccines, hatchery vaccination solutions, and biotechnology-driven disease-prevention systems designed to support India's rapidly expanding poultry sector.

At HIPRA's booth, a wide range of products and services were showcased, highlighting the company's successful partnership with the Dutch leader in hatchery equipment, ROYAL PAS REFORM.

Our participation reflects HIPRA's long-term vision for India's poultry industry. We aim not only to provide high-quality vaccines but also to bring advanced hatchery technology, digital monitoring tools, and science-backed disease-control strategies.

HIPRA India Proudly announced the launch of HIPRAVAIR TRT, an advanced inactivated vaccines against aMPV which was unveiled by Dr. Nitin Kurkure, Director of Research, Maharashtra Animal & Fishery Sciences University, Nagpur. The unveiling ceremony was also graced by presence of Dr K Jayaraman, leading poultry consultant and Mr. Shrikrushna Gangurde, owner of Avee Broiler, Nashik.

Visitors to the HIPRA stall experienced live demonstrations of "Conferences by HIPRA", a unique interactive session where our experts presented on topics like prevention of Avian metapneumovirus, Coccidiosis, Salmonella & Gumboro disease.

They also emphasised Cutting-edge hatchery and in-Ovo vaccination solutions from HIPRA, enabling protection with precision.

The expo provided HIPRA India with an excellent platform to connect with integrators, veterinarians, distributors, and poultry entrepreneurs, strengthening its long-standing relationships within the industry. The company also held focused business meetings to discuss the industry's evolving needs in disease control, hatchery automation, and sustainable poultry production.

HIPRA India remains committed to supporting the country's position as a global poultry powerhouse through science, innovation, and partnership.



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Impact of Drinking Water Acidification Using Commercial Additives on Broiler Growth and Performance

Bharat L Sadarao, Venket M Shelke
Partha P Das and R Chanthirasekaran

Water Acidification in Broiler Production

In poultry production, water is the most important nutrient, as a chicken's body is composed of 70% water. Even if 10% of that water is lost, the bird would die¹. In normal environmental conditions, poultry typically drink twice as much water as they feed, and their consumption rises linearly as the temperature rises above normal. Therefore, it is vital to ensure that poultry flocks have access to adequate amounts of clean, drinkable water throughout their rearing period to maintain their health and prevent issues related to poor water quality.

Organic acids, referred to as acidifiers, have been shown to reduce the pH levels in the gastrointestinal tract of birds. This alteration creates an unfavorable environment for the proliferation of pathogenic, pH-sensitive bacteria while simultaneously fostering the growth of beneficial microorganisms such as *Lactobacillus* spp. and *Bifidobacterium* spp.^{2,3}. Additionally, a lower pH also increases the gastric enzymes' proteolytic activity, which ultimately improves the absorption and digestion of nutrients^{4,5,2}. Therefore, the application of acidifiers through drinking water not only ensures hygienic conditions within the water but also contributes to enhanced performance metrics in poultry.

In the present trial, we compared Kemin's AcidLAC™ W Conc. Liquid (Treatment) against a competitor acidifier product (Control) to assess its efficacy in enhancing water quality. AcidLAC™ W Conc. Liquid is a blend of several organic acids and quaternary ammonium compounds (QAC) that functions as a dual agent for both water acidification and sanitation. A competitor product was kept as control had a combination of buffered organic acids, oxine copper, and essential oils, which is utilized to reduce pathogenic bacterial and fungal loads in the drinking water for poultry.

Objective of the Trial

The objective of the present trial was to assess the impact of two commercial water acidifiers, which contain a blend of organic acids, on the performance, productivity, and survival rates of broiler chickens.

Materials and Methods

A field trial was conducted in the Southern part of India in a commercial broiler farm with a capacity of 15,162 birds (VENCOBB Breed) divided into two sheds. Birds were placed in two different sheds with an open-sided house

with a mud floor under the same natural environmental conditions. Two groups were maintained for water acidification, *via*. Control and treatment groups. The control group contains a competitor company product of water acidifier, having a combination of buffered organic acids, oxine copper, along with essential oils, whereas the treatment group consists of AcidLAC™ W Conc. Liquid (Kemin Industries South Asia Pvt. Ltd.), having a combination of different organic acids and quaternary ammonium compounds (QAC). The details of the trial are given in Table 1. The farm was chosen in response to a request from the customer to demonstrate the financial advantages of commercially available water acidifier solutions. The experiment lasted 35 days in total, beginning on the 1st and ending on the 35th day of the birds' age. The water was treated with the products mentioned throughout the trial continuously for 12 hours per day. Each shed was provided with a separate water tank for mixing the water acidifiers. The dosage of products in this study for water acidification was based on the manufacturer's recommendations.

Table 1: Details of the field trial and the product dosages of experimental groups

Groups	Dosage	Treatment Days	No. of Chicks
Control	1mL in 5L of drinking water	0-35 days	5,879
Treatment	1mL in 4L of drinking water	0-35 days	9,283

Poultry pellet feed was provided by the integrator company; it was a starter ration till 14 days old, then a grower ration till 28 days old, and finally, a finisher ration till the end of the experiment. Feed was continuously offered *ad libitum* daily, as the water intake was calculated at the end of the trial period, amounting to 2.5 times the weight of the total feed intake. At 35 days of age, the data from the records of body weight (g), mortality (%), and accumulated feed consumption (g) were summarized and calculated for feed conversion ratio (FCR), corrected feed conversion ratio (CFCR), European efficiency factor (EEF), and economic efficiency. Economic efficiency in terms of return on investment (RoI) was calculated for the treatment groups, and relative cost advantage/disadvantage over treatments was determined.

RESULTS

Performance results of the trial data collected during the trial period from both the control and treatment groups are presented below.



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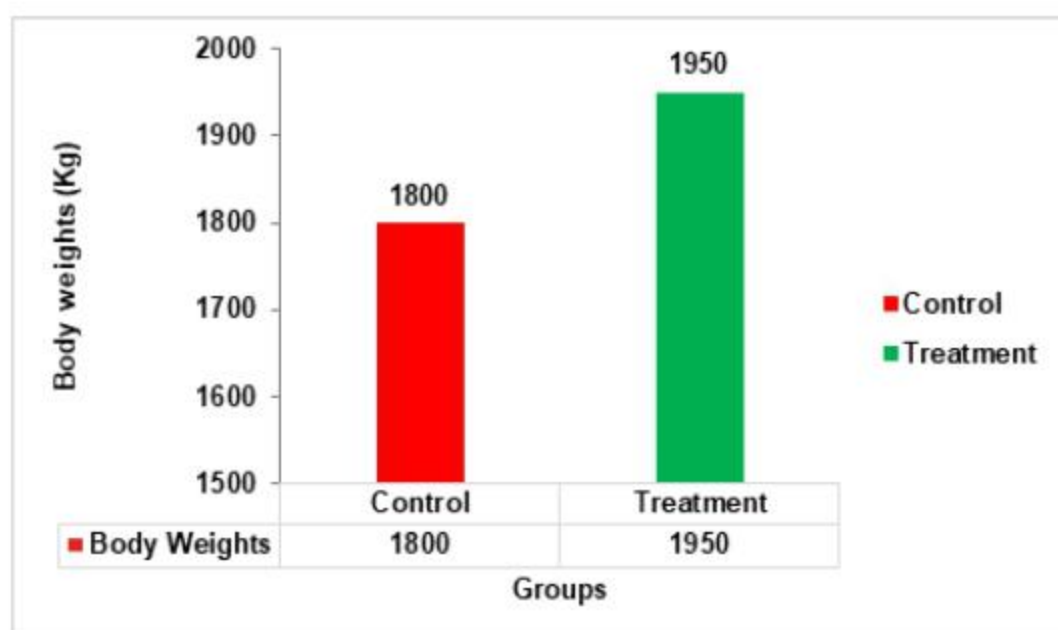
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Body Weight Gain

The average body weight of broiler birds treated with water acidifier from the control vs treatment group is given in **Figure 1**. For the total trial period of 35 days, the treatment group AcidLAC™ W Conc. Liquid had a higher average body weight of 150g when compared to the control group.

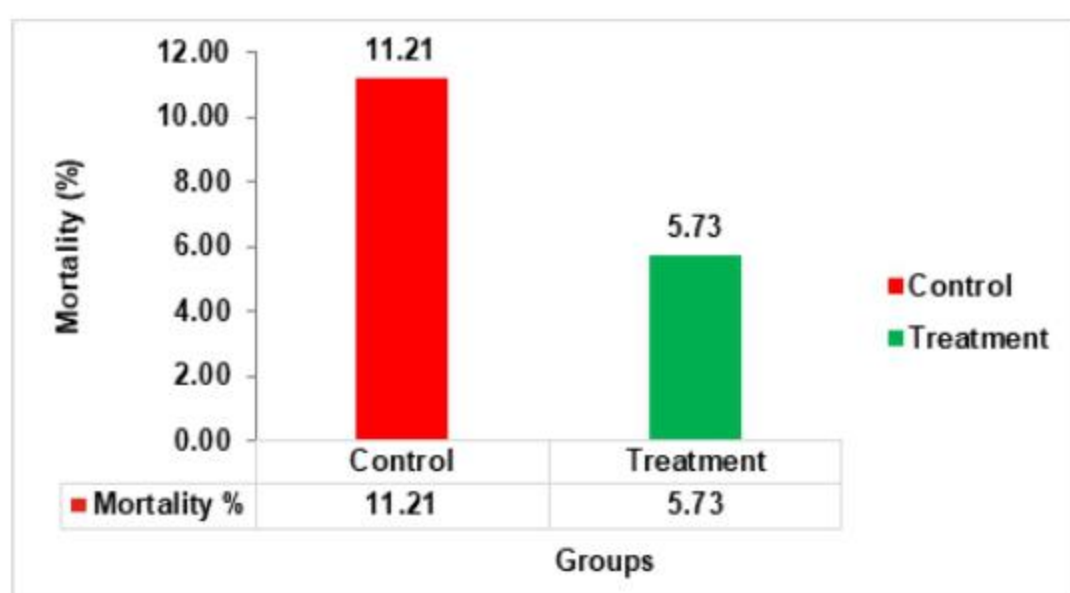
Figure 1: Effect of trial groups on live body weights of broiler birds.



Mortality Rate

Cumulative mortality data in the broiler were collected daily during the trial (**Figure 2**). At the end of the trial, the treatment group recorded a mortality rate of 5.73%, over 11.21% of the control group. It shows a 5.48% cumulative mortality reduction in the AcidLAC™ W Conc. Liquid treatment group than the control group during the entire trial period. The total mortality of birds in the control and treatment groups was 659 and 532, respectively.

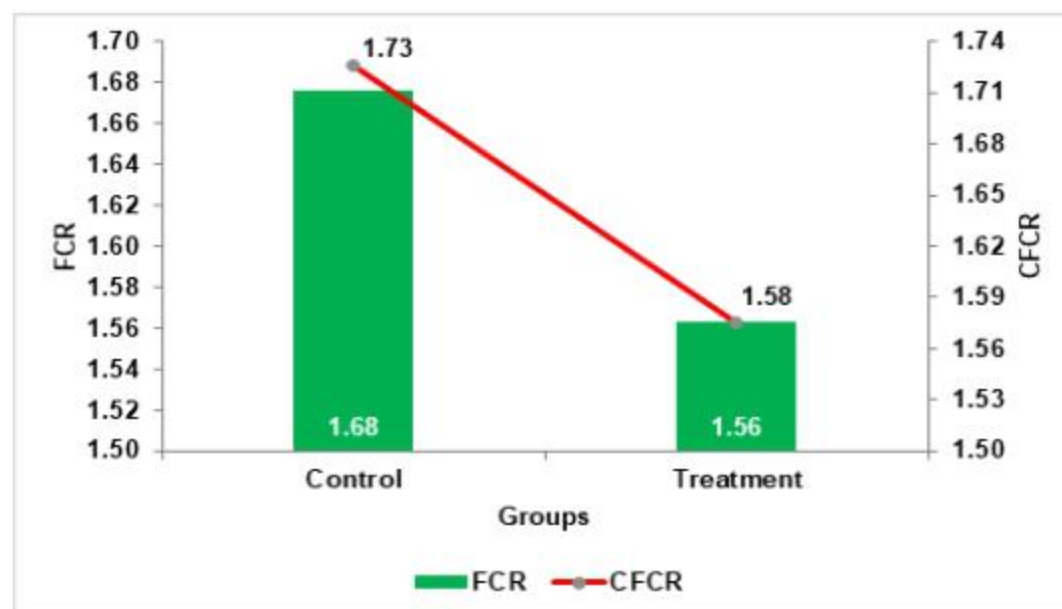
Figure 2: Effect of trial groups on the mortality percentage of broiler birds.



Feed Conversion Ratio (FCR) and Corrected Feed Conversion Ratio (CFCR)

The feed conversion ratio (FCR) of the AcidLAC™ W Conc Liquid treatment group showed 11-points improvement over the control group (**Figure 3**). It was noticeable that the continuous use of AcidLAC™ W Conc. Liquid in the treatment group showed a 15-point improvement in the corrected feed conversion ratio (CFCR) compared to the control group. (**Figure 3**).

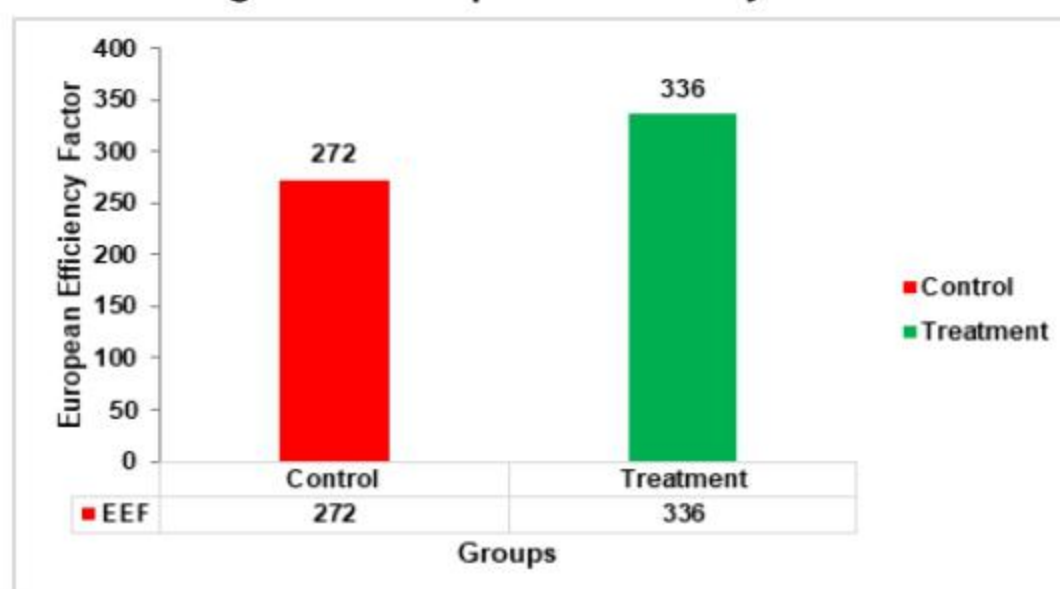
Figures 3: Effect of trial groups on FCR and CFCR of broiler birds.



European efficiency factor (EEF):

The European efficiency factor (EEF) was observed to be 64 points higher in the AcidLAC™ W Conc Liquid treatment group compared to the control group (**Figure 4**).

Figure 4: European Efficiency Factor.

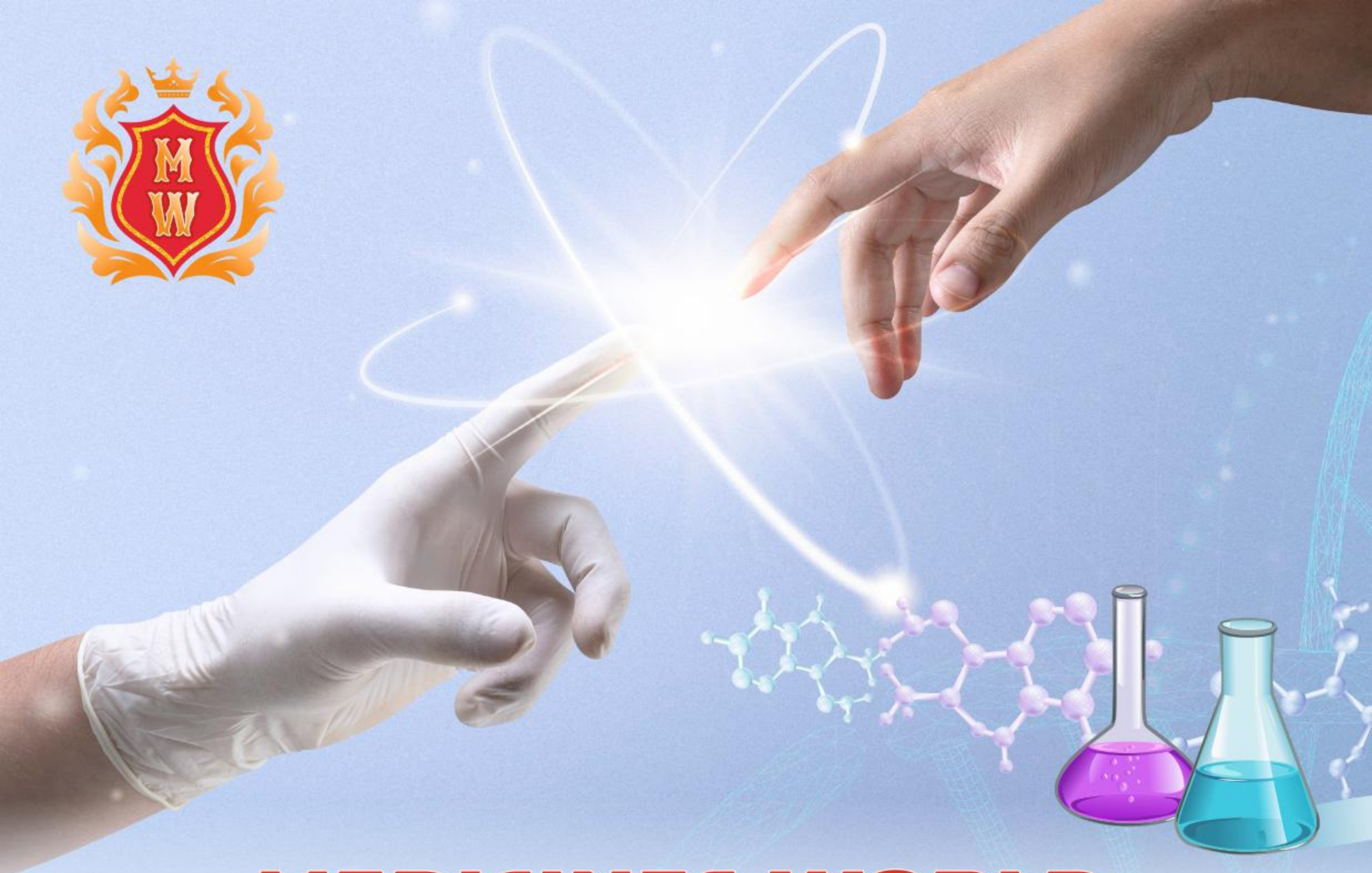


Return on Investment (ROI)

In economic terms, the cost of production expressed per live broiler bird produced was lower by 9 rupees 11 paise (INR 9.11) in the treatment group than in the control group, which demonstrated a return on investment (ROI) of 16:1 in favour of the treatment group (**Table 2**).

Table 2: Economic benefits and ROI of AcidLAC™ W Conc. Liquid.

Parameters	Control	Treatment
Chicks placed	5879	9283
Mortality (%)	11.21	5.73
Total birds remaining (Number)	5220	8751
Average body weight (kg)	1.800	1.950
Average feed consumed (kg)	3017	3048
Total feed consumed (kg)	17737	28295
FCR	1.68	1.56
CFCR	1.73	1.58
Day-old chick cost (INR)	45	45
Feed per kg (INR)	38	38
Total water consumption (2.5 x Feed) (L)	44342	70736
Total cost of water acidification (INR)	2528	5040
Water acidification cost per bird (INR)	0.48	0.58
Production cost per broiler bird (INR)	180.28	171.18
Net Profit (INR)	-	79703
ROI		16:1



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DISCUSSION

In this trial, we observed an improvement in the survival rate, body weight gain, and FCR with a decrease in production cost per broiler bird produced that received AcidLAC™ W Conc. Liquid as a treatment compared to control group. The positive outcomes in survival rate and growth performance associated with the use of acidified drinking water treatment group containing AcidLAC™ W Conc. Liquid may be attributed to the establishment of a healthier intestinal environment for the chickens, in contrast to the effects of drinking water treated with the control group. It is well-documented that drinking water supplemented with organic acids can prevent bacterial infections and have the potential to reduce bacterial colonization within the gut of poultry^{6,7}. Furthermore, the presence of DDAC in AcidLAC™ W Conc. Liquid acts as a membrane-active agent capable of diffusing through the bacterial cell wall and disrupting the cytoplasmic membrane, causing leakage of intracellular material that leads to cell death⁸.

Additionally, improved FCR performance in the AcidLAC™ W Conc. Liquid treatment group may be associated with an enhancement in nutrient digestibility, as organic acid supplementation has a beneficial effect on the ileal digestibility of nutrients⁹. The overall improvement in livability and FCR in the AcidLAC™ W Conc. Liquid treatment group resulted in a final output of body weight gain, accompanied by better economic returns at the end

of the trial period. Acidification of the drinking water with AcidLAC™ W Conc. Liquid has previously been shown to have a positive effect on water quality and growth performance in broilers, supporting outcomes of the present study^{10,11,12,13}.

Above all, the results from the present trial reveal that the efficacy of organic acids in maintaining feed and water quality is attributed to their ability to prevent microbial and fungal contamination or degradation¹⁴.

CONCLUSION

In conclusion, the acidification of drinking water using AcidLAC™ W Conc. Liquid for broilers demonstrates positive effects on birds' performance and represents a cost-effective strategy for enhancing production metrics. In tropical regions, AcidLAC™ W Conc. Liquid could play a crucial role in ensuring the hygiene of drinking water and mitigating pathogen loads, thereby demonstrating substantial potential as a key element of an effective biosecurity program.

References are available upon request.



Bharat L Sadarao

Venket M Shelke

Partha P Das

R Chanthirasekaran

Kemin Industries South Asia Pvt. Ltd., Chennai, India

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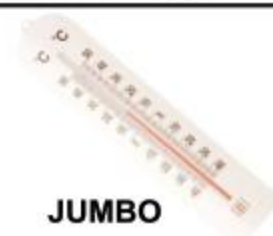
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E: arunkumar@famsungroup.com

India's compound feed industry has been on a steep upward trajectory for over a decade, driven by rising demand in the dairy, cattle, poultry, and aquaculture sectors. According to industry estimates, India's total feed production crossed **120 million tonnes in 2024**, with cattle and ruminant feed showing double-digit growth. As the sector moves toward **higher capacities, automation, and energy-efficient production**, the need for advanced pelletizing solutions has never been greater. It is in this evolving landscape that the **FAMSUN K70 Large Gear-Driven Pellet Mill** is emerging as a game-changing technology for the Indian market.



Although the K70 has not yet been installed in India, its performance in global markets signals a major shift in what high-capacity feed mills can achieve. In a recent project at one of Turkey's largest feed producers, the K70 helped **more than double the single-line production capacity**, while reducing the **electricity consumption per ton by over 12%**. Such results underscore its potential to revolutionize production efficiency for Indian feed manufacturers preparing for large-scale expansions and modernizations. *"India is entering a phase where efficiency and scale will decide competitiveness. The K70 is designed exactly for this next stage of growth,"* says Ms. Rong, highlighting why the machine is being positioned as India's next major technological upgrade.

At the heart of the K70 is massive engineering strength and precision. The pellet mill is equipped with a **500 kW main motor** and a **ring die diameter exceeding 1,000 mm**, making it one of the most powerful machines in its class globally. This configuration allows the K70 to process **high-fiber, high-volume ruminant feed** with exceptional throughput—an essential requirement in India, where cattle feed formulations often rely on fibrous ingredients such as rice bran, de-oiled cakes, maize husk, and various agricultural residues. Its optimized feeding and pelletizing mechanism ensures uniform material flow, lower wear, reduced operational noise, and better pellet durability. For manufacturers targeting higher pellet output without increasing operational strain, the K70 brings a new level of stability to production.

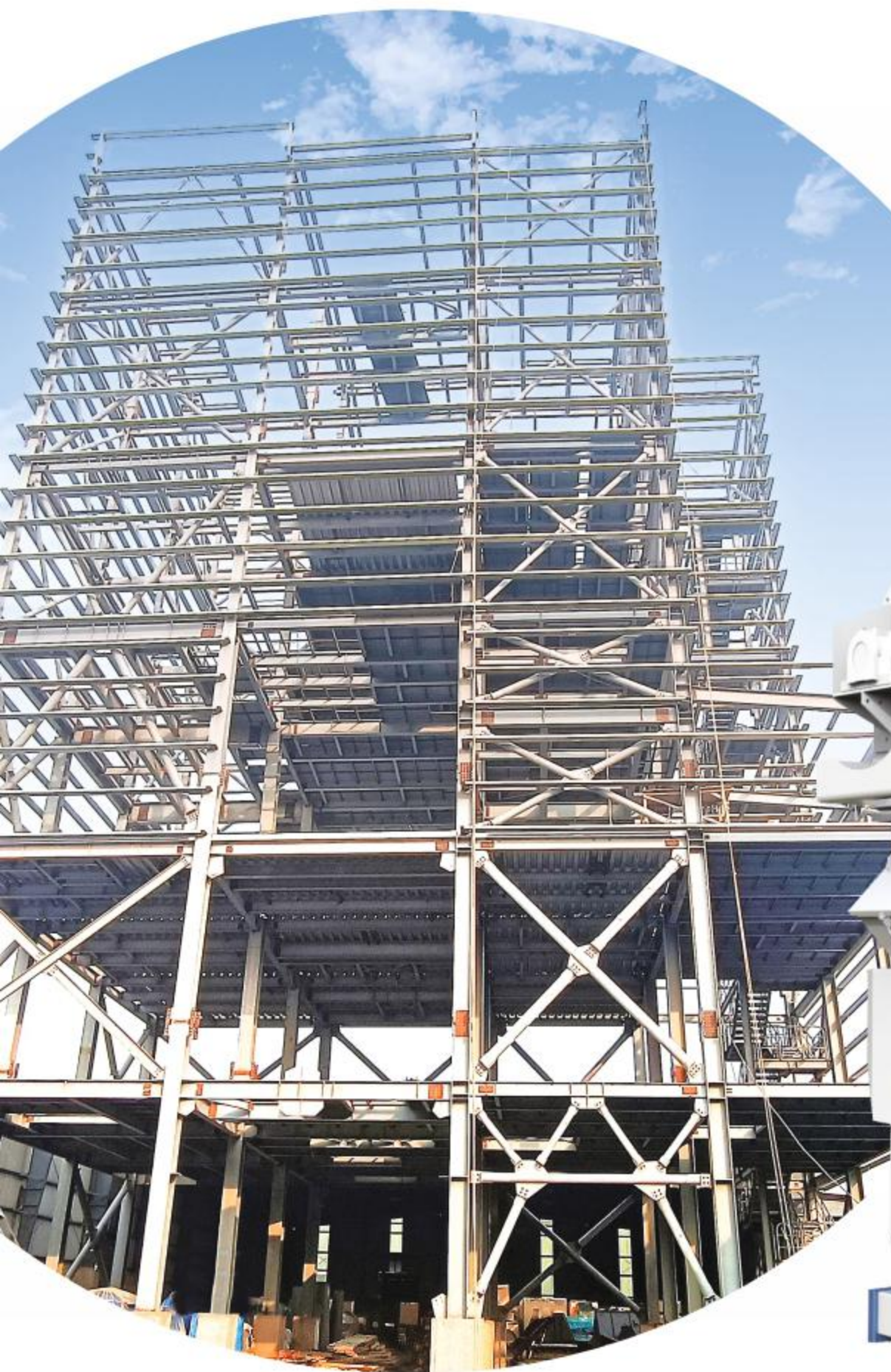


In addition to raw power, the K70 incorporates intelligent systems that directly address challenges faced by Indian feed mills—particularly unplanned downtime, excessive lubrication needs, and roller-related breakdowns. The machine features an **intelligent lubrication system** that automatically adjusts oil quantity based on load, temperature, and running conditions, ensuring improved equipment life and consistent operation.

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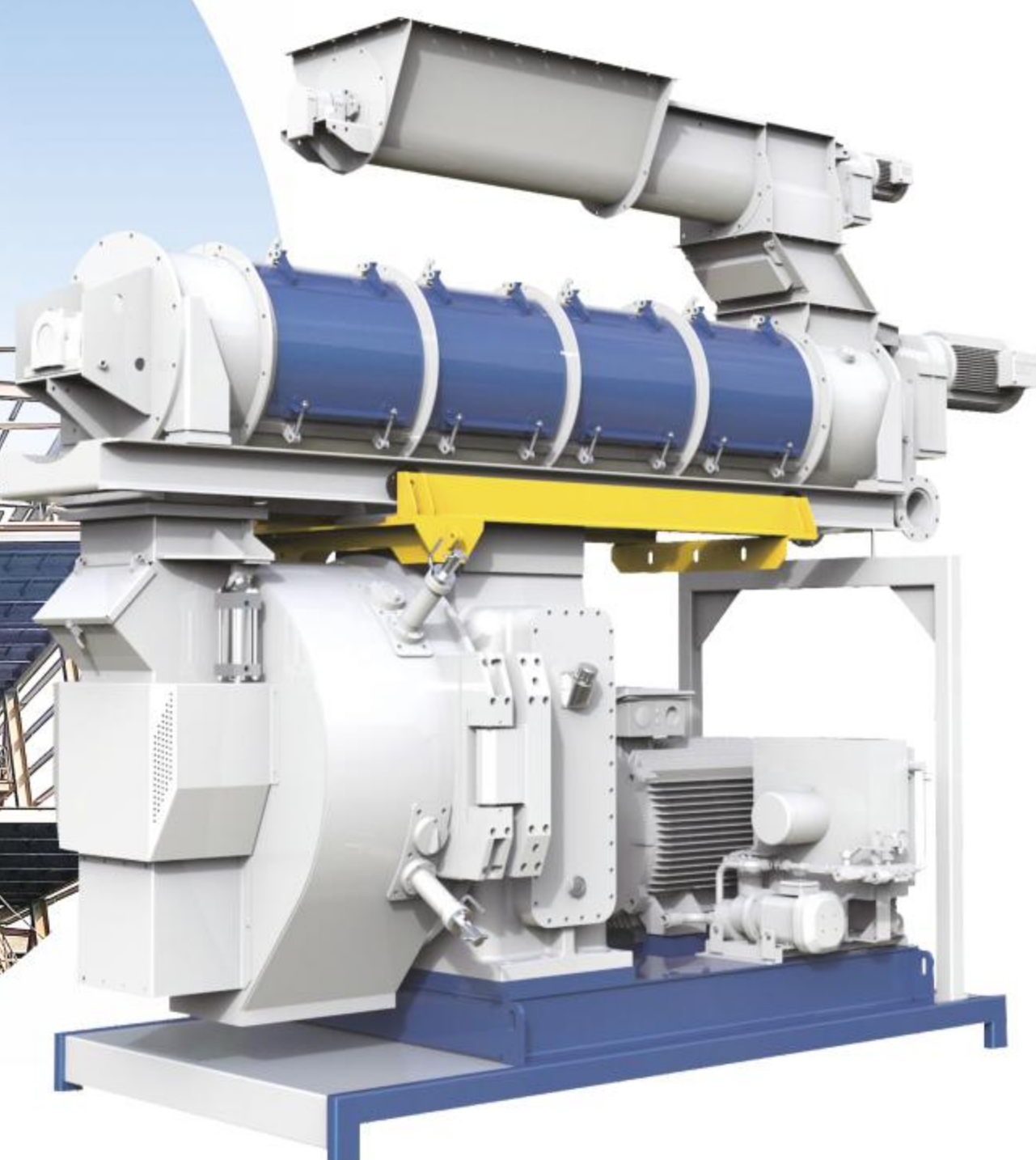
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A real-time anti-jamming detection mechanism constantly monitors press roller speed and performance. This predictive protection prevents roller seizure—a common cause of production stoppage—and significantly improves the continuity of operation. *“Indian feed mills lose valuable production hours due to roller jamming and mechanical disturbances. The K70’s predictive protection system can save several hours each week, directly translating into higher profitability,”* notes Mr. Arun Kumar.

Another major advantage is the **automatic press-roller adjustment system**, which has proven to reduce recovery time from roller-related faults by more than 80%, while increasing daily production capacity by 10-15%. For large Indian feed plants operating multiple shifts, this can make a substantial impact on monthly and yearly output. The simplified maintenance process also aligns well with India’s growing adoption of automation and skilled-labor optimization in feed mills. As Ms. Rong emphasizes, *“Our goal is not only to deliver higher capacity but also to make operations smarter, safer, and more predictable for our customers.”*

With feed demand projected to cross 170-180 million tonnes by 2030, India’s next generation of feed mills will need equipment that can support mega-capacity requirements while keeping energy costs under control. The K70 answers this need through its unique combination of high throughput, lower specific energy consumption, and industry-leading process stability. Whether for

greenfield projects looking to build 1,000+ tons per day lines or brownfield facilities preparing for high-capacity upgrades, the K70 brings scalability and long-term reliability.

FAMSUN’s leadership also expresses confidence in the K70’s suitability for the Indian market. *“We see tremendous opportunities in India’s poultry, cattle, dairy, and ruminant feed sector. The K70 will allow Indian manufacturers to operate with global-level efficiency and maximize output from every production hour,”* says Mr. Arun Kumar. With its proven track record internationally and its relevance to India’s evolving needs, the K70 stands ready to become a flagship pellet mill for high-capacity feed plants across the country.

As India advances toward more efficient and sustainable feed manufacturing, FAMSUN remains committed to supporting this transition with cutting-edge technology, reliable service, and a deep understanding of local industry requirements. The K70 represents more than just a pellet mill—it represents a new vision for how India’s feed mills can operate at global standards of productivity, intelligence, and energy efficiency.

About FAMSUN

FAMSUN is a global leader in integrated solutions for feed milling, grain storage, oilseed processing, ethanol, and farming Solutions. With a strong presence across India and South Asia, FAMSUN continues to drive innovation through advanced engineering, automation, and customer-focused service.





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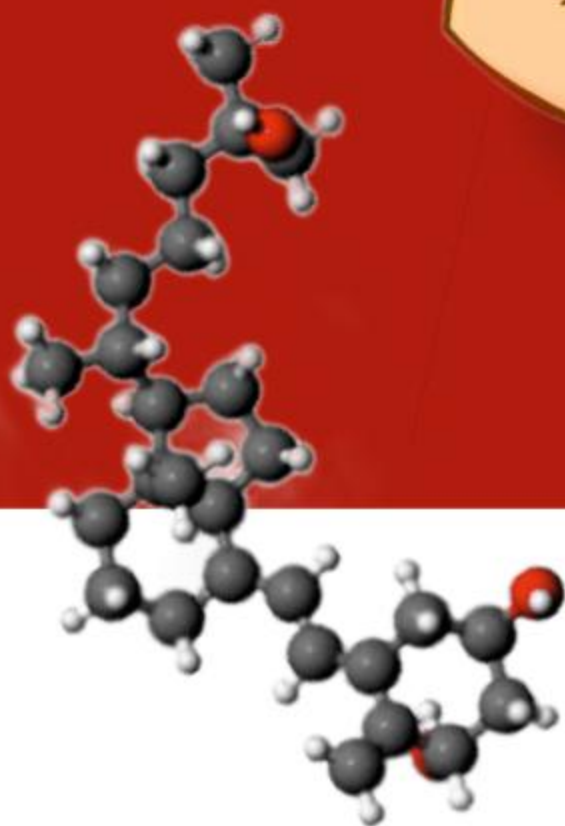
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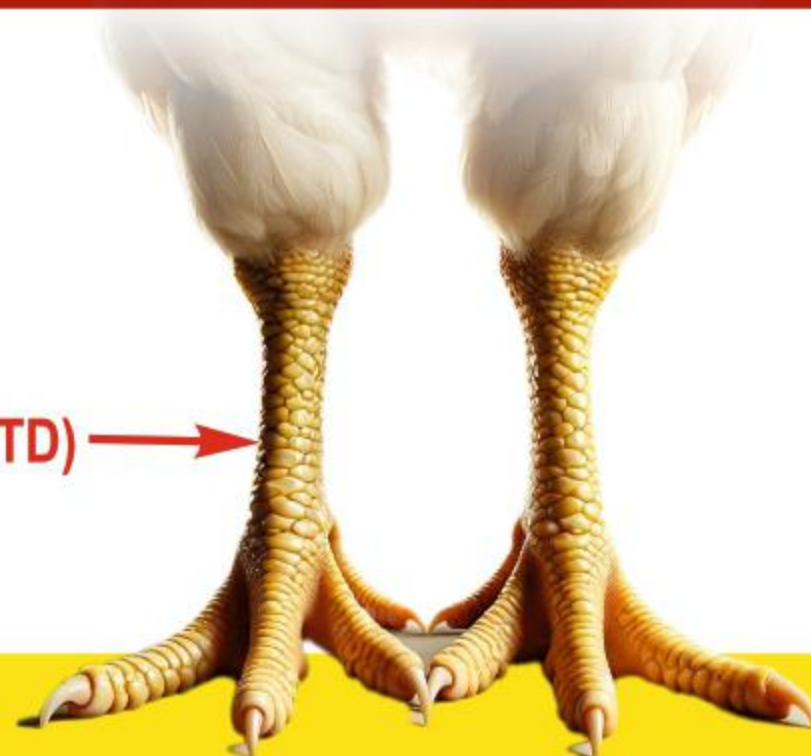


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GLAMAC's CYNKA HBR 50

Triumphs 'Best Sustainable Poultry Nutrition Brand of 2025' at GEEF Global Healthcare Awards



Glamac International Pvt Ltd, a leading name in Veterinary Formulations, Poultry Nutrition, and Feed Additives, has been honoured with the coveted '**Best Sustainable Poultry Nutrition Brand of the Year 2025**' for its breakthrough Gut Health product CYNKA HBR 50. The recognition was bestowed at the GEEF Global Sustainable Development Summit 2025, supported by the Department of Science & Technology, Government of India, held at ITC Maurya, New Delhi.

This award highlights GLAMAC's unwavering commitment to innovation, sustainability, and advanced research in developing next-generation veterinary solutions for a healthier, more resilient future. The GEEF (Global Excellence and Eminence Forum) Awards celebrate exemplary contributions across multiple global sectors.

More than 200 distinguished participants—including government leaders, industry experts, policymakers, academicians, and technocrats—attended the summit, which focused on "*Sustainable Environment & Healthy Future for All.*" The event emphasised the inseparable link between the health of people and the health of the planet. The GEEF Foundation organised the summit in collaboration with the Department of Science & Technology, Government of India.

The evening culminated with the announcement of the prestigious GEEF Global Healthcare Awards in Sustainability & Healthcare, where 28 winners across 6 categories were honoured with trophies and citations for sustainable development goals (SDGs). GLAMAC proudly shared the platform with esteemed organisations like Power Grid Corporation, ONGC, NTPC, Bharat Petroleum, Grasim Industries, Tata Power, CESC, Zydus, JSW, Vedanta, ACC, Hyundai, Bajaj Group etc. Awards were presented by a distinguished panel including Mr. U.P. Singh, Former Secretary to the Government of India; His Excellency Rasmus Abildgaard Kristensen, Ambassador of

the Embassy of Denmark to India; Dr. H.R.P. Yadav, Professor & Head, Amity University; and Mr. Punit Singh Nagi, Director, The GEEF. Among special guests were Dr. Bibek Bandyopadhyay, Former Senior Advisor to the Government of India; Mr. Suresh Babu Muttana, Scientist E/Director at Department of Science and Technology, Govt. of India and Dr. K. Madan Gopal, Advisor & Head of Public Health Administration, NHSC, and Former Senior Consultant - Health, NITI Aayog, whose esteemed presence added immense value to the occasion.

Representing GLAMAC at the ceremony were Mr. Abir Mukherjee, Managing Director, and Dr. Manish Chaurasia, AGM - Sales & Marketing.



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Upon receiving the award, Mr. Mukherjee shared, “This recognition reflects GLAMAC's relentless dedication to innovation and excellence. We are deeply honoured and will remain committed to leveraging our collaboration & technical expertise to deliver more groundbreaking sustainable solutions for Poultry. Our sustainability journey began with CLOSBO - consortium of Probiotics for Poultry Gut Integrity followed by PANBONIS—a Natural Vitamin D3 Metabolite from Herbonis, Switzerland—and has progressed with CYNKA HBR 50 and recently launched another sustainable product VAP- Viral Defence through Poultry Feed which is developed under technical collaboration with Taiwan. Our nature's blend CYNKA HBR 50, a unique Natural Antidiarrheal and Antimicrobial - Gut Health Modulator for poultry, is a game changer and has already been recognised as 'Veterinary Pharma Innovation of the Year' by The Economic Times in 2024. CYNKA HBR 50 is an outcome of extensive research & trials and today, its impact resonates globally, addressing antimicrobial resistance (AMR)

and supporting the 'One Health Program' promoted worldwide by the FAO.”

He further added, “CYNKA HBR 50 is shaping the future of antibiotic-free poultry production and stands as a strong alternative to traditional AGPs for gut *E. coli* and Halquinol in Poultry, ushering in a new era of sustainable poultry farming.”

For more details about Glamac International Pvt Ltd and its product portfolio, please visit www.glamac.com



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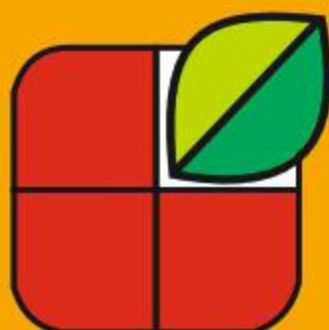
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The Science of SMART

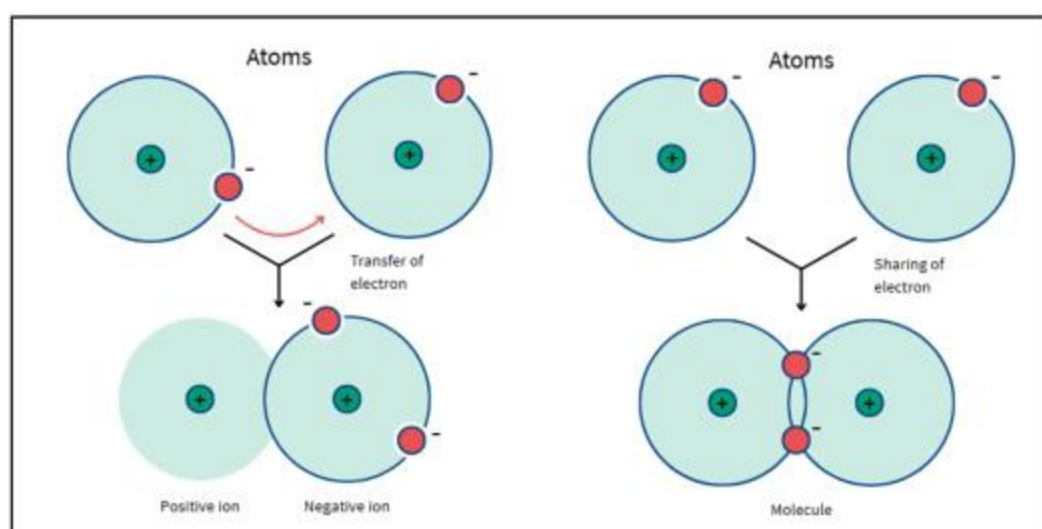
Redefining Animal Nutrition with Advanced Hydroxy Minerals for Superior Animal Performance

Sopaphan Pruekvimolphan
Regional Technical Lead, Orffa Thailand

Trace minerals such as zinc, copper, and manganese are fundamental to animal physiology, influencing enzymatic activity, immune response, and metabolic processes. Historically, these minerals have been supplied through inorganic sources such as sulphates and oxides, which, despite their widespread use, present significant limitations in terms of bioavailability and stability. The evolution of mineral supplementation has led to the development of hydroxy trace minerals, exemplified by Excential SMART, which offers a scientifically advanced solution to overcome these challenges. This article provides an in-depth review of the chemical characteristics, functional benefits, and comparative advantages of hydroxy trace minerals over previous generations, supported by peer-reviewed studies and empirical data.

The progression of mineral sources can be categorized into three generations. The first generation, comprising inorganic sulphates and oxides, is characterized by ionic bonding and high solubility in the case of sulphates (Figure 1). While this property facilitates rapid ionization, it also predisposes these compounds to undesirable interactions within feed matrices, leading to degradation of vitamins and the formation of insoluble complexes. Furthermore, oxides exhibit extremely low solubility, resulting in poor bioavailability and limited physiological efficacy. These drawbacks have prompted the search for alternatives that minimize antagonistic effects and enhance nutrient utilization.

Figure 1: Comparing ionic bond - transfer of electron - which is considered as weak bond as compared to covalent bond - sharing of electrons.



The second generation introduced organic complexes /chelates, which employ covalent bonding with organic ligands such as amino acids or peptides. This structural modification significantly improved mineral absorption and reduced antagonistic interactions compared to sulphates. Organic trace minerals have a ligand with a

high molecular weight, leading to low concentration of trace elements in the product. This can cause higher inclusion costs compared to other trace mineral sources.

Additionally, variabilities of the ligands have raised concerns regarding consistency and quality control, limiting their widespread adoption despite their nutritional advantages (Table 1).

Table 1: Various ligands of organic trace minerals which could lead to uncertainty in bond strength.

Types	Descriptions or examples
Protein complex	Protein or peptide from hydrolyzed soybean protein
Amino acid chelates or complexes	Specific or non-specific amino acid(s) chelate or complex e.g. Glycinates
Organic acid complex	Propionic acid-metal
Sugar complex	Polysaccharide-metal

The third generation, represented by hydroxy trace minerals such as those in Excential SMART, incorporates covalent bonding within a crystalline matrix of hydroxyl ligands (Table 2). This configuration confers exceptional physicochemical stability, ensuring minimal reactivity at neutral pH and controlled solubilization under conditions in the gastrointestinal tract. The result is a sustained release of mineral ions, optimized for absorption in the small intestine. In ruminants, it has been shown that Excential SMART hydroxy trace minerals do not affect gas production in the rumen, allowing for normal fiber fermentation while both sulphates as well as organic trace minerals reduce gas production in the rumen. Hydroxy trace minerals also exhibit superior feed stability, preventing oxidative degradation of sensitive nutrients such as vitamins A and E. Their high mineral concentration and cost-effectiveness further reinforce their position as the preferred choice for modern animal nutrition.

Table 2: Crystalline matrix of hydroxyl ligands and trace element components of Excential SMART products.

Product	Excential SmartC	Excential SmartZ	Excential SmartM
Component	Tri basic copper chloride	Zinc hydroxychloride	Manganese hydroxychloride
Content	Cu 58%, minimum	Zn 58%, minimum	Mn 45%, minimum



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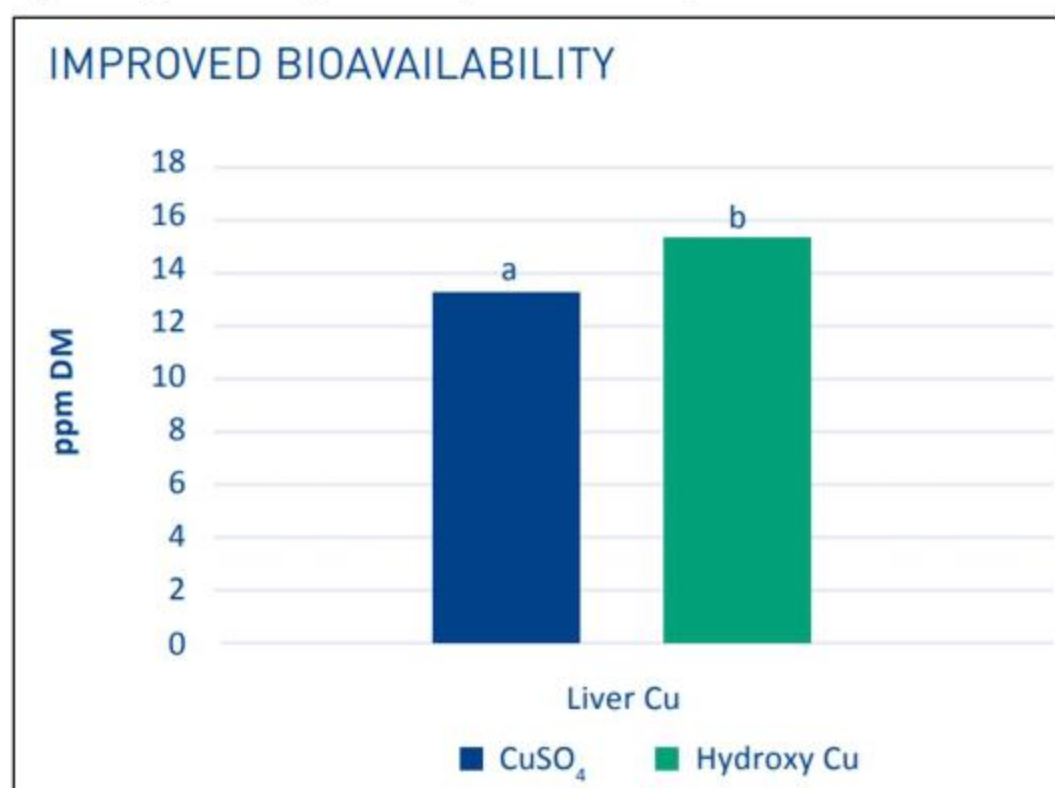
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A variety of trials evidence highlights the efficacy of hydroxy trace minerals in improving animal performance and health. *In vivo* trials have demonstrated that hydroxy copper supplementation results in significantly elevated copper deposition compared to copper sulphate ($P < 0.05$). **Figure 2 shows higher Cu deposited in liver from hydroxy source, as compared to sulphate source.**



Similar findings have been reported for zinc and manganese, where hydroxy forms exhibit enhanced tissue deposition and enzymatic activity. In poultry studies, broilers receiving hydroxy minerals achieved comparable or superior growth metrics at reduced inclusion rates, highlighting their efficiency in nutrient delivery. Vitamin stability is another critical parameter influenced by mineral sources. A recent Orffa trial indicates that hydroxy minerals reduce degradation of fat-soluble vitamins, preserving up to 90% of vitamin A and E content over extended storage period, whereas sulphate-based formulations exhibit marked losses within weeks (Figure 3a and 3b). This attribute is particularly relevant in premix manufacturing, where nutrient integrity directly impacts feed quality and animal health outcomes.

Figure 3a: Vitamin A content in 2 premixes with identical composition of trace minerals from SMART source and Inorganic source of Zn, Cu, and Mn, at 14000, 18000, and 10000 ppm, respectively in 3 months storage duration.

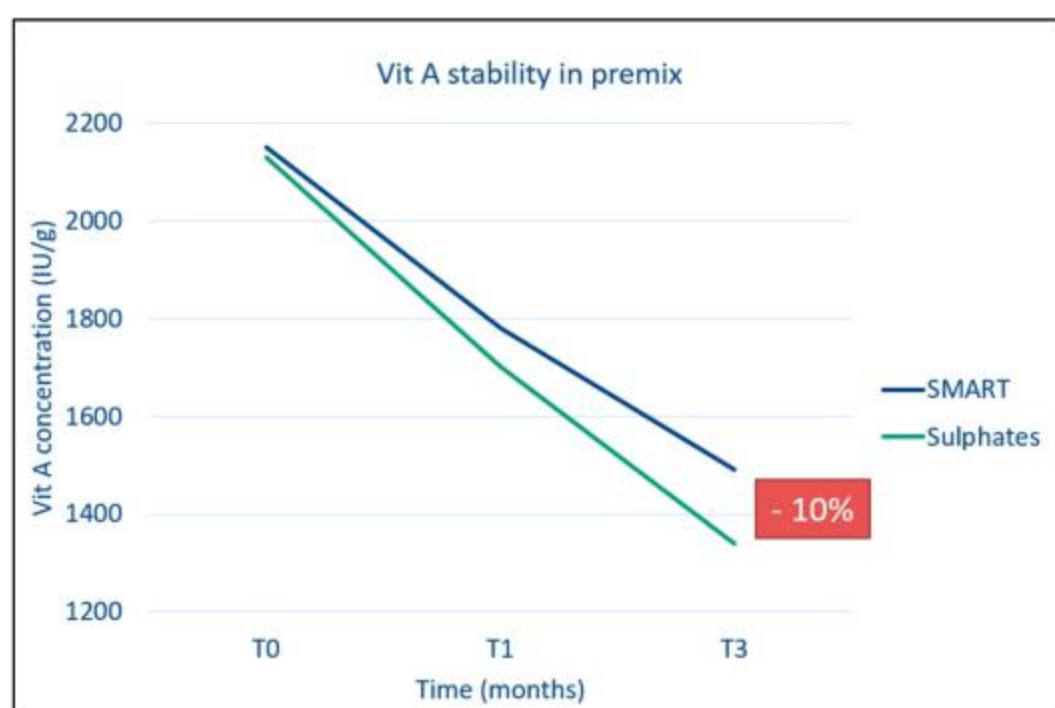
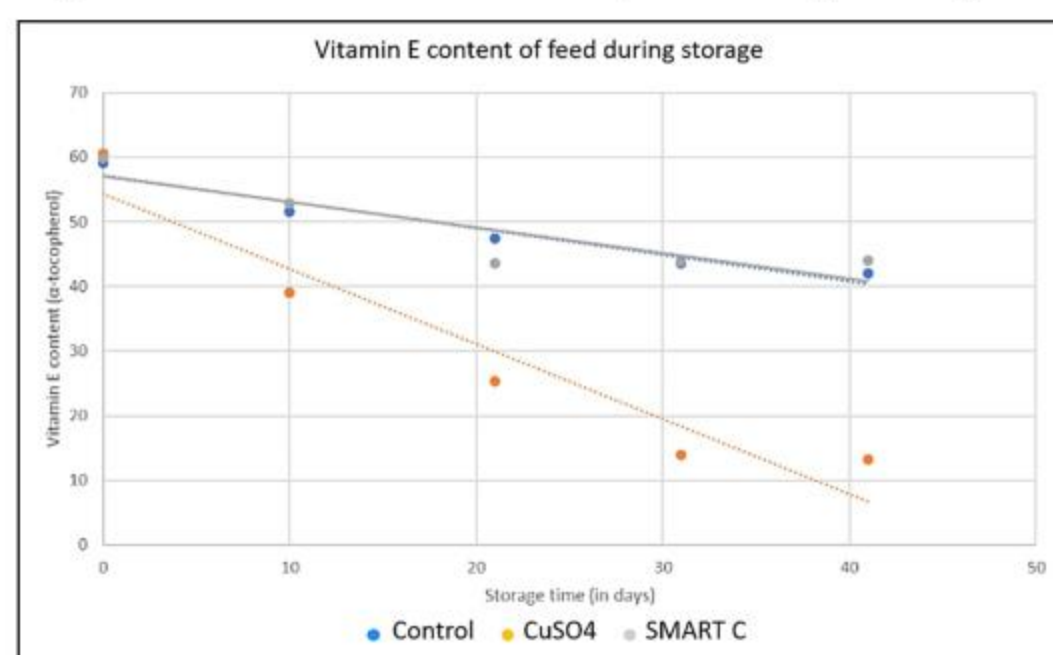


Figure 3b: Vitamin E content in feed during storage.

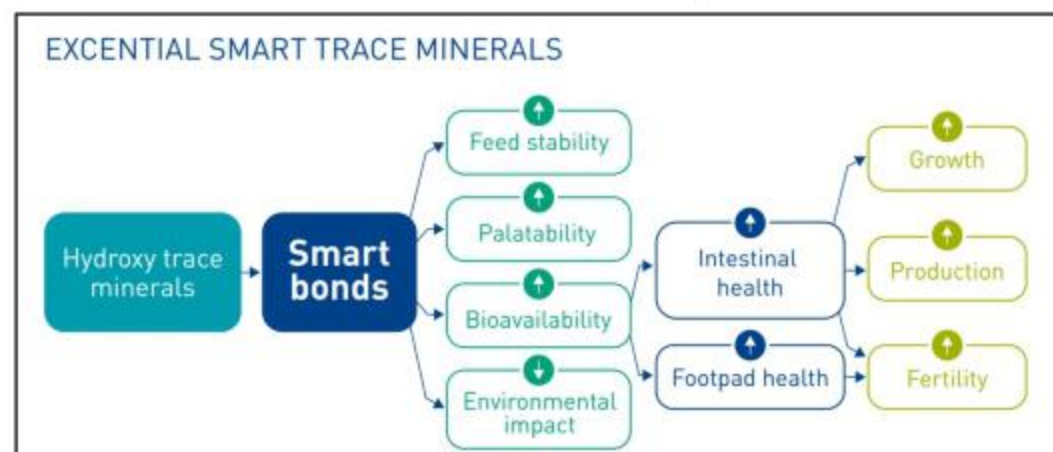


Palatability and feed intake have also been shown to be better with hydroxy mineral supplementation compared to other sources. Studies involving calves revealed a preference for hydroxy-based formulations over sulphates and organic complexes/chelates, suggesting that these other sources may be more soluble in the mouth, saliva which can cause an adverse taste, while hydroxy trace minerals will not.

Beyond nutritional efficacy, hydroxy trace minerals contribute to environmental sustainability by reducing mineral excretion. Lower fecal output of copper, zinc, and manganese translates into decreased accumulation in soil and water systems, aligning with global initiatives aimed at mitigating heavy metal pollution and eutrophication. This environmental benefit, coupled with improved feed efficiency, positions hydroxy minerals as a strategic component of sustainable livestock production systems.

Summary

Hydroxy trace minerals, as represented by products like Excential SMART, offer significant advantages in animal nutrition due to their unique crystalline structure and covalent bonding, which enhance stability and bioavailability. Studies demonstrate that these minerals improve animal performance and health, maintain vitamin integrity during storage, and support better palatability and feed intake. Additionally, hydroxy trace minerals promote environmental sustainability by reducing mineral excretion and the associated risks of soil and water contamination, making them an optimal choice for modern and sustainable livestock production.



References available upon request.

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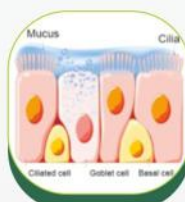
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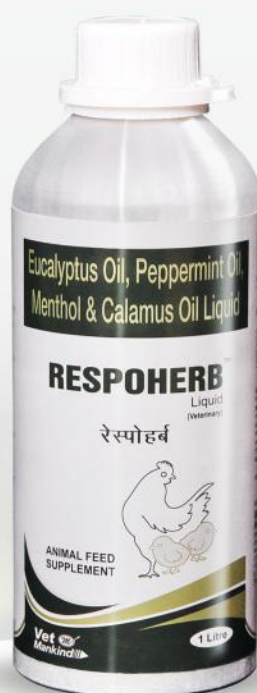
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Bentoli Shines at Poultry India 2025

with the Launch of Biomaxis and Cutting-Edge Nutritional Solutions



Bentoli successfully concluded its participation at the 17th Poultry India Expo 2025, held from November 26-28 at HITEC Exhibition Center, Hyderabad. Recognised as South Asia's leading poultry exhibition, the expo brought together top innovators, industry leaders, and decision-makers from across the regions—offering Bentoli an ideal opportunity to showcase its science-driven innovation in feed safety and animal nutrition.

At Stall CC30-CC33 in Hall 5, Bentoli drew strong engagement from customers, consultants, and business partners throughout the event. The company showcased advanced solutions in feed hygiene, moisture management, toxin control, and nutritional optimization—underscoring its commitment to enhancing farm productivity and profitability through proven, science-based innovation. A key highlight of the event was the official launch of **Biomaxis**, Bentoli's new phytochemical-based farm care division dedicated to delivering advanced, natural solutions for poultry and livestock health. The company introduced four innovative products—**Optimmune**, **Hepafix**, **Hemomax**, and **Respirax**—formulated to enhance immunity, liver function, respiratory efficiency, and overall animal resilience.





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The strong industry response further validated Bentoli's role as a trusted partner in delivering research-backed technologies aligned with the evolving needs of feed manufacturers, integrators, and farmers.

Over the three-day event, Bentoli's technical experts conducted detailed discussions on critical themes including advancements in toxin management, feed moisture optimization, water acidification strategies, and global best practices in feed hygiene. Live technical demonstrations and on-spot consultations equipped visitors with actionable insights to address field-level challenges.

Beyond technology and product interactions, Bentoli leveraged the expo to strengthen relationships with customers, gather strategic feedback, and explore collaborative opportunities—underscoring its customer-centric approach and commitment to long-term partnership.

As part of its appreciation initiatives, Bentoli hosted an exclusive **Appreciation Dinner** at Hotel Daspalla, Hyderabad, welcoming nearly 150 esteemed guests from India and overseas. The gathering provided valuable opportunities for networking and engagement, deepening Bentoli's bonds with key stakeholders across the poultry ecosystem.

The enthusiastic participation and positive feedback received at Poultry India 2025 reaffirm Bentoli's leadership in feed safety, toxin management, and outcome-driven nutritional innovations. With a continued focus on addressing key challenges such as mycotoxin risks, moisture control, and feed and water hygiene, Bentoli remains dedicated to supporting the sustainable growth and resilience of the poultry sector.

Bentoli extends heartfelt gratitude to all customers, partners, and industry colleagues for their trust and engagement throughout the event. The company remains committed to delivering measurable value through proven nutritional technologies and performance-focused solutions for a more productive and sustainable livestock industry.

About Bentoli

Bentoli develops and manufactures high-quality preservatives, processing aids, and nutritional additives for animal and aqua feeds. With strong R&D capabilities supported by advanced laboratories and rearing facilities, Bentoli delivers science-based, field-validated

solutions that improve feed safety, operational efficiency, and animal performance. The company's customer-focused approach ensures tailored solutions that address both technical and commercial needs of feed manufacturers and farmers.

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World Class 7.5% and 10% Concentrates

Broiler Concentrates:

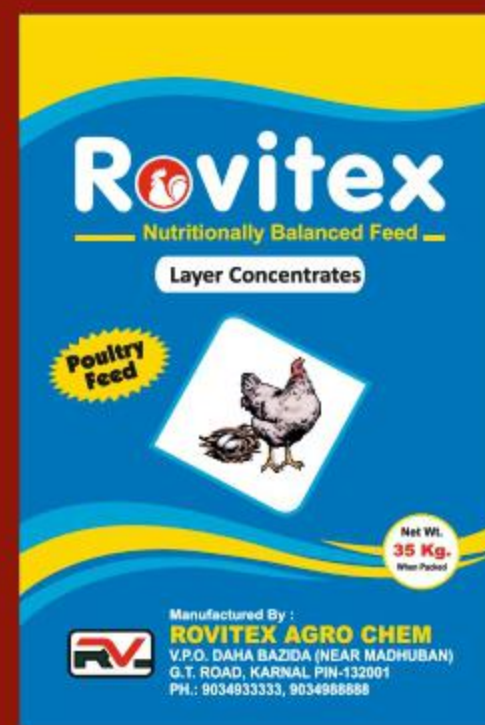
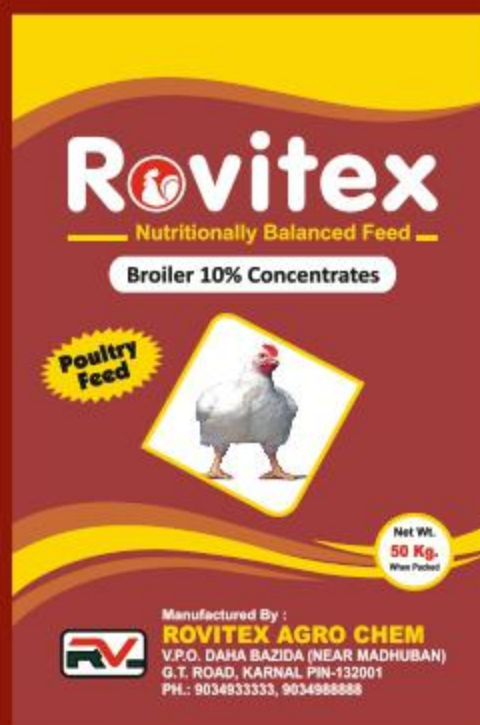
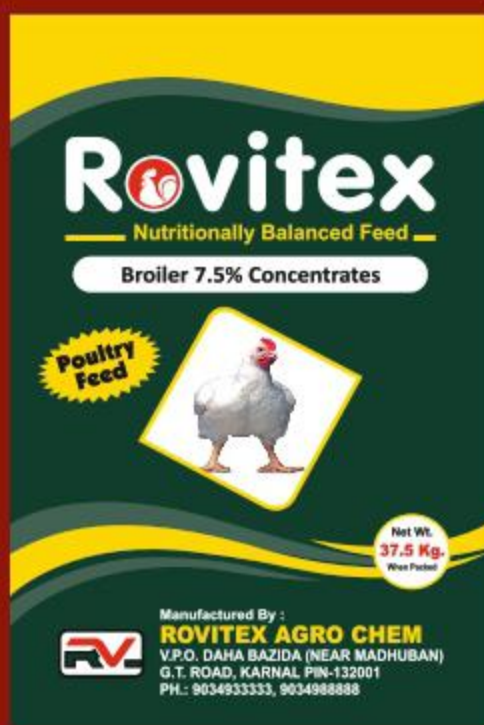
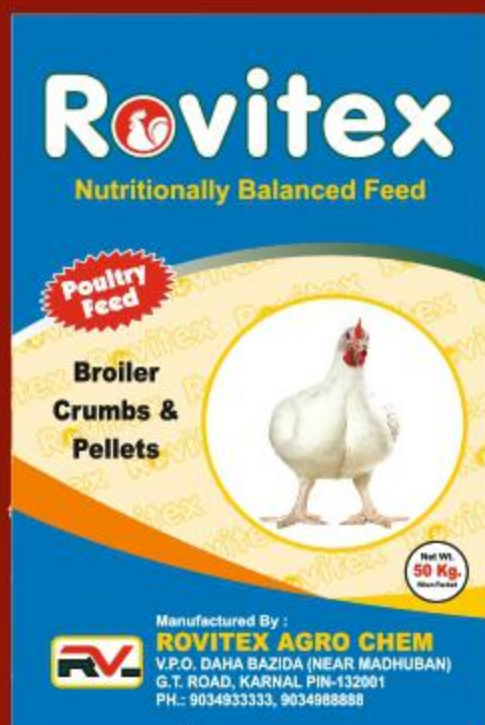
- ❖ Broiler 10% Concentrates
- ❖ Broiler 7.5% Concentrates
- ❖ Broiler 5.5% Concentrates
- ❖ Broiler 3.5% Concentrates
- ❖ Broiler 2.5% Concentrates
- ❖ Broiler 1.5% Concentrates

Layer Concentrates:

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

Broiler Crumbs/Pellets:

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



ROVITEX AGRO CHEM

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Dealers enquiries solicited from unrepresented areas

Ravioza Biotech Makes a Significant Impact at Poultry India Expo 2025 Showcasing Innovation, Strengthening Global Partnerships & Expanding Manufacturing Capability

Ravioza Biotech, a leading organization in livestock health and productivity solutions, demonstrated its technological excellence and growth vision at Poultry India Expo 2025, South Asia's most prominent poultry industry exhibition. The event took place from November 25-28, 2025, in Hyderabad, hosting over 500 exhibitors and attracting more than 50,000 professionals from around the world.



A distinguished delegation represented Ravioza Biotech at the event, including:

- Dr. Dinesh Arora, Managing Director
- Dr. Jitendra Verma, Technical Director
- Mr. Mohit Arora, Director
- Mr. Sunil Saxena, General Manager - Sales & Marketing
- Dr. Deepak Mukati, Technical Manager



They were joined by domestic and international marketing teams, as well as key global business associates—reflecting the company's expanding international presence.

Strengthening Industry Collaboration

Throughout the expo, the Ravioza Biotech team engaged with consultants, integrators, farmers, nutritionists, feed manufacturers, and industry decision-makers to explore collaborative opportunities. These interactions further reinforced relationships and promoted the adoption of advanced poultry health technologies across the value chain.



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Effective against both respiratory & enteric infections.

Prevents vertical transmission of diseases.

→ **Polymyxin B**

→ **Levofloxacin**

→ **Bromhexine**



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Email: contact@raviozabiotech.com

www.raviozabiotech.com

Major Announcement: New Manufacturing Facility in Central India

During the exhibition, Dr. Dinesh Arora, Managing Director of the Progressive Group of Companies, announced the establishment of a new **state-of-the-art manufacturing facility** in Indore, Central India. The plant will operate under the **BIOZONE** brand, in technical collaboration with **Direcocon (The Netherlands)**—a globally recognized name in livestock care solutions.

Key Highlights of the Facility:

- 51700 sq. ft. modern production infrastructure
- ISO 9001:2008, GMP, and FAMI-QS certifications
- Capability to manufacture powder and liquid formulations
- Designed to meet global quality and regulatory standards

This development represents a strategic move to strengthen manufacturing excellence, enhance supply capabilities, and support global market expansion for the Progressive Group of Companies.

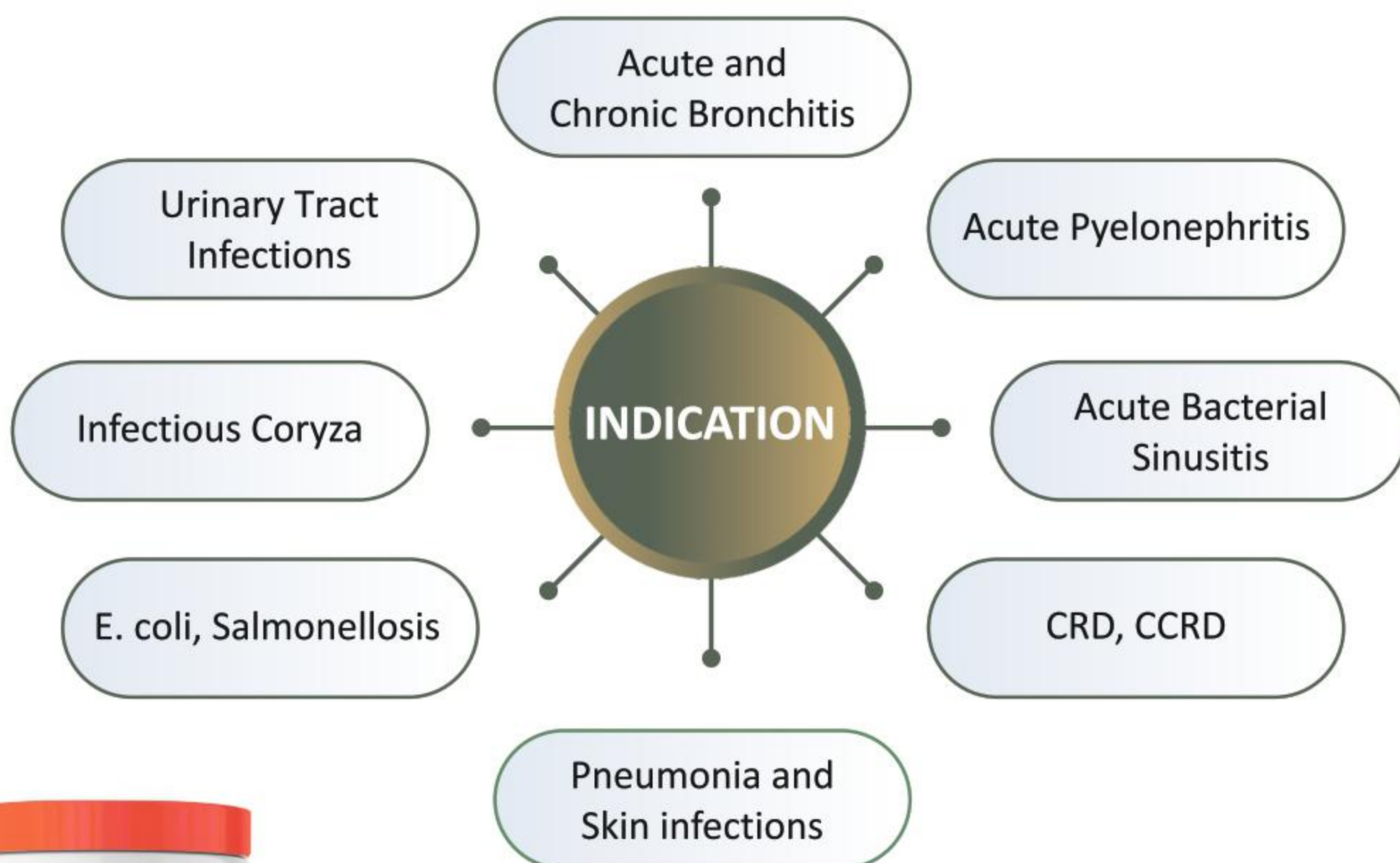
Commitment to Industry Advancement

Ravioza Biotech continues to lead with innovation and remains dedicated to supporting poultry farmers with scientifically advanced, sustainable solutions. Their strong participation at Poultry India Expo 2025 reflects a long-term commitment to improving poultry productivity, profitability, and overall industry growth.



LEVOZITHRO-BH *Super* 10

POULTRY FEED SUPPLEMENT



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Essence Natura Successfully Participates in Poultry India 2025



Essence Natura, proudly announces its successful participation in the Poultry India 2025 in Hyderabad, on March, 26 -28th. The exhibition provided a platform for Essence Natura to showcase its innovative phytogenic products and connect with industry professionals, potential clients, and partners.

The event saw a significant turnout of visitors, and Essence Natura received overwhelmingly positive feedback on its offerings. Key highlights of the participation include new business leads, partnerships, strategic meetings with existing associates, and ideas for future products.

"We are thrilled with the response and appreciate the opportunity to engage with our audience," said Dr. Puneet Tripathi, Executive Director, Essence Natura Pvt Ltd. "This participation has not only enhanced our brand visibility but also opened up new avenues for growth and collaboration."

Essence Natura looks forward to continued success and future opportunities to showcase its expertise and innovations.





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to Handle



Gifting Knowledge, Growing Leaders: SEC India at Knowledge Day, Poultry India 2025

Five outstanding members of SEC India were honoured with an exclusive opportunity to attend Knowledge Day, the flagship prelude to the Poultry India National Event held in Hyderabad every year. The participation was awarded as part of SEC India's ongoing Rewards & Recognition Program, which celebrates active and motivated contributors on the SEC community platforms.

The selected members engaged in a full day of expert-led learning, gaining valuable insights into emerging innovations, industry standards, trends and future-oriented practices shaping India's poultry sector. The members were Asmon Fredrick, Vinay Kaldindi, Sujith Reddy, Yoggandan Vadari and Raju Jakkula.

In a proud moment, Mr. Divya Kumar Gulati (Chairman, CLFMA) and Mr. Abhay Shah (Deputy Chairman, CLFMA) presented certificates of appreciation to these young professionals, applauding their dedication to continuous improvement and leadership in the industry.

Other SEC professionals / community members present at the event also shared encouraging feedback on their SEC learning journeys and expressed keen interest in registering for the upcoming training programs.

By gifting knowledge instead of material rewards, SEC India reinforces a powerful message, investing in learning fuels individual progress and accelerates industry growth.

Motivated learners today become Industry change makers tomorrow



To foster engagement within its feed mill community and encourage knowledge exchange, SEC India invited its own community members to share workplace learnings inspired by SEC training programs. Five members enthusiastically stepped forward, and a special community interaction was organized on the SEC digital platform. The session not only promoted peer-to-peer learning but also helped participants enhance their presentation and public-speaking skills while strengthening community connections. The SEC India team felt this was a nice way to increase community engagement and empower workforce.

The session featured presentations on practical feed mill strategies, including pelleting accuracy, dust control, steam management, and hygiene protocols. It concluded with discussions on feed mill design, safety standards, and plans to share key learnings on the community discussion board. Each presenter was allotted 7-10 minutes, with Mr. M. Kanagaraj, SEC India's Regional Feed Milling Expert, Instructor, and Regional Advisory Council Member, moderating the session and enriching each presentation with valuable insights and suggestions.

Here is a brief account on what the SEC community members shared

FEED MILL EFFICIENCY STRATEGIES



Dr. Badineedi Hanumanth Rao, Technical executive-Livestock Nutrition, Bentoli Agrinutrition India Pvt Ltd shared his experience applying feed mill strategies learned through the SEC course, highlighting measurable improvements in pelleting degree of accuracy (PDA) and dust control. By mapping and monitoring processes, setting quality standards, and maintaining optimal storage conditions, his team achieved a 2-3% improvement in PDA, a gain that Kanagaraj noted is equivalent to nearly one-point improvement in FCR for broiler birds.

FEED MILL STEAM MANAGEMENT



Mr. Vishal Sachdeva, Technical Manager, Delst Technologies India Pvt. Ltd. presented on the critical role of steam management in feed mill conditioning, emphasizing steam quality and the function of steam traps. He explained the need to maintain the right balance of heat, moisture, and time (HMT) to achieve optimal starch gelatinization and pellet quality. He also underscored the importance of hygiene and sanitization for product integrity and biosecurity. Kanagaraj reinforced these points, noting steam quality and conditioning as key to feed mill performance.

FEED MILL DESIGN AND LAYOUT



Mr. Tamilselvan E, Solution Providing Manager (Design Head) - Feedmill division India, Famsun (Feedmill Division) discussed essential design considerations for feed mill projects, including business scope, location selection, and layout planning. He emphasized defining target markets, product types, and production capacity early in the process. Recommending vertical layouts for better space efficiency, he outlined the complete feed mill process flow from raw material intake and cleaning to pelleting and packaging, and highlighted key differences between poultry and cattle feed production. He also covered safety, sanitation, and the importance of proper utilities and soil conditions for site selection.

FEED MILL SANITATION AND BIOSECURITY



Dr. Ramalingam S, GM (Nutrition), Krishi Nutrition Company Private Limited focused on maintaining hygiene and safety standards in feed production, stressing the importance of sound design, routine cleaning, and continuous staff training. He discussed challenges faced by Indian feed mills in enforcing strict protocols and explored the potential of technologies like AI and robotics for improved monitoring. Kanagaraj emphasized the role of discipline and regular training in sustaining high biosecurity and sanitation standards.

ENHANCING TEACHING WITH SEC COURSE



Dr. S.B.N. Rao, Principal Scientist, ICAR-NIANP, Bangalore shared how the SEC course has enriched his teaching and benefited his students. He commended its practical orientation and relevance to feed mill operations, aligning closely with institutional training needs.

Interested applicants wishing to register for the upcoming courses can email to mshankar@ct.ussec.org and CC VAnand@ct.ussec.org



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Northern Region

COMPANY: Sampoorna Feeds FARMER NAME: Mr. Jashandeep Singh Sidhu	NOVEMBER-2025	Top #1
	Farm Type	Open House
	State	PUNJAB
	Chicks Placed	2509
	Mean Age	33.0
	Avg Body Wt	2460
	FCR	1.260
	cFCR	1.158
	Livability%	97.0
	Daily Gain	74.5
	EPEF	573.9



Eastern Region

COMPANY: IB Group FARMER NAME: Mr. Kamal Krishna Roy	NOVEMBER-2025	Top #1
	Farm Type	Open House
	State	BENGAL
	Chicks Placed	1354
	Mean Age	36.0
	Avg Body Wt	2777
	FCR	1.468
	cFCR	1.295
	Livability%	95.6
	Daily Gain	77.1
	EPEF	502.6



Central Region

COMPANY: Japfa FARMER NAME: Mr. Suhas Patil	NOVEMBER-2025	Top #1
	Farm Type	EC House
	State	MAHARASHTRA
	Chicks Placed	5972
	Mean Age	33.4
	Avg Body Wt	2463
	FCR	1.369
	cFCR	1.266
	Livability%	97.1
	Daily Gain	73.8
	EPEF	523.3



South Region

COMPANY: IB Group FARM NAME: K S Poultry Farms	NOVEMBER-2025	Top #1
	Farm Type	EC House
	State	KARNATAKA
	Chicks Placed	25945
	Mean Age	36.0
	Avg Body Wt	2731
	FCR	1.483
	cFCR	1.321
	Livability%	97.1
	Daily Gain	75.9
	EPEF	496.9



NOVEMBER-Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	12030	35.3	2631	1.370	1.230	97.2	74.5	528.3
North Open House	2509	33.0	2460	1.260	1.158	97.0	74.5	573.9
East EC House	6572	34.0	2357	1.427	1.348	97.2	69.3	472.2
East Open House	1354	36.0	2777	1.468	1.295	95.6	77.1	502.6
Central EC House	5972	33.4	2463	1.369	1.266	97.1	73.8	523.3
Central Open House	2793	32.3	2271	1.387	1.326	97.2	70.3	492.9
South EC House	25945	36.0	2731	1.483	1.321	97.1	75.9	496.9
South Open House	7616	36.0	2415	1.402	1.310	94.9	67.1	454.2

NOVEMBER-Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	OPEN HOUSE	PUNJAB	2509	33.0	2460	1.260	1.158	97.0	74.5	573.9
Flock 2	OPEN HOUSE	PUNJAB	10390	33.0	2491	1.330	1.221	97.0	75.5	551.0
Flock 3	EC HOUSE	PUNJAB	12030	35.3	2631	1.370	1.230	97.2	74.5	528.3
Flock 4	OPEN HOUSE	PUNJAB	2505	32.1	2393	1.360	1.273	95.8	74.5	524.8
Flock 5	EC HOUSE	MAHARASHTRA	5972	33.4	2463	1.369	1.266	97.1	73.8	523.3
Flock 6	OPEN HOUSE	UTTAR PRADESH	9389	40.0	2960	1.347	1.134	95.1	74.0	522.3
Flock 7	OPEN HOUSE	PUNJAB	14630	32.0	2293	1.320	1.255	95.8	71.6	519.6
Flock 8	OPEN HOUSE	HARYANA	3775	29.0	1951	1.250	1.261	95.7	67.3	515.1
Flock 9	EC HOUSE	MAHARASHTRA	15489	32.6	2370	1.375	1.293	97.5	72.6	514.7
Flock 10	EC HOUSE	MAHARASHTRA	7875	35.0	2582	1.386	1.257	96.5	73.8	514.1

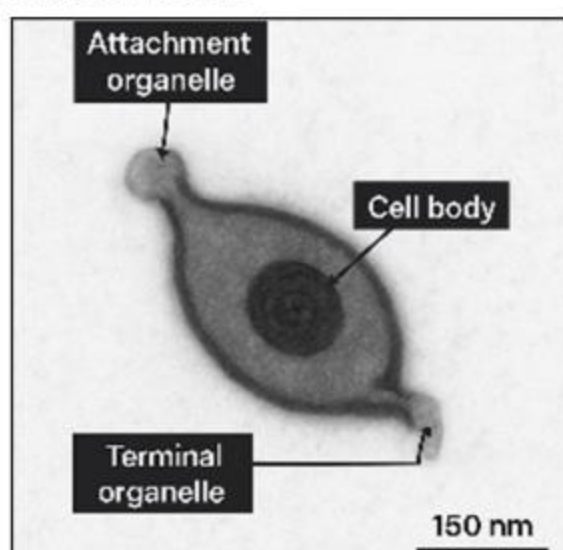
Mycoplasma-Associated Respiratory Disease in Poultry: Pathogenesis, Transmission and Modern Control Strategies

Introduction

Respiratory disease remains a major limitation to productivity and welfare in commercial poultry production worldwide. Among bacterial pathogens, *Mycoplasma gallisepticum* (MG) and *Mycoplasma synoviae* (MS) are of particular importance due to their ability to establish chronic infections, interact synergistically with respiratory viruses, and persist within intensive production systems (1,2). The epidemiological and clinical impact of Mycoplasma infections has increased in recent decades as a consequence of production intensification, environmental stressors, viral evolution, and declining antimicrobial efficacy (3). These factors have shifted Mycoplasma infection from a discrete disease entity to a complex, multifactorial respiratory syndrome requiring integrated management and targeted therapeutic strategies.

Etiology and Biological Characteristics

MG and MS belong to the class *Mollicutes*, characterized by the absence of a cell wall, reduced genome size, limited metabolic capacity, and strict dependence on host-derived nutrients (4). The lack of a cell wall confers intrinsic resistance to β -lactam antimicrobials and allows close adherence to host cell membranes. High genetic plasticity and phase-variable surface lipoproteins facilitate antigenic variation and immune evasion, enabling long-term persistence within the host (4,5).



Pathogenesis and Lesion Development

Adherence to the respiratory epithelium is the critical initial step in Mycoplasma pathogenesis. MG and MS attach to ciliated epithelial cells of the trachea, lungs, air sacs, and conjunctiva via membrane-bound adhesins localized in specialized tip structures, including surface lipoproteins such as GapA and CrmA (4,6). Following colonization, Mycoplasmas induce ciliostasis, epithelial degeneration, and impairment of mucociliary clearance, promoting persistent infection and secondary bacterial invasion.

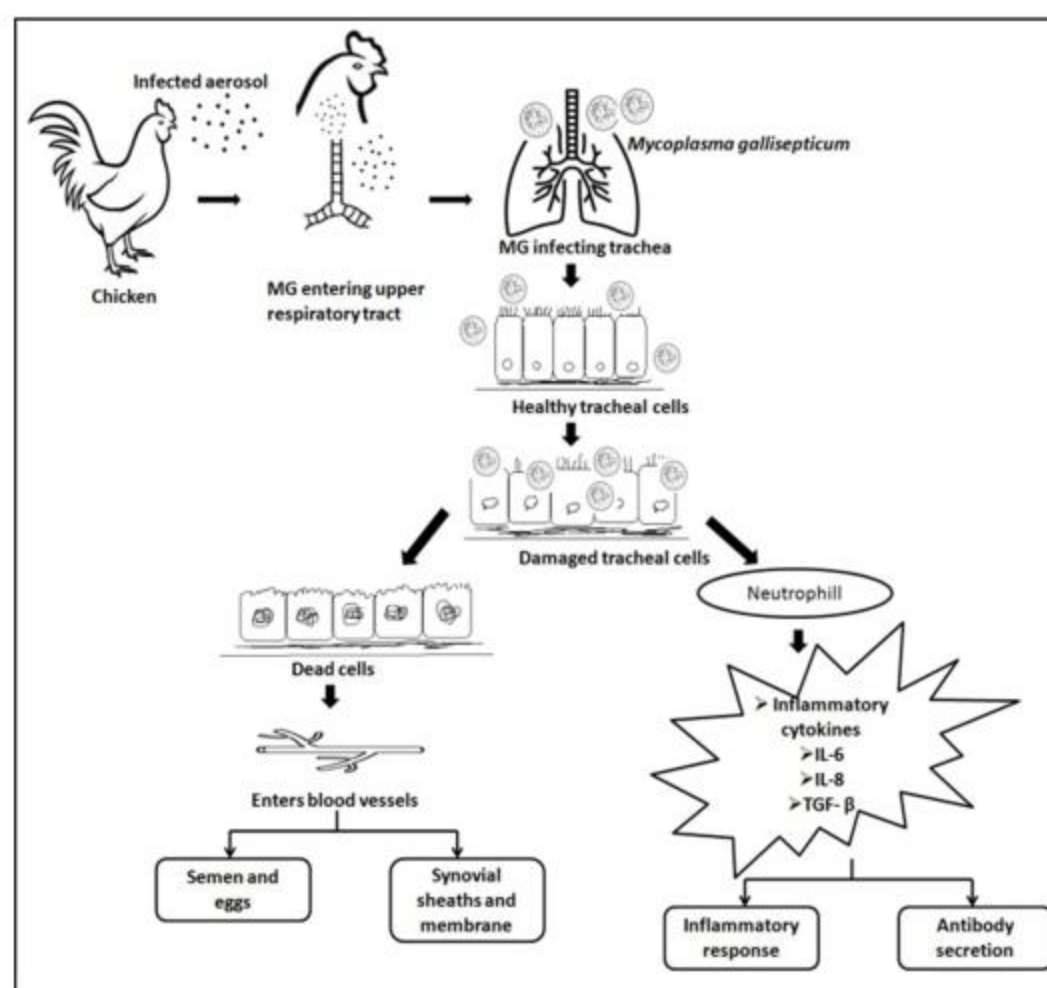
The host inflammatory response plays a central role in lesion development. Mycoplasma lipoproteins activate Toll-like receptor-2 pathways, stimulating epithelial cells and macrophages to release pro-inflammatory cytokines



Dr. Sanjay Singhal
Chief Operating Officer
Stallen South Asia Pvt. Ltd.



Dr. Kishor Gedam
Product Manager
Stallen South Asia Pvt. Ltd.



such as IL-1 β , IL-6, and TNF- α (7). These responses result in mucosal edema, glandular hyperplasia, mucosal thickening, and accumulation of catarrhal to caseous exudate within the air sacs. Gross lesions commonly include airsacculitis, tracheitis, and, in complicated cases, fibrinous pericarditis and perihepatitis (2). MS may disseminate to synovial tissues, causing synovitis and lameness, and is strongly associated with eggshell apex abnormalities (EAA) in layers (8).

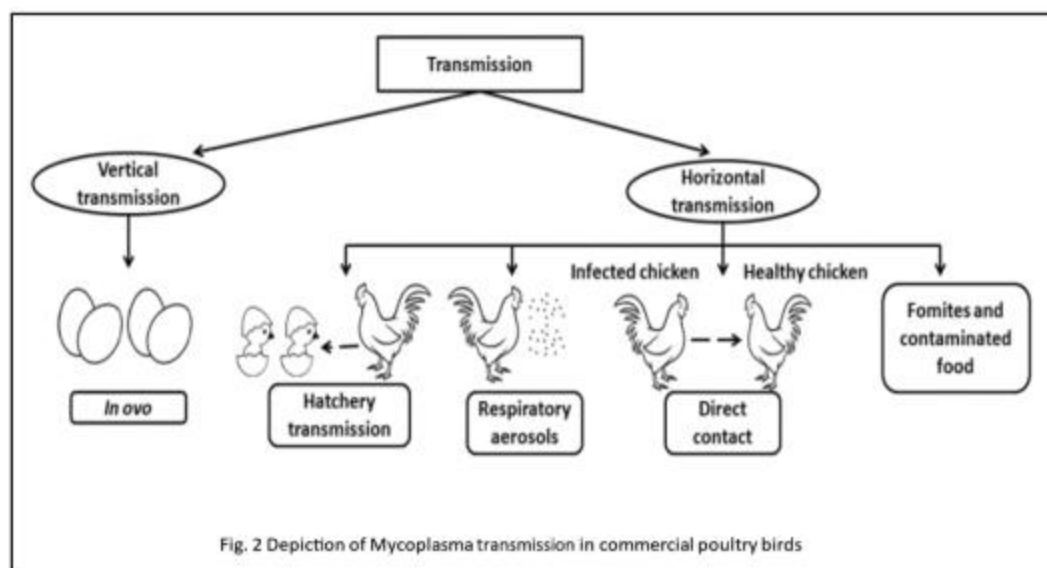
Transmission Dynamics and Epidemiology

MG and MS persist in poultry populations through both vertical and horizontal transmission. Vertical transmission via infected eggs results in early colonization of chicks at hatch and contributes significantly to economic losses (9). Horizontal transmission occurs via aerosols, respiratory secretions, contaminated feed and water, and mechanical spread through personnel and equipment (2). Mycoplasmas may survive for several hours in dust and organic material, facilitating indirect transmission. Sub clinically infected carrier birds that intermittently shed organisms further complicate detection and control, particularly in multi-age production systems (1).



The Holy Grail of Mycoplasma Management Program





Disease Synergy and Environmental Influences

In commercial poultry, Mycoplasma infections rarely occur as single-agent diseases. MG infection predisposes the respiratory tract to enhanced replication of infectious bronchitis virus (IBV), resulting in increased air sac lesion severity, prolonged viral shedding, and higher viral loads (10). MS infection, particularly in association with nephropathogenic IBV strains, has been strongly linked to EAA, leading to downgraded eggs, reduced hatchability, and sustained production losses (8).

Synergistic interactions between Mycoplasma spp. and Newcastle disease virus (NDV) have also been reported, with even lentogenic NDV strains producing severe respiratory disease in the presence of Mycoplasma due to amplified epithelial damage and impaired mucosal immunity (11). Environmental stressors further exacerbate disease expression; ammonia impairs ciliary function, dust facilitates deep respiratory deposition of pathogens, and temperature stress suppresses mucosal immunity (3).

Antimicrobial Challenges in Mycoplasma Control

Antimicrobial therapy remains an important component of Mycoplasma control; however, increasing antimicrobial resistance has reduced the effectiveness of traditional agents. Rising minimum inhibitory concentrations (MICs) have been reported for macrolides, tetracyclines, and fluoroquinolones commonly used in poultry (12-14). The absence of a cell wall, high mutation rates, chronic persistence, and inappropriate antimicrobial use contribute to resistance development and therapeutic failure (12,13). In addition, Mycoplasmas adhere closely to host cell membranes and may occupy intracellular niches, limiting the efficacy of antimicrobials with poor tissue penetration.

Comparative Antimicrobial Activity Against Avian Mycoplasmas

Table 1 summarizes comparative in vitro activity (MIC₉₀ values) of antimicrobials commonly used in Mycoplasma control.

Antimicrobial	MG MIC ₉₀ (µg/mL)	MS MIC ₉₀ (µg/mL)
Tylvalosin	0.008-0.03	0.01-0.05
Tylosin	0.06-0.5	0.1-1.0
Tilmicosin	0.03-0.25	0.06-0.5
Doxycycline	0.25-2.0	0.5-4.0
Enrofloxacin	0.12-1.0	0.25-2.0

(12-15)

Pharmacological considerations for the Use of Tylvalosin

Tylvalosin is a semi-synthetic macrolide developed to address pharmacological limitations of earlier-generation antimicrobials. Structural modification of the tylosin molecule enhances lipophilicity, resulting in improved membrane permeability, intracellular accumulation, and tissue retention (16). Pharmacokinetic studies demonstrate rapid oral absorption and extensive tissue distribution, with lung concentrations four- to eight-fold higher than plasma levels (17).

In vitro studies consistently report low MIC₉₀ values against MG and MS (Table 1), indicating strong intrinsic activity against contemporary field isolates (15). Importantly, tylvalosin demonstrates superior intracellular penetration, including accumulation within macrophages, enabling effective targeting of intracellular Mycoplasma populations (16). Beyond antimicrobial activity, Tylvalosin exhibits immunomodulatory effects, including reduced production of TNF-α and IL-6 and decreased neutrophil infiltration, which may mitigate excessive inflammatory responses during Mycoplasma-viral synergistic infections (18).

Table 2. Pharmacokinetic and Pharmacodynamic Properties of Tylvalosin Compared with Other Antimicrobials

Parameter	Tylvalosin	Tylosin	Tilmicosin	Doxycycline
Lung:plasma ratio	4-8 : 1	~1-2 : 1	~3-4 : 1	~1 : 1
Intracellular penetration	High	Low-moderate	Moderate	Moderate
Tissue retention	Prolonged	Short-moderate	Prolonged	Moderate
Anti-inflammatory effects	Demonstrated	Not reported	Not reported	Not reported

(16-18)

Integration of Tylvalosin into Comprehensive Control Programs

While antimicrobial therapy alone cannot eradicate Mycoplasma, tylvalosin represents a rational option when integrated into comprehensive control programs including biosecurity, environmental optimization, vaccination against respiratory viruses, and routine monitoring using PCR and serology (1,2). Field studies in broilers, layers, and breeders demonstrate improved respiratory health, production performance, and reduced vertical transmission when tylvalosin is applied strategically (8,19).

Conclusion

Mycoplasma-associated respiratory disease remains a significant challenge in modern poultry production due to pathogen persistence, viral synergy, environmental stress, and antimicrobial resistance. Tylvalosin, with its favorable pharmacokinetic profile, strong activity against MG and MS, intracellular penetration, and immunomodulatory properties, addresses several limitations of traditional antimicrobials. When incorporated into integrated disease management strategies, tylvalosin contributes meaningfully to improved respiratory health and production outcomes in poultry.

Reference available on request

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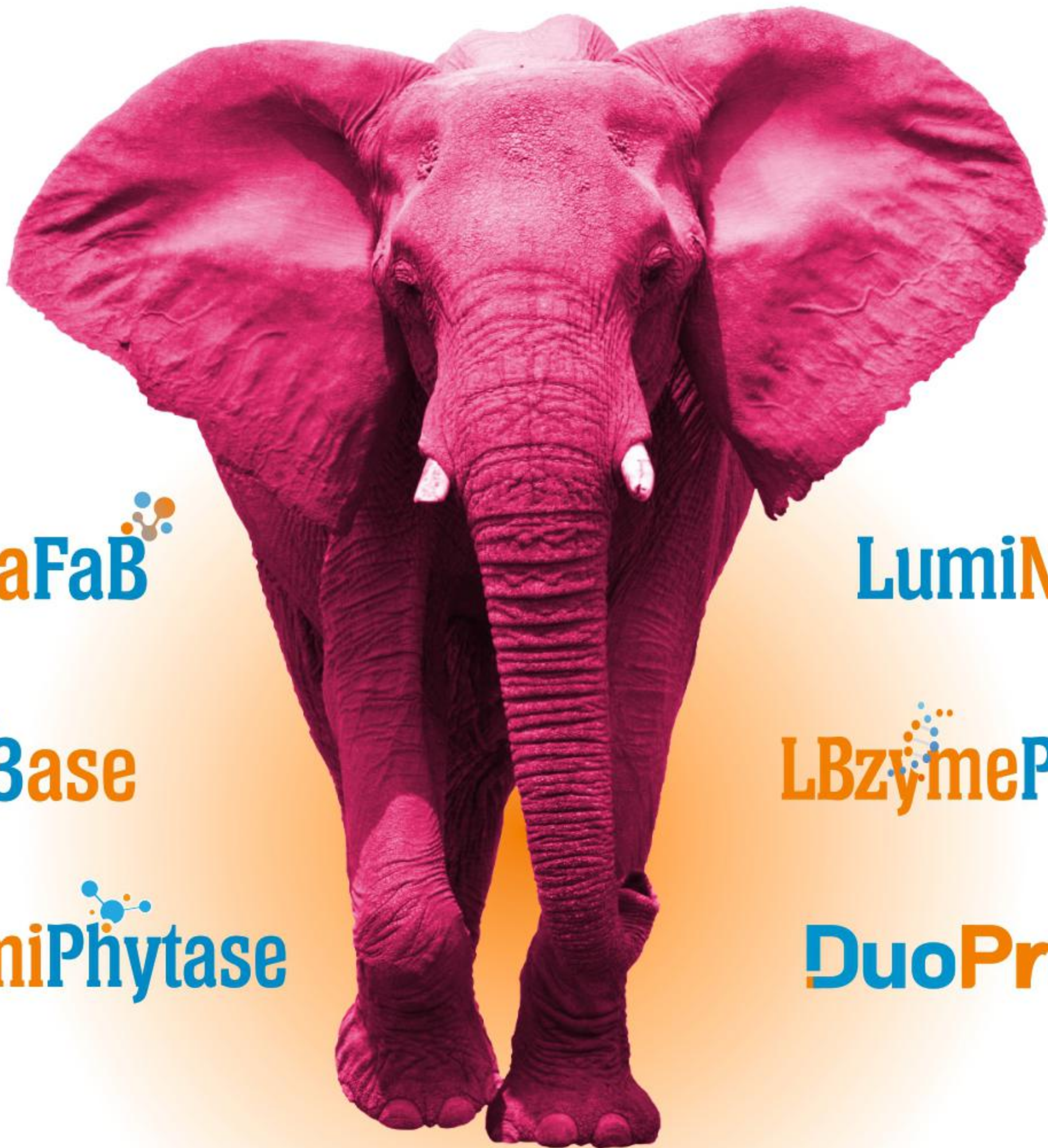
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Phytogenics in Animal Nutrition: A Natural Path Beyond Antibiotics

In the ever-evolving world of livestock and poultry production, one challenge continues to dominate – how to maintain animal health and productivity without relying on antibiotics. As global regulations tighten and consumer demand for “antibiotic-free” products grows, the spotlight is shifting toward nature’s own pharmacy: phytogenic feed additives.

Ancient Roots of Phytogenic Science

- Ayurveda and Siddha traditions in India described numerous herbs – such as Ashwagandha, Turmeric, Tulsi, and Neem – for promoting strength, digestion, and immunity in animals.
- Traditional Chinese Veterinary Medicine utilized aromatic herbs to improve feed intake and internal balance.
- Greek and Egyptian writings also documented the use of garlic and fennel to improve health and productivity in livestock.

Rethinking Antibiotics in Animal Production

For decades, antibiotics were used not only to treat infections but also as growth promoters in feed. While they improved performance and efficiency, their long-term use led to serious concerns – antimicrobial resistance (AMR), drug residues in meat and eggs, and a growing public health risk.

Today, the need for safe, sustainable, and effective alternatives is stronger than ever. This is where phytogenic feed additives step in.

Antibiotic Sensitivity in Poultry

Poultry are highly sensitive to antibiotics, and overuse can lead to several issues:

- **Antimicrobial resistance (AMR):** Frequent antibiotic use encourages the growth of resistant bacteria, reducing the effectiveness of treatments over time.
- **Residues in products:** Antibiotics can accumulate in meat, eggs, and other poultry products, posing health risks to consumers and affecting compliance with regulatory limits.
- **Gut microbiota disruption:** Antibiotics can disturb the natural balance of beneficial gut bacteria, potentially leading to digestive disorders, reduced immunity, and poor feed conversion.

This sensitivity underscores the importance of exploring natural alternatives that maintain poultry health without compromising food safety.

What Are Phytogenic Feed Additives?

Phytogenics – sometimes called botanicals or herbal feed additives – are natural substances derived from plants. They include herbs, spices, essential oils, and plant extracts, all rich in bioactive compounds such as flavonoids, terpenes, alkaloids, and tannins. Common examples include oregano, thyme, garlic, turmeric, cinnamon, and ginger – ingredients that not only flavor human food but also promote animal health in remarkable ways.

Nature's Multi-Functional Toolkit

Unlike antibiotics, which typically target specific



Dr. Anju Waghmare



Dr. Vikas Bhagat

pathogens, phytogenics act through multiple mechanisms, making them broad-spectrum and holistic in their benefits:

- **Antimicrobial action:** Essential oils and phenolic compounds disrupt bacterial cell membranes, reducing harmful microbes such as *E. coli* and *Salmonella*.
- **Digestive stimulation:** Certain herbs and spices enhance secretion of digestive enzymes and bile, improving nutrient absorption and feed conversion efficiency.
- **Antioxidant and anti-inflammatory effects:** Plant compounds neutralize free radicals, protect intestinal cells, and reduce gut inflammation.
- **Gut microbiota balance:** Phytogenics promote beneficial bacteria like *Lactobacillus*, creating a healthier gut environment.

Proven Benefits in Animal Performance

Producers using phytogenic feed additives consistently report:

- Improved growth rate and feed efficiency
- Better gut health and immunity
- Enhanced meat, milk, and egg quality
- Reduction in enteric infections and stress-related issues

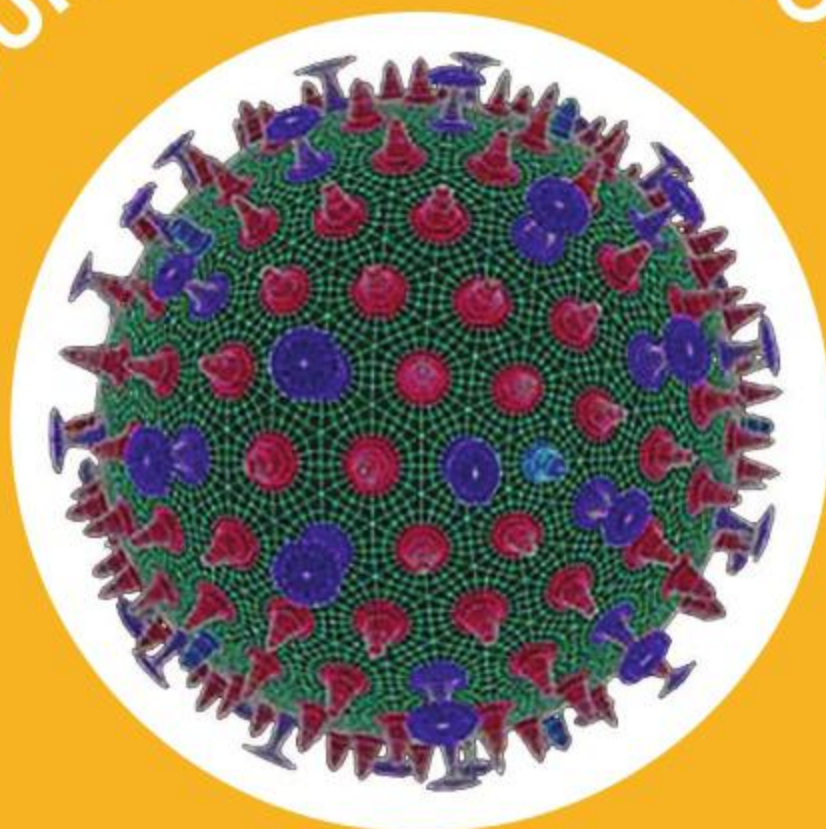
Beyond performance, phytogenics also contribute to animal welfare and environmental sustainability, aligning with the global trend toward responsible farming.

The Future Is Green and Phytogenic...

The shift away from antibiotic growth promoters is more than a regulatory necessity – it’s a transformation in how we think about animal health. Phytogenic feed additives are not just substitutes; they represent a natural evolution toward preventive nutrition, where health begins in the gut and sustainability is built into the system.

As the livestock industry looks toward a greener and safer future, phytogenics stand out as one of nature’s most powerful allies – blending ancient wisdom with modern science to keep animals healthy, productive, and antibiotic-free, while addressing the growing challenges of antibiotic sensitivity in poultry.

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Legend SERIES 23

In our journey we visited many faces with our poultry Sector legends, and one among them is

Mr. P.S Nandakumar

**Founder, Mentor & First generation Entrepreneur
Nanda Group**



1. Are you originally from Bangalore?

Yes.

2. Why did you choose the Poultry / Livestock profession?

I was working in my grandfather's flour mills. Way back in 1965, flour mills used to get wheat from the USA under the PL 480 programme, and the wheat used to come in bulk ships. These ships were also carriers of corn to different parts of the world.

When the Government of India allotted wheat to flour mills, the mills used to clean the wheat from foreign materials like corn, broken wheat, etc. The flour mills used to get corn (maize) as a by-product. I had to use the by-products in a way that could add value – that's how the concept of feed manufacturing came to mind. Corn/maize is one of the major ingredients of poultry feed, which led me to undergo training in poultry farming.

The training programme was conducted by the Animal Husbandry Department of Karnataka. I underwent training for 3 months and learnt how to run a poultry farm and produce poultry feed.

3. As compared to other big players in the industry, how does your organization is different?

My organization is one of the oldest poultry farms, started commercially in the year 1965. As we grew year after year, we kept expanding. My cost of production of an egg was the cheapest because we were manufacturing our own feed. We were very competitive in egg prices.

One of the important points is that earnings from poultry are exempted from income tax. From there on, I kept increasing my poultry operations and started marketing feed in the state of Karnataka. The next step was backward integration. In 1972, I got into the hatchery business. In 1978, I associated myself as a franchisee with Venkateshwara Hatcheries.

I expanded hatchery activities to southern Maharashtra, Goa, Tamil Nadu, and Kerala. I established my own units in

these places and also got into broiler operations. In 1989, we started value-added products under the brand name **NANDUS** in Bangalore. Now we sell chilled chicken, chicken portions, and value-added marinated products, heat-and-eat products, and ready-to-cook products.

Any farmer who reaches our organization can find a one-stop shop. We were among the earliest to have complete poultry operations.

4. Please tell us about your family.

Born in a pure vegetarian family, it was very surprising to get into the poultry business. Though there was resistance in the family, I started this poultry operation.

I have two sons – my elder son is **Naveen Pasuparth** completed his B Com in India & Masters in Business Administration from USA. My younger son, **Narendra Pasuparth** did his engineering in India and master's from USA. After working for more than 10 years, he returned and got involved in developing consumer chicken products known as **NANDUS Chicken**. Naveen Pasuparth manages groups livestock stock operations.

5. What do you think about your organization being a leader in the livestock industry?

Being in all segments of poultry sector - breeding, hatcheries, animal feed manufacturing, contract farming (integration), processing, manufacturing of ready to eat / ready to cook products & online & off line meat retailing, with over 58 years of experience, Nanda Group, formerly known as Komarla Group with group companies like Komarla Hatcheries, Balkrishna Hatcheries, Balkrishna Breeding Farms P Ltd, Balkrishna Livestock Breeders P Ltd, & Nanda Feeds P Ltd are all well known in the poultry sector.

I served as Chairman of the Compound Livestock Feed Manufacturers Association (commonly known as **CLFMA**). CLFMA is an all-India body representing livestock sector to the Central Government. As Chairman, I represented many issues of the sector and interacted with the central Government of India and various state governments too.



I am the founder member of the Karnataka Hatcheries Association, today called as Karnataka Poultry Farmers & Breeders Association(KPFBA) . Was the longest serving president, 17 years, of KPFBA.

I am serving as Trustee of RV Institutions (RVCE) for over 30 years. Served as chairman of works committee of RV institutions for 20 years.

6. What are your favourite food?

Usually vegetarian, but I occasionally eat chicken. I consume one egg every morning.



7. What are your hobbies?

During my college days, I was a good badminton and tennis player. I enjoy watching movies, reading, and music. I also learnt to play the Veena for many years.

8. Anything you would like to add?

The poultry sector is a sunrise & growing sector. I feel proud that I am able to supply good-quality protein to the people of India.



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Dr. Ramesh Sikka
Founder Member
Anand Sikka Veterinarians Foundation (India)
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EW Nutrition Organizes Technical Seminar at Karnal, Highlighting Advances in Mycotoxin Management and Water Acidification

EW Nutrition successfully hosted a **Technical Seminar** at the iconic **Noor Mahal Palace Hotel, Karnal**, bringing together veterinarians, poultry consultants, and industry professionals for an engaging knowledge-sharing platform focused on key aspects of poultry health and performance.



The seminar commenced with a **welcome address** by **Mr. Rohit Bhatia, Director - Strategic Marketing (South Asia), EW Nutrition**, who highlighted the company's commitment to supporting the poultry industry through science-driven solutions and technical excellence. This was followed by a **corporate**

presentation by **Mr. Karthik Palvai, Deputy General Manager - Market Service & Feed Mill Business (South Asia), EW Nutrition**, providing insights into the company's global capabilities, product portfolio, and customer-centric approach.



The seminar addressed two critical areas of modern poultry production: **mycotoxin risk management** and **water hygiene through acidification**, with expert-led sessions combining global research insights and field-level applications.

Technical Sessions

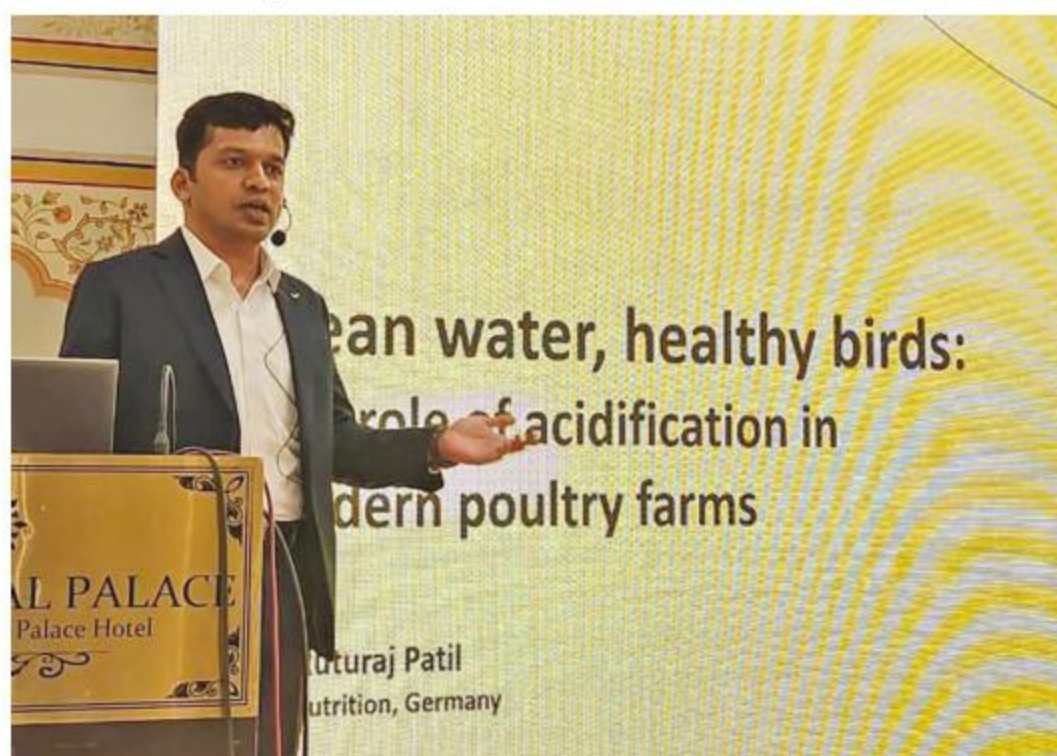
The first technical session was delivered **online** by **Ms. Marie Gallissot, Global Manager - Feed Quality Solutions, EW Nutrition**, on 'Mycotoxin Mitigation Strategies for Improved Breeder Health and Performance'. She shared valuable insights on:



- The impact of mycotoxins on breeder productivity and health
- Challenges posed by multi-mycotoxin contamination
- Scientifically validated mitigation strategies
- EW Nutrition's research-driven approach to mycotoxin risk management

Her presentation emphasized proactive control measures and nutritional interventions essential for sustaining breeder performance under varying production conditions.

The second session was conducted by **Dr. Ruturaj Patil, Regional Technical Manager - South Asia, EW Nutrition**, on 'Clean Water, Healthy Birds: The Role of Acidification in Modern Poultry Farms'.



He highlighted the importance of water quality as a cornerstone of poultry health, discussing:

- The role of water acidification in improving gut health and biosecurity
- Practical guidelines for maintaining optimal drinking water quality
- Different types of acidifiers and their functional benefits in poultry systems

A major highlight of this session was the **launch of EW Nutrition's new water acidification solution, Acidomix W+**.

Dr. Patil explained its advanced formulation, mode of action, and practical application, demonstrating how Acidomix W+ supports consistent water hygiene and overall flock performance.

Recognizing Excellence in the Poultry Sector

As part of the event, EW Nutrition honoured distinguished contributions to the poultry industry:

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- Dr. N. K. Mahajan, a respected senior veterinarian, presented a **Lifetime Achievement Award** to Dr. Jagjit Singh in recognition of his outstanding service and lifelong commitment to veterinary science and poultry development.



- Young Entrepreneur Awards were presented to Mr. Vaibhav Aghi (Easy Feeds) and Mr. Amit Kharb (JK Feeds) by Dr. Vaibhav and Ms. Ananya from EW



Nutrition, recognizing the awardees' leadership and innovative approach in the poultry sector.

The seminar concluded with a vote of thanks by Mr. Nishi Rana, Zonal Head - Business Development, EW Nutrition, who expressed gratitude to the speakers, participants, and organizers for making the event a meaningful and successful knowledge-sharing initiative.

Through such initiatives, **EW Nutrition** continues to reinforce its commitment to delivering science-based solutions, fostering knowledge exchange, and supporting sustainable growth in the Indian poultry industry.

For further information, please contact us at:

E: marketing@ew-nutrition.com

W: ew-nutrition.com

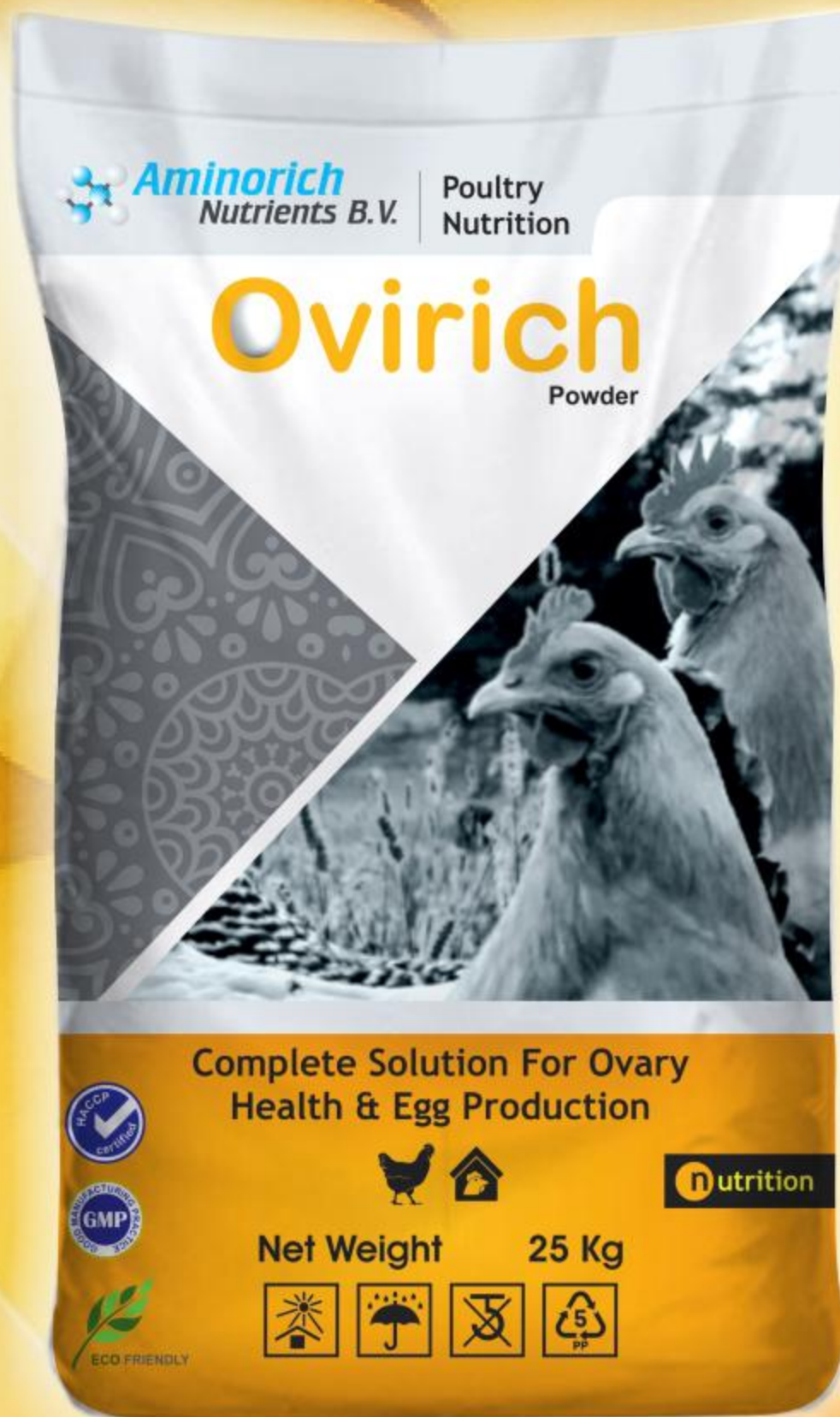
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Advancements in Coryza vaccine research leading to VH-Cor4 a tetravalent vaccine Powered of C3



A technical seminar series on advancements in the understanding and management of Infectious Coryza was conducted by Ventri Biologicals Pvt. Ltd. from November 10 to 14, 2025. The Odisha sessions held at Balangir (November 10) and Berhampur (November 11) were led by Prof. Robert R. Bragg, a globally recognized authority from the University of the Free State, South Africa. Both meetings began with welcome addresses by Mr. Satayajeet Mohanty (Zonal Manager), followed by the introduction of the distinguished speaker by Mr. Chita Sahoo (AGM). Prof. Bragg delivered detailed scientific insights covering disease epidemiology, strain variation, diagnostic advancements, and effective vaccination strategies, with a special focus on the VH COR4 vaccine powered by the C3 strain—designed to address the predominant *Avibacterium paragallinarum* strains circulating in India. The sessions were moderated by Dr. Sambhaji Nimbalkar (AGM), ensuring clear scientific interpretation for all participants. Each event concluded with a vote of thanks from Mr. Satayajeet Mohanty, acknowledging the valuable insights shared and the active participation of the attendees.

In Hyderabad on November 13 began with a welcome and speaker introduction by Mr. Suneel Sharma (AGM). Prof. Bragg delivered an in-depth session focusing on field-level challenges in Indian poultry systems and strategic approaches for effective Infectious Coryza management. The discussion session was moderated by Dr. Prakash Reddy (DGM) and Dr. Baburaj (DGM), during which Dr. Prakash Reddy also highlighted current local disease issues and interacted with team members for better field understanding. The Siddipet meeting on November 14 followed a similar structure, beginning with a welcome and speaker introduction by Mr. Suneel Sharma (AGM). Prof. Bragg addressed pathogen dynamics, strain variability, and evidence-based Coryza control methods suited for Indian poultry farms. The session was moderated by Dr. Baburaj (DGM), and the program concluded with a vote of thanks by Mr. Suneel Sharma. These knowledge-sharing initiatives reinforce Venworld's commitment to bringing global scientific expertise to Indian poultry professionals and strengthening evidence-based disease management at the grassroots level.



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Alivira Animal Health Limited Unveils Advanced Biosecurity Portfolio at Poultry India 2025

Alivira Animal Health Limited, India's leading animal health company and a recognized global player in veterinary pharmaceuticals, showcased its comprehensive product range and recent launches in poultry at the Poultry India Expo 2025, held at HITEX Exhibition Centre, Hyderabad. As one of the top 20 animal health companies worldwide, Alivira serves customers in more than 90 countries through seven state-of-the-art manufacturing facilities, delivering high-quality veterinary solutions to veterinarians, poultry farmers and livestock producers.

At the event, we proudly showcased our global solutions, mycoplasma management portfolio, in-house innovations and comprehensive farm health solutions. We also successfully captured valuable customer insights and testimonials which will further strengthen our commitment to excellence in providing high quality products and services

We proudly launched our advanced biosecurity range in collaboration with Lanxess Biosecurity Solutions.

Virkon H2O - Water Disinfectant & Acidifier Glutex GQ1 - Terminal Disinfectant

These uniquely formulated brands continue to be the preferred choice of poultry producers worldwide due to their superior value and powerful results

Alivira extends heartfelt gratitude to Lanxess team Ms. Uratjareeya Thimm, Mr. Bruno Sand, Ms. Jasinth Sivalingam, Mr. Shree Prakash Gupta and industry professionals Dr. P. K. Shukla, Mr. D. S. Subramaniam, Dr. Abhijit Mishra, Dr. NK Mahajan, Dr. Bijender Sharma, Dr. Badal Sigh, Dr. Sushil Dhariwal, Dr. Naresh Kadu, Dr. Mahesh Shivankar, Dr. Rakesh Nimbalkar, Dr. Ashish Kumar and Dr. Kiran Kadam for honoring us with their



presence at our stall and making the product launch truly successful and memorable.

We are equally thankful to all the distinguished veterinarians who engaged with our team and shared their deep expertise on biosecurity, management practices, and the evolving needs of the Indian poultry industry. Their valuable insights reinforced the importance of robust biosecurity protocols in improving bird health, productivity, and overall farm performance.

We are delighted to receive highly encouraging feedback on **Virkon H2O** and **Glutex GQ1**. The positive response and confidence shown by industry experts further strengthen our belief that these advanced biosecurity solutions will play a pivotal role in supporting safer, healthier, and more efficient poultry operations across India

Poultry India Expo continues to be one of India's most important industry gatherings, bringing together key stakeholders from across the poultry value chain to exchange knowledge and explore new Possibilities. Alivira Animal Health Limited extends its sincere appreciation to its customers, visitors, and business partners for their engagement and support during Poultry India 2025



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Broiler Chickens

First days life Management

During the first week of rearing, a broiler chicken can gain up to five times its starting weight. This period corresponds to one-third of a standard broiler chicken's life. The objectives, at the end of this first week, are to have animals that are as homogeneous as possible, with controlled and increasing growth and the highest possible viability, all while minimising the impact of pododermatitis and with humane treatment of the animals.



Three Important Criteria for the First Week of Brooding

1. Thermally Suitable Environment

Like most birds, broiler chicks are homoeothermic animals. This means that they must maintain a constant body temperature between 40 and 42°C. Above or below their thermoneutrality, chicks have the ability to produce heat (thermogenesis) or to lose heat (thermolysis). However, in the first week of brooding chicks do not have the ability to efficiently respond to a lower temperature, which is why it is very important to monitor the air temperature across the whole area the flock has access to. A thermally suitable environment will allow the chicks to comfortably access food and water- critical for efficient growth.



Measurement of ambient parameters: temperature, humidity, carbon dioxide

Before the arrival of the chicks, it is important to check several points:

- Pre-heating the building is an important step to providing a suitable environment for the chicks upon arrival. Preheating time can vary between 24 and 72 hours before the arrival of the animals depending on the season, the outside temperatures, the insulation and the building sealing
- Several hours before the arrival of the chicks, the temperature of the building must be checked at multiple points around the house
- In a barn with an external heating system and without in-house brooder heaters, 32°C at room temperature (ambient temperature)
- In buildings equipped with in-house brooder heaters, 30°C at room temperature and 38 to 40°C under the brooders.
- Litter temperature is an important element to the success of the starting period, a surface temperature of approximately 30°C is recommended.
- Before the arrival of chicks the equipment must be checked and calibrated as the first hours of life are essential. The equipment readings must be checked at regular intervals throughout the brooding period to enable the best environment for the chicks

SPECIES	CHICKEN
TEMPERATURE D0	Depending on the type of start between 28°C (localised start with radiant heaters) and 33°C (start at room temperature without heating point) Litter temperature objective = 30°C
CLOACAL TEMPERATURE OF THE CHICKS BETWEEN D0 AND D3	Between 39.4°C and 40.5°C (Between 103°F and 105°F)
TEMPERATURE D7	27°C at room temperature
HUMIDITY	Between 50% and 60%
IDEAL CARBON DIOXIDE LEVEL	Less than 3,000 ppm
IDEAL AMMONIA LEVEL	Less than 10 ppm
IDEAL CARBON MONOXIDE LEVEL	Less than 10 ppm
MINIMUM VENTILATION	D0 = 0.08 m ³ /h/animal, i.e. 1.6 m ³ /h/kg of live weight D7 = 0.25 m ³ /h/animal, i.e. 1.3 m ³ /h/kg of live weight
LIGHTING PROGRAMME D0 TO D7	23h day/1h night on D0 or D1 with 80 to 100 lux during the starting period a minimum of 6h of night, including 4 continuous hours starting from D7 Possibility to lower the light intensity to 20 lux
CROP FILLING RATE	190 g for rapid growth strains
TAUX DE REMPLISSAGE DES JABOTS	2 hours after the animals arrive, 75% of the animals must have a full crop 12h = 65% 24h = 95% 48h = 100%
MATERIAL AND EQUIPMENT - NUTRITION	Approximately one feeder for 60 animals during the starting period More than 25% of the surface covered with paper with the food
MATERIAL AND EQUIPMENT - DRINKING/ WATER ACCESS	One nipple drinker for maximum 15 chicks Multi-directional nipple drinkers for chickens Average water flow rate 20 to 40 ml/min

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During the **first few hours** it's important to **stimulate the feed consumption**. The rate at which the chicks have been eating and drinking indicates the **quality** of the **starting period**, particularly the **litter temperature**. The rates are as follows:

- 2 hours after the animals arrive, 75% of the animals must have a full crop
- 12h = 85%
- 24h = 95%
- 48h = 100%

The spatial distribution of the animals will indicate how thermally comfortable the **chicks** are if they are clustered around the heating points they are cold, if they are against the walls or away from the heaters they are potentially too warm

Body temperature: Checking the body temperature of the day-old chicks allows the farmer to assess if the chicks are not too hot or too cold. Body temperature can be taken of a day-old chick by using a forehead (or ear) thermometer placed on the animal's cloaca. The temperature reading should be between 39.5°C and 40.5°C (103°F and 105°F).

"Tips & Tricks"

To check the body temperature of the animals, take several chicks and place their feet on your cheek or on the back of your hand.

2. Litter requirements: Clean, Dry and Smooth

Well-managed litter is an important element to ensure good **broiler chick performances** and improve **animal welfare**.



The first function of the litter is to absorb moisture, much of which comes from animal excretions and the drinking system. Regardless of the type of support, quantity and quality chosen, the litter must fulfill several functions and roles.

- Minimize the contact between the animals and their excretions,
- Act as thermal insulation,

- The feel of the litter must be pleasant for the animals so that they exhibit natural behaviors such as scratching

"Tips & Tricks"

Take the litter in your hands. When touching the litter material, it must feel: Clean, Dry and Smooth.

3. Nutrition management

Without mentioning the technological and nutritional specifications of a **starter feed**, here are some ways to improve **feed intake** during the **starting period**, specifically feed intake as soon as the chicks arrive. The essential standards are:

- 17 g, this is the feed average consumption of a day old chick
- 50%, this is the minimum surface area of a building covered with paper and feed.
- Feeders: Pan feeders should have 100 birds to 1 linear meter, Chain feeders should have 100 birds to 0.75 meter

Under no circumstances should water and feed distribution be underestimated. **Feed and water** should be distributed over the whole span of the building with adequate stocking density at the feeder or drinking point. Animals per feeder or drinking point is important for achieving **performance** targets and reducing competition amongst the **broiler chicks**. The photo above is an example of how the animals are distributed on day 7 when the light comes back on, after their period of darkness. It can be seen that the drinking and feeding equipment are in demand. That is why, during this period, it is important to make sure that all the animals have access to water and food so that all forms of competition or restrictions are avoided.

"Tips & Tricks"

If the feeding lines need to be empty, so that the chickens consume the crumbs, or if the drinking system needs to be purged (to limit biofilm formation), it is preferable to do this at a time when the material is being used the least: during the day for example. Avoid empty lines when the animals are coming out of a period of darkness and during the hours that follow.



Use of equipment when animals wake up

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PVS Group India Marks Strong Global Presence at VIV MEA 2025, Abu Dhabi

PVS Group India proudly announced its successful participation in the prestigious VIV MEA 2025 Exhibition held in Abu Dhabi, one of the most important global platforms for the livestock, poultry, and animal health industry. The company was represented by Mr. Arun Pamulapati (Director) and Dr. Ajit Jadhav (Head Technomarketing), who actively engaged with international stakeholders during the event.



The exhibition witnessed an overwhelming response at the PVS Group stall, where clients, partners, and end customers from across the globe visited and interacted with the leadership team. Product discussions, technical consultations, and future collaboration opportunities were actively explored. Visitors showed strong interest in PVS Group's wide portfolio of products and services across multiple segments including poultry, livestock, equine, and pet health.

The stall received an excellent footfall throughout the exhibition, and PVS Group received an encouraging response from existing customers as well as several new business enquiries, opening doors for further business expansion in the Middle East and African markets. The event proved to be a valuable networking platform, strengthening relationships with international clients and developing new strategic connections.

With the surge in global demand generated through such exhibitions, PVS Group India has expanded its manufacturing facilities to ensure uninterrupted supply and superior quality standards. The company is now further enhancing its production capabilities, R&D infrastructure, marketing strength, and promotional activities to support deeper market penetration, especially in Africa and the Middle East.

Today, PVS Group India stands as one of the largest manufacturing platforms with a presence in over 65 countries, supported by a strong global distribution network. The company also has its own office in Vietnam, reinforcing its commitment to international operations and customer service excellence.

The management confirmed that VIV MEA Abu Dhabi 2025 has been one of the most successful exhibitions for PVS Group, delivering significant value in terms of brand visibility, customer expansion, and business growth. The event further strengthened PVS Group's position as a fast-growing, globally trusted animal health and nutrition solutions provider.

PVS Group continues to move forward with the vision of innovation, global expansion, and sustainable growth in the animal health industry.



CHICK BOOSTER

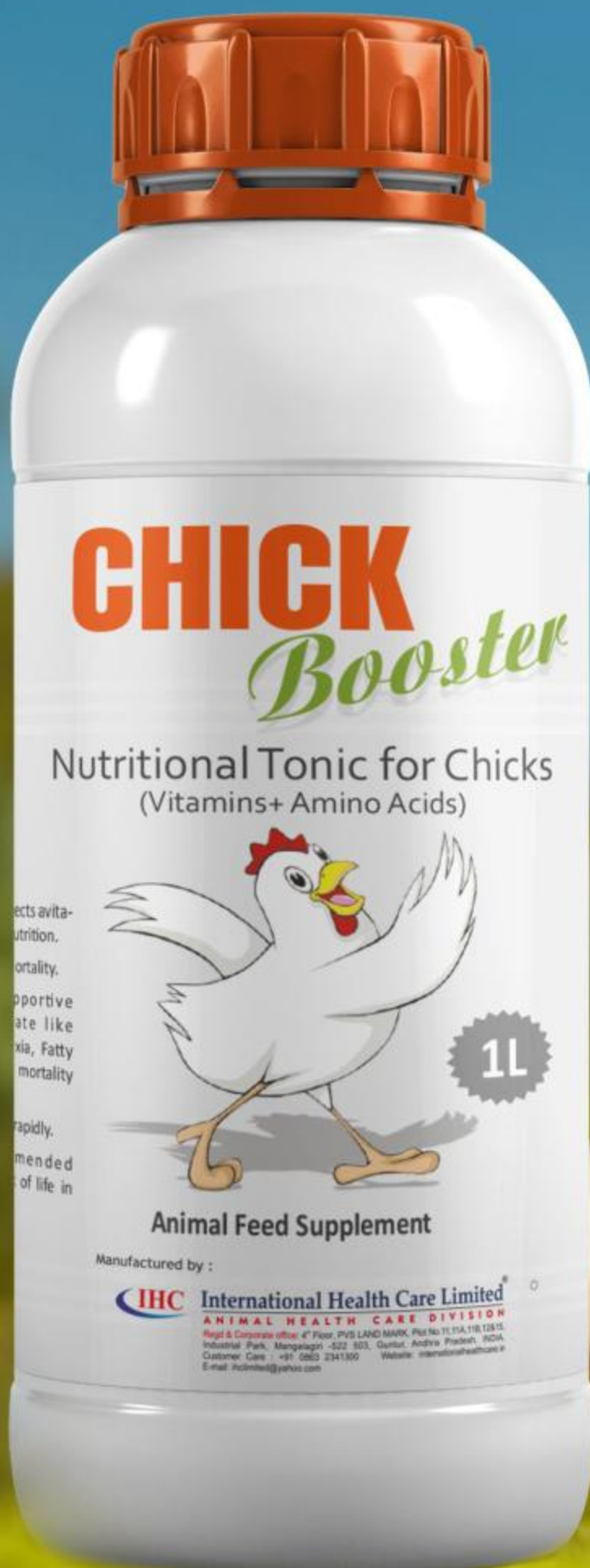
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Evonik highlights enhanced Ecobiol® at 17th edition of Poultry India

- Spotlight on enhanced Ecobiol® probiotic with optimized outgrowth for faster gut health support
- Experts discussed how precision nutrition and sustainability can boost profitability in India's poultry sector
- Knowledge -sharing through Poultry Horizons forum with industry leaders

Evonik, a global leader in animal nutrition and sustainable feed solutions, marked a successful presence at the 17th edition of Poultry India, held from November 26-28 at the Hitex Exhibition Centre in Hyderabad. The company spotlighted the enhanced version of Ecobiol®, its market -leading probiotic for poultry, alongside a comprehensive portfolio of amino acids and specialty feed additives.

The updated Ecobiol® features an optimized outgrowth profile, enabling probiotic spores to germinate up to 46% faster than competitor products. This innovation ensures more active probiotic cells in the upper small intestine, supporting rapid gut microbiota stabilization, improved nutrient absorption, and consistent performance across diverse production systems.

"Ecobiol® sets a new benchmark for probiotic performance in the poultry farming industry," said Dr. Saikat Saha, Regional Business Director, Essential Nutrition -Asia, for Evonik's Animal Nutrition business line. "It's improved outgrowth profile helps producers achieve reliable, sustainable results in AGP - free production environments."

Visitors to Evonik's booth engaged with technical experts and attended live demonstrations to understand the mode of action and practical benefits of the updated probiotic. Alongside Ecobiol®, Evonik showcased its amino acids portfolio, including MetAMINO®, and specialty feed additives such as SpeoCare® and GuanAMINO®, reinforcing its science -driven approach to efficiency and sustainability.

Complementing its exhibition presence, Evonik hosted Poultry Horizons, a flagship knowledge -sharing forum that brought together policymakers, integrators, feed manufacturers, and technical experts for an evening of insights and collaboration.

The event featured thought -provoking presentations from industry leaders, including:

- Ms. Sushma Vasudevan, Managing Director & Partner, Boston Consulting Group (BCG), on India's poultry growth potential and its role in rural development.
- Mr. Chetthaphon Dutsadeenoad, Deputy CEO, Food Moments PCL, Thailand, sharing lessons from Thailand's advanced poultry ecosystem.
- Dr. Pradeep Krishnan, Regional Technical Director, Evonik Methionine SEA, highlighting precision nutrition and sustainability -led practices for India's poultry future.



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Thane | Maharashtra 400604 | India
www.evonik.com | animal-nutrition.evonik.com.

 **EVONIK**
Leading Beyond Chemistry



A dynamic panel discussion explored strategies for productivity, risk mitigation, and global best practices, followed by a networking dinner that fostered meaningful industry connections.

"Poultry Horizons reflects Evonik's commitment to driving knowledge exchange and supporting India's poultry sector in adopting science-based, future-ready solutions," added Dr. Saha.

Evonik's Animal Nutrition business line offers a comprehensive portfolio of feed additives, digital tools, and services designed to improve efficiency, profitability, and sustainability in livestock production worldwide.



FURTHER INFORMATION:

Evonik's Animal Nutrition Portfolio

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NOVUS Introduces New Logos for Enhanced Brand Cohesion and Visibility



NOVUS is proud to unveil its refreshed product logos, designed to improve visibility and align with the intelligent nutrition company's corporate identity. These updates reflect NOVUS's continued commitment to delivering high-quality products that exemplify the company's philosophy, Made of More™.

The new logos and colors can already be seen on company brochures, trade show booths, and website.

An example of the new logos and brand colors on product packaging.

Senior Director of Global Strategic Marketing Laura Muñoz says the new look is in service of the company's diverse customer base, which includes nutritionists, poultry, swine, and cattle producers, veterinarians, as well as feed mills and distributors.

"Following a comprehensive brand evaluation last year, we identified an opportunity to enhance the readability and recognizability of our product logos in warehouses, feed mills, and on farms," she says. "The result is a new lineup of bright, eye-catching colors and bold logos that are easier to distinguish, making them more user-friendly for crews handling NOVUS products daily."

This change has been years in the making. Many of the product logos were unchanged since their launch, some going back as far as the 1990s. As part of NOVUS's broader

rebranding initiative that began in 2020, the company saw an opportunity to unify its product branding.

"The redesigned logos create a cohesive identity across our product line, reinforcing the connection to the corporate brand," says Megan Hayes, senior manager of marketing communications. "Customers can now easily recognize NOVUS products at a glance, with a look that reflects the company's clean, bold, and strong brand persona."

Some may wonder why the product logos were not released simultaneously with the corporate rebrand in 2023. The answer is careful planning.

"Updating product packaging is a global effort requiring compliance with local regulations, trademark laws, and copyright protections," Hayes says. "Additionally, NOVUS is prioritizing sustainability by using as many pre-existing product bags as possible to reduce waste. The phased approach also allowed customers to acclimate to the new corporate branding before integrating product-level changes."

The transition to new packaging will vary by region based on existing inventory levels, ensuring a smooth and efficient rollout.

To see the new logos and colors, visit www.novusint.com





INDIA'S PREMIER POULTRY EXHIBITION

Driving Growth through Knowledge, Innovation
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Establishing CARE - A Specialized Poultry Research Infrastructure for Multi-Parameter Evaluation

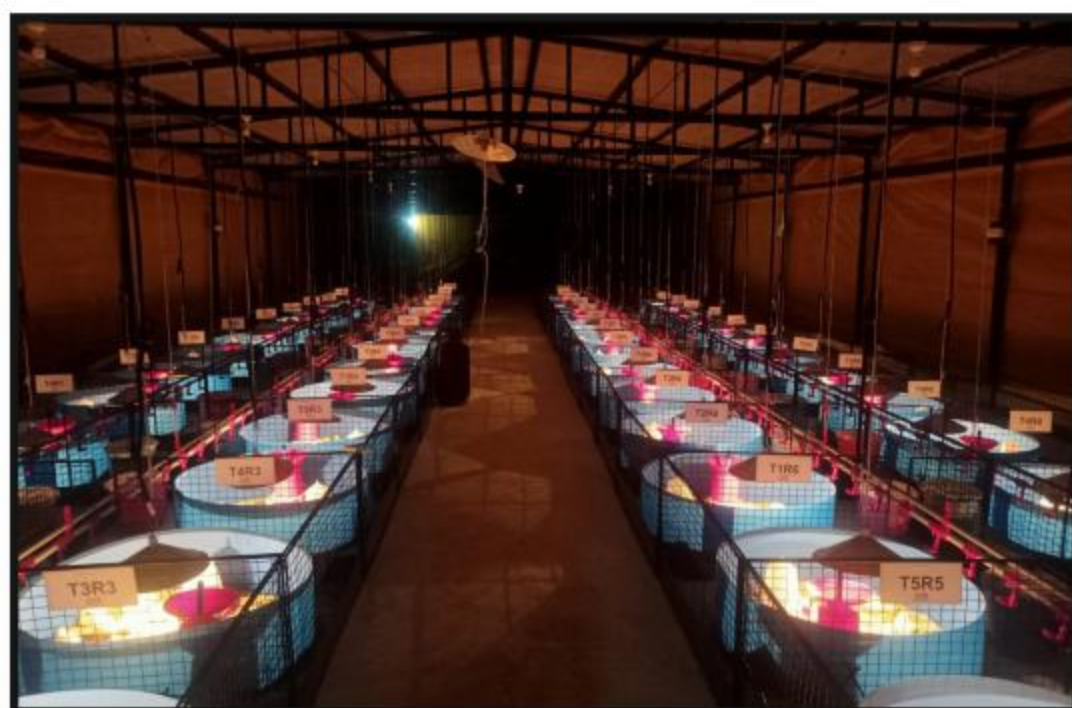
Khor, Pune - Oct 16, 2025

Optima Life Sciences Pvt. Ltd. has inaugurated CARE - Centre for Animal Research & Excellence at Khor, Pune — a dedicated, state-of-the-art research facility designed to strengthen India's poultry innovation ecosystem through precision nutrition, gut health advancement, and scientifically validated performance solutions.

CARE houses advanced research pens, controlled-environment systems, and real-time data monitoring, enabling reproducible, industry-focused studies across broilers, layers, breeders, and specialized nutrition programs.

Key Research Focus Areas:

- Gut integrity & microbiome modulation
- Feed additive efficacy & mode of action
- Nutrient absorption & energy optimisation
- Stress management & immunity enhancement
- Meat quality, carcass assessment & shelf-life evaluation

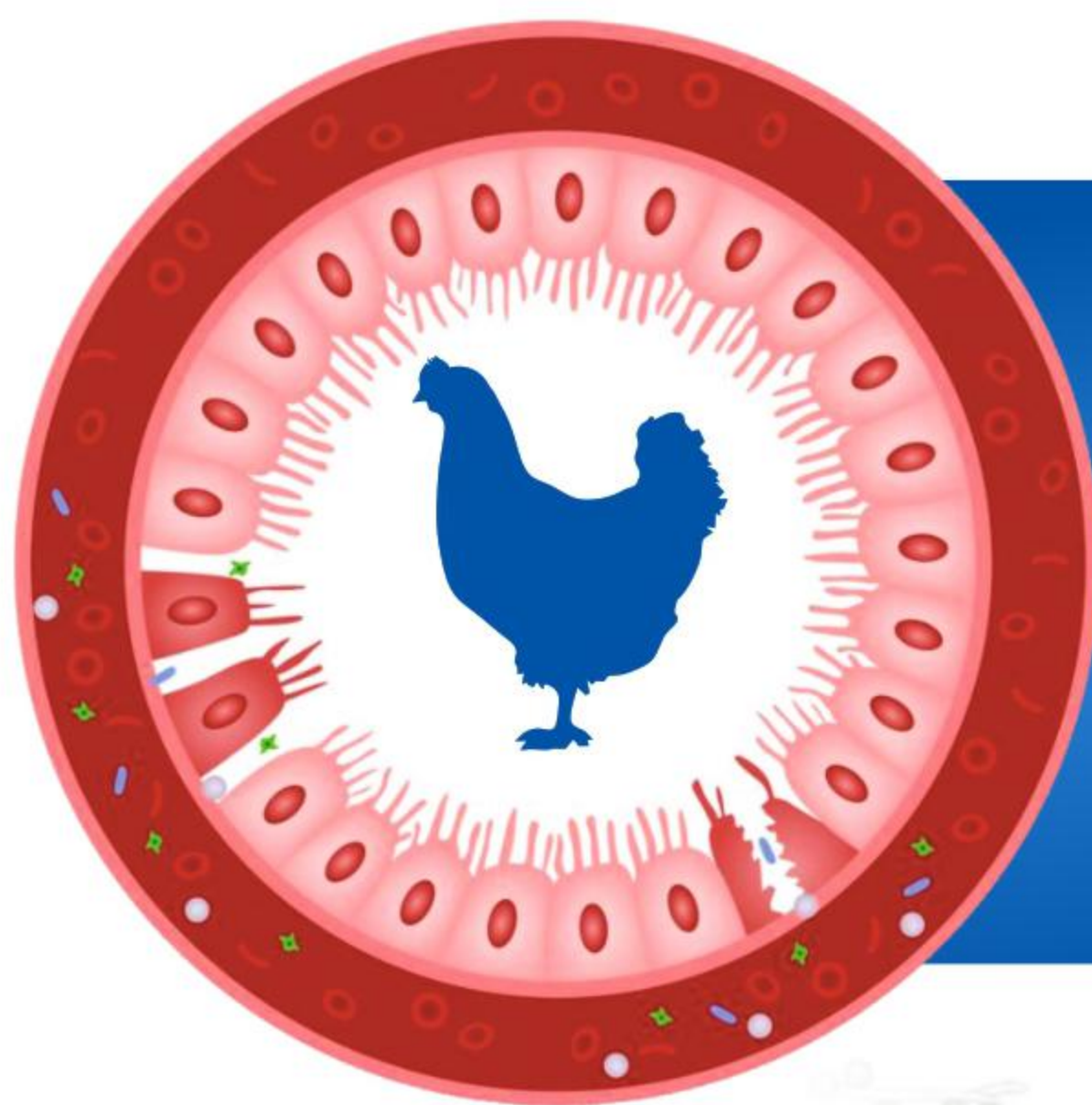




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Through CARE, Optima aims to accelerate the development of next-generation poultry solutions, including Tri-Biotic technologies, butyrate platforms, osmolyte-based performance enhancers, and functional additives designed for real-world field conditions.

Guided by the values of Curiosity, Application, Respect, and Excellence, CARE represents Optima's long-term commitment to advancing poultry productivity, welfare, and sustainability in India.

The inauguration at Khor, Pune was attended by industry leaders, researchers, and global partners, marking a significant step toward evidence-backed, application-driven poultry nutrition.

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Gratitude & Highlights: Huvepharma at Poultry India 2025

The curtains have closed on the Poultry India Exhibition 2025, and we are energized by the incredible momentum generated over these dynamic days. Our participation was a resounding success, defined by meaningful connections and a shared vision for the future of the industry.

We extend our deepest gratitude to the remarkable community of professionals, partners, and pioneers who visited our stall. Your presence, curiosity, and collaborative spirit were the driving force behind the vibrant atmosphere and insightful exchanges we witnessed.

To every delegate who engaged with our team: thank you. The discussions we shared went beyond the conventional—they were strategic dialogues filled with valuable perspectives and a mutual passion for innovation and excellence in poultry health and nutrition.

The team of Huvepharma wishes to express our heartfelt thanks for your partnership, which is the cornerstone of our progress. The connections made and strengthened at this year's exhibition are invaluable, and we are thrilled by the opportunities they present.

As we move forward, we carry with us the inspiration and insights gathered. We are more committed than ever to supporting your goals with advanced solutions and unwavering partnership.

Thank you for making Poultry India 2025 a landmark event. We look forward to building on this momentum together.





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Cracked or broken eggshells account for 80 to 90% of eggs that are routinely downgraded. The eggshell serves not only to maintain the egg's structure, but it is also the first barrier against bacterial penetration and must be free from defects in order to optimize the safety of the contents for human consumption.

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zoetis

Colossal and Impactful Participation of Indian Herbs Specialities at 17th Poultry India, Hitex Exhibition Centre, Hyderabad 26–28 November, 2025

Advancing Phytogetic Innovations

INDIAN HERBS, a pioneer and global market leader in Herbal Animal Health Care Products since 1951, proudly participated in 17th Edition of Poultry India Show 2025, held at Hitex, Hyderabad from 26th to 28th November 2025. The event emerged as a colossal and magnificent platform, bringing together poultry integrators, feed millers, veterinarians, academicians, consultants, nutritionists, researchers and global industry stakeholders shaping the future of poultry production.

INDIAN HERBS stall witnessed overwhelming participation and engagement from customers, global partners, consultants, nutritionists, and poultry professionals. Our experienced technical and marketing team extended a warm welcome to all visitors, fostering meaningful technical discussions and knowledge exchange. The enthusiasm and leadership of our team made our participation highly impactful and memorable.

Advancing Phytogetic Science Through Innovation

As the pioneer of Veterinary Ayurveda, INDIAN HERBS continues to innovate with a strong scientific foundation to deliver next-generation phytogetic feed supplements and animal healthcare solutions. With our guiding philosophy of “Traditional Glory and Modern Science,” we are committed to transforming herbalism into a dynamic, evidence-based, and globally validated science.

At Poultry India 2025, we showcased our latest advancements in phytogetic technologies, emphasizing: advanced phyto-bioactives with precision-designed formulations, mechanistic research and mode-of-action

validation & extensive Indian and international scientific trials. Our phytogetic solutions are designed to enhance gut integrity, improve feed efficiency, strengthen immunity, mitigate AMR challenges, control pathogens and optimize performance in modern poultry production systems.

Key Technical Highlights

INDIAN HERBS showcased data from extensive Indian and international validation trials, reinforcing the safety, efficacy and consistency of its phytogetic feed supplement portfolio. The company's solutions are characterized by synergistic combinations of plant-derived bioactive compounds, offering measurable performance benefits while remaining residue-free and environmentally responsible.

The company's portfolio includes over 230 herbal formulations for poultry, ruminants, swine, equine, aquaculture and companion animals, supported by robust research, quality assurance and regulatory compliance systems.

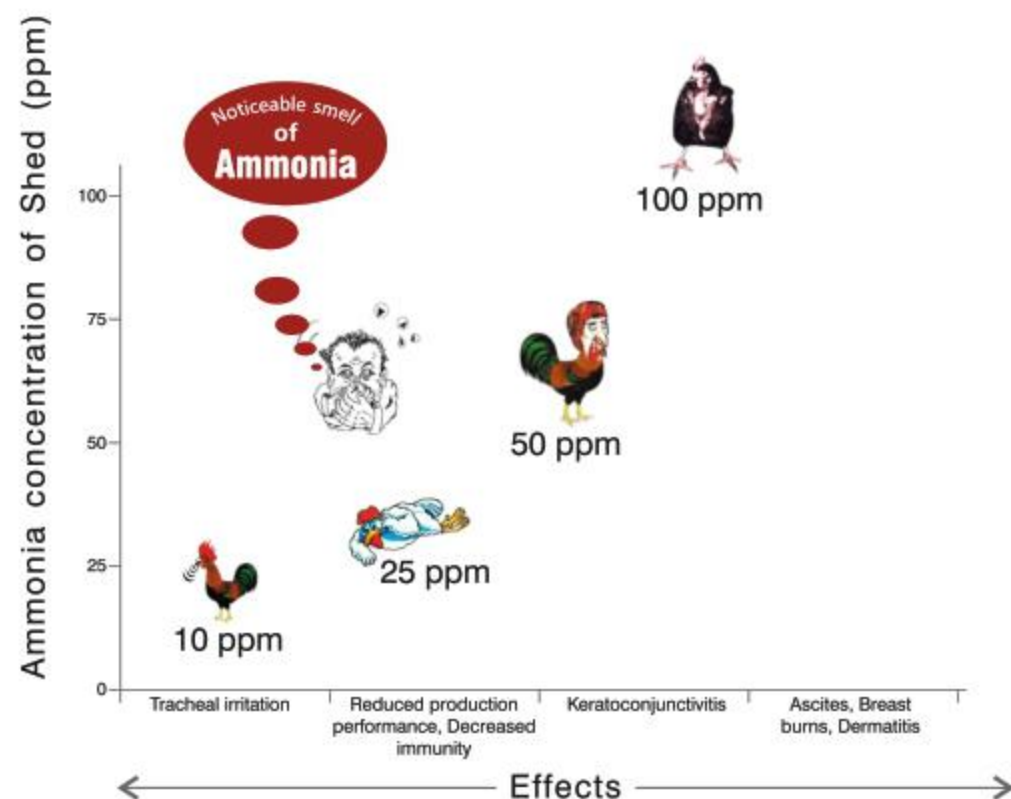
Commitment to Quality, Research and Sustainability

INDIAN HERBS operates state-of-the-art R&D and quality control facilities, approved by the Ministry of Science and Technology, Government of India, with a strong focus on herbal standardization, phyto-analytical profiling and mechanism-of-action research. All products are developed to meet international quality benchmarks and are natural, withdrawal-free and suitable for antibiotic-free meat and egg production.



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Natural ammonia binder



Ammonia menace and welfare concern in poultry houses

Above 25 ppm of ammonia concentration in poultry shed leads to noticeable smell, eye irritation and reduction in growth and production indices.

AmmoFree

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- For minimising the level of atmospheric and systemic ammonia and other noxious gases.
- To create healthier living conditions, reduce stress levels and to improve farm environment.
- For enhancing the level of beneficial gut microflora and to reduce disease susceptibility especially intestinal and respiratory diseases.
- For better farm productivity and profitability.

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200g /ton of feed.
double dosage when the level of ammonia is more than 25ppm.

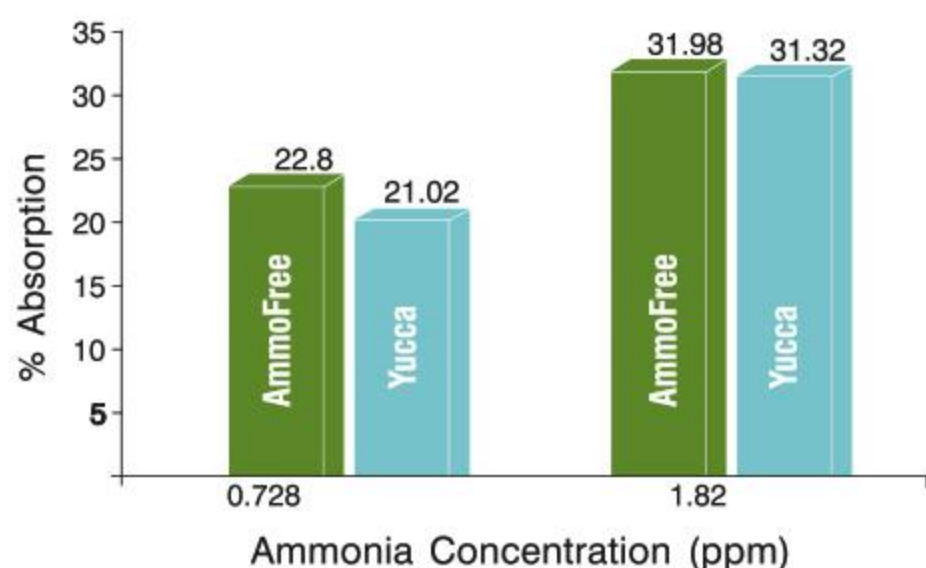
PRESENTATION

1 kg & 10 kg bag



SCIENTIFIC VALIDATION

Effect of AmmoFree and Yucca extract on absorption of ammonia



Effect of AmmoFree* at broiler farm in winter (14° - 15°C) with noticeable ammonia concentration

Group	Livability (%)	Birds showing respiratory discomfort	Faecal NH ₃ (g/kg dry faeces)	
			Day 21	Day 42
Control	95.00	7	3.86	3.92 (+1.55%)
AmmoFree 200g/ton	96.67	X	3.95	2.71 (-45.75%)

Trial at Commercial Poultry Farm under technical guidance of Dr. Rama Subba Reddy



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Global Reach and Industry Leadership

INDIAN HERBS successfully markets its products in more than 50 countries across Europe, Latin America, Asia, MEA and is the first herbal animal health company recognized by the Export Inspection Council of India. With over 75 years of pioneering excellence, we remain committed to supporting the global animal healthcare industry with sustainable, cost-effective and scientifically validated phytogenic solutions.

Way Forward

We express our heartfelt gratitude to all our customers, collaborators, integrators, consultants, researchers, veterinarians, global partners and poultry professionals who visited our stall. Your trust, encouragement and technical engagement inspire us to innovate further and contribute meaningfully to the future of poultry production. With a reaffirmed vision toward sustainability, feed-to-food safety and global well-being, **INDIAN HERBS** remains committed to fostering animal health through nature's bliss backed by modern science.





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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



VIV MEA 2025 Concludes Successfully

A Global Gateway Driving Food Security and Innovation in the MENA Region



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VIV MEA 2025 reaffirmed its position as the premier B2B platform for the feed-to-food industry in the Middle East and Africa, welcoming 10,830 professional visitors and 144 industry leaders from over 110 countries. Held from November 25-27, 2025 at ADNEC, Abu Dhabi, the event featured 505 exhibitors from 49 countries, showcasing cutting-edge solutions and technologies for animal protein production, animal health, breeding and hatching, croptech - feedtech, food engineering, feed ingredients and additives, aquaculture, and related sectors.



Mr. Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group, shares his great optimism towards VIV MEA and its future. "VIV MEA is a vital engine driving the conversation around global food security. The immense participation this year, together with the focus on sustainable solutions and smart technology, clearly demonstrates the commitment of the region to overcome



challenges. We are proud to be an enabling platform for a resilient, self-sufficient, and technologically advanced food system for the next generation. The UAE's strategic vision and investment in food security innovation make it an indispensable partner in shaping the future of agriculture across the region and beyond. The energy from this edition carries us forward with great optimism towards our next gathering."

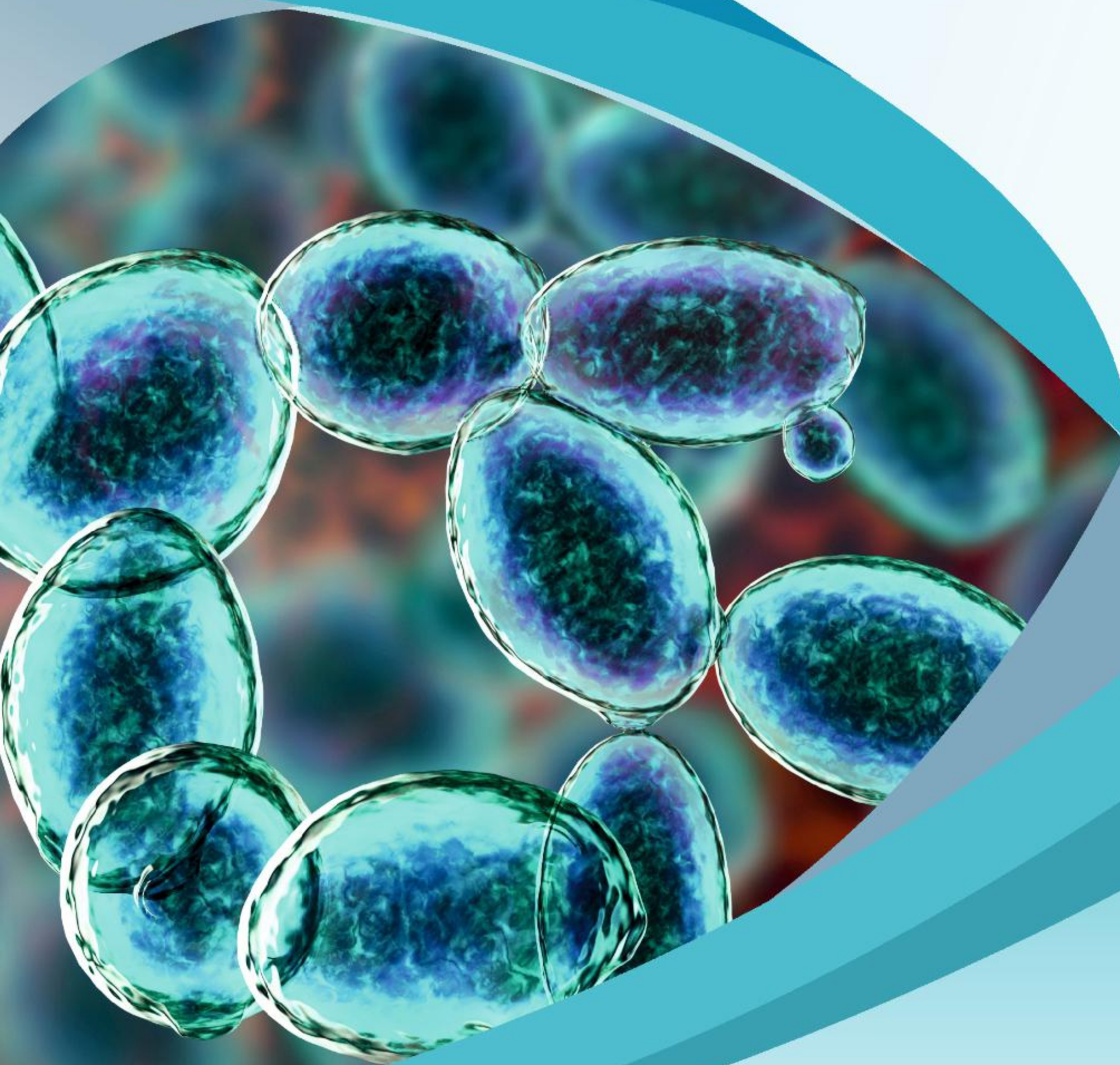


Over three days, VIV MEA delivered a vibrant marketplace for knowledge exchange, networking, and business development. Industry leaders, innovators, and decision-makers gathered to explore trends, forge partnerships, and discover solutions shaping the future of livestock, poultry, dairy, aquaculture, and related industries. The show's strategic partnership with the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA) reinforced its commitment to advancing the region's feed-to-food industry, focusing on food safety and sustainable agricultural development.



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- Activates Gut Associated Lymphoid Tissue & improves immunity.
- Improves functional and morphological health of gut.
- Improves digestion through stimulating digestive enzyme secretion.
- Reduces pathogen load by binding and exclusion.



Attendees engaged in a comprehensive program featuring over 30 conference sessions with 130 speakers which were mostly free-to-attend. Furthermore, the Cities Leading Food Production Roundtables brought together international delegates to discuss critical topics spanning governance, technology innovations, water management, and regenerative agriculture; while the Poultry Marketing Round Table (PMRT) tackled intelligent water management in poultry farming.



This time there was significant participation from delegates from South Asia, representing the feed millers, poultry breeders and pharmaceutical firms. The visitors found the exhibition to be highly informative, gaining insights into cutting-edge technologies and logistical advancements. VIV focuses on bringing together supplier and buyers from Feed to Food under one roof. This includes feed (ingredients) and animal health, animal husbandry, equipment for breeding, farming, slaughtering, processing and much more.





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Trivalent & Broad Spectrum Phage Probiotics.

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Science@Work



The prominent Indian companies who exhibited at VIV MEA 2025 were Nurture Technology Pvt Ltd, Optima Life Sciences, DSAND Animal Nutrition Pvt. Ltd., PVS Group of Companies, AMORVET, Devee Group, ABTL Enzymes-Animal Health & Nutrition, Elpe Labs, Rivansh Animal Nutrition Pvt. Ltd, Natural Herbs & Formulations Pvt. Ltd., Vinayak Ingredients Pvt. Ltd., and many others.

This year VIV MEA 2025 hosted three prominent international pavilions featuring the latest innovations from the United States, France and Korea. VIV MEA, continue to focus on innovation, bringing together buyers and sellers of the latest technologies and products to ensure the success of trade visitors' businesses. According to the Indian delegation, the visit to VIV MEA was informative and certainly worthwhile. Delegates took the note of the latest innovations in and see how the technologies could apply at Indian poultry producer level as some of these innovations could well be adopted by Indian poultry producers.

The VIV worldwide team and its partners extend their gratitude to the exhibitors, attendees, and supporters who contributed to making VIV MEA 2025 a massive success. VIV MEA is a part of the VIV Worldwide portfolio and is organized by VNU Europe, the international division of Royal Dutch Jaarbeurs.

Now the new edition of VIV worldwide in partnership with the Poultry Federation of India will be VIV Select India - a premier Feed to Food trade show catering to the Indian animal protein and livestock industry. The event will take place from April 22-24, 2026, at the Yashobhoomi Convention Centre in New Delhi, India. According to Mr. Patrick van Rooij, Project Manager, VIV Select India is a chance to engage deeply with industry leaders, understand emerging trends and explore how we can build lasting partnerships that drive real value across the livestock sector.

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Round Feeder

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- Helps prevent perosis and leg weakness.
- Assists in optimizing lipid and carbohydrate metabolism and improves energy utilization.

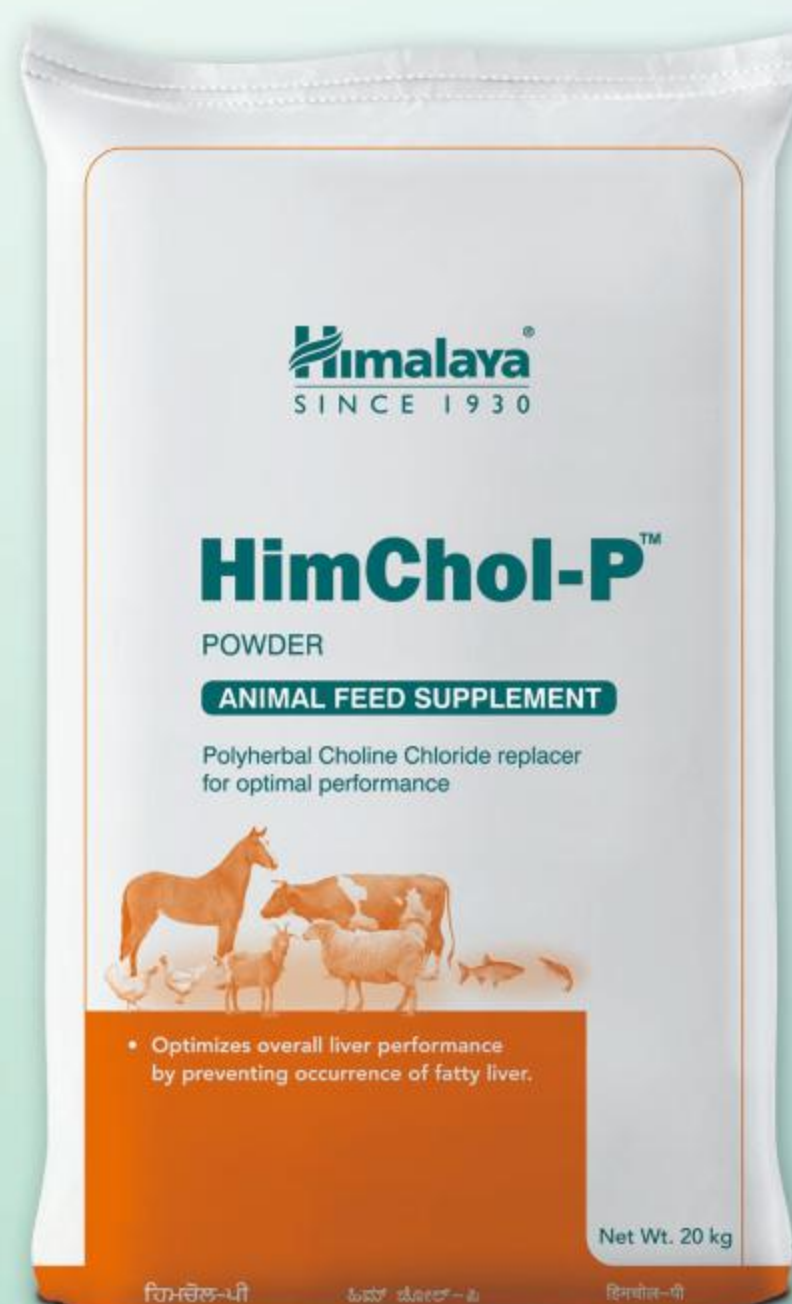
Mixing Ratio:

Broiler/Layer: 500 g per ton of feed or as per nutritionist/veterinarian guidance*

Breeders: 500g-1 kg per ton of feed or as per nutritionist/veterinarian guidance*

*500 g of HimChol-P can replace 1 kg of synthetic choline chloride (60%)

#Compared to similar products in market



*Creative Visualization

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FEBRUARY 2026

10-13 FEBRUARY – 12TH KOLKATA INTERNATIONAL POULTRY FAIR

Venue : Biswa Bangla Exhibition Centre, Kolkata

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MARCH 2026

10-12 MARCH – VICTAM ASIA

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JUNE 2026

28-30 JUNE – MIDDLE EAST POULTRY EXPO

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JULY 2026

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AUGUST 2026

4-6 AUGUST – SIAVS

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Fine organic Industries Ltd. Receives ANSI Industry Entrepreneurship Award 2025



Recognized for innovative and sustainable solutions

At the 21st Biennial International conference of the Animal Nutrition society of India (ANSICON 2025), held from 19 to 21, 2025, Fine Organic Industries Limited was honoured with the Prestigious "ANSI Industry Entrepreneurship Award 2025."

The award was presented to Mr Shriniwas M Sawant, Vice President (Animal Nutrition) at Fine Organics, in recognition of the company's outstanding contributions to innovation and sustainable solutions in animal nutrition.

The award ceremony featured eminent dignitaries, including:

- Dr Raghavendra Bhatta Deputy Director General (Animal Science), ICAR
- Dr Bijendra Singh, Vice Chancellor, ANDUAT (UP)
- Dr Niteen Patil, Vice Chancellor, Nagpur Veterinary College
- Dr. Prakash Rao Duvvuri, Founder/CMD, Prakash Foods & Feeds, Chennai
- Dr A. P. S. Sethi President. ANSI

Fine Organic Industries Ltd. has developed a range of innovative products derived from edible vegetable oils, designed to replace harmful substances in animal feed. These solutions are not only safe and efficient but also support sustainability across multiple livestock and aquaculture sectors, including ruminants, poultry, swine, and fish. This recognition underscores Fine Organics' ongoing commitment to advancing animal nutrition through science-driven sustainable technologies.



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animal-nutrition.basf.com



AMR Stewardship Drive 2025

Building Partnerships for Strengthening Our Response to AMR



As India accelerates its journey toward safer, more sustainable livestock and aquaculture systems, strengthening antimicrobial stewardship has become a national priority. Reflecting this forward-looking approach, the Confederation of Indian Industry Food and Agriculture Centre of Excellence (CII FACE) in collaboration with the Indian Federation of Animal Health Companies (INFAH) as Knowledge Partner has initiated the **AMR Stewardship Drive 2025**, a nationwide campaign engaging stakeholders across the value chain to advance responsible antimicrobial use, promote viable alternatives, and strengthen awareness in both rural and industrial settings.

The first three sessions of the Drive were successfully conducted at ICAR-National Institute of Veterinary Epidemiology and Disease Informatics (NIVEDI), Bengaluru; Nagpur Veterinary College, Nagpur; and Bihar Animal Sciences University (BASU), Patna. The concluding and fourth session of the year was held on **20 November 2025 New Delhi**, witnessing participation from veterinarians, researchers, academicians, fisheries professionals, startups, industry leaders, and policymakers.

The event commenced with welcome remarks by **Dr. Shirish Nigam**, Chairman, Sub Committee on Public Policy, Advocacy & CSR and Past President, Indian Federation of Animal Health Companies (INFAH) and Managing Director, EW Nutrition India. He emphasized that the AMR Stewardship Drive represents a shared commitment to strengthening animal health systems, fostering innovation, and building a resilient ecosystem where science, policy, and industry converge to secure a healthier future.

Prof. (Dr.) S. P. Singh Baghel, Minister of State for Fisheries, Animal Husbandry & Dairying, Government of India, as the Chief Guest delivering the inaugural address, emphasised the pressing need to advance AMR stewardship efforts. He highlighted the need for responsible antimicrobial use, improved animal health systems, and widespread awareness to safeguard livestock-based livelihoods. He reiterated that a collaborative 'One World, One Health' approach—bridging veterinary, human health, and environmental sectors - is essential to develop effective, sustainable AMR solutions. Setting the context for the day, **Prof. (Dr.) P K Shukla**, President, Indian Poultry Science Association and Head,

Department of Poultry Science, DUVASU, Mathura, stressed the critical importance of prudent antimicrobial use. He noted that no new antibiotic molecule has emerged in the last two decades, making judicious use of existing drugs a national priority. He urged participants to become ambassadors of responsible antimicrobial practices, stating that awareness remains the strongest tool in this fight.

The inaugural session concluded with a Vote of Thanks by **Dr. Shirish Nigam**.

A key highlight of the event was the release of the CII FACE report titled "**Industry-led AMR Stewardship in Animal Agriculture**". This report compiled learnings from extensive multi-stakeholder consultations and highlighted the drivers of antimicrobial use in dairy, poultry, and aquaculture, emerging risks, gaps in current practices, and context-specific solutions for responsible antimicrobial usage. The report outlined actionable recommendations for policymakers, industry players, academia, startups, and farmer organizations, providing a roadmap to enhance stewardship, safeguard food safety, protect animal productivity, and ensure environmental sustainability.

Another report titled "**Indian Animal Healthcare Antimicrobial Usage 2024**" was also released during the event. INFAH (Indian Federation of Animal Health Companies), which represents nearly 85% of India's organized animal health industry, has been systematically compiling national antibiotic usage estimates since 2022. The newly released report presents category-wise antimicrobial usage (AMU) in the country for the year 2024.





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The technical session on **“Ground-Level Strategies for AMR Mitigation”** emphasized the need to translate national AMR policies into practical, field-level actions across the livestock and aquaculture sectors. Experts highlighted the growing relevance of ethnoveterinary medicine and herbal alternatives in reducing antimicrobial use, while underscoring the importance of responsible antibiotic practices, including adherence to withdrawal periods, record-keeping, and the strengthened role of veterinarians and para-veterinarians. The session also focused on the deployment of rapid field diagnostics, integration of surveillance systems, and the adoption of innovative solutions such as probiotics, vaccines, immunomodulators, and precision nutrition to reduce reliance on antibiotics. Speakers further stressed policy-level interventions such as One Health integration, public-private partnerships, and alignment with global food safety standards to build a sustainable AMR stewardship framework. Together, these discussions provided a clear roadmap for advancing practical, science-led, and collaborative strategies to mitigate AMR across India's animal agriculture value chains.

The event concluded with a Vote of Thanks by **Ms. Kavary Ganguly**, Principal Lead, Food & Agriculture Centre of Excellence (FACE), Confederation of Indian Industry (CII). She highlighted the key achievements of the AMR Stewardship Drive to date and reaffirmed CII FACE's commitment to deepening ground-level engagement and strengthening India's collective response to AMR.

The AMR Stewardship Drive 2025 reaffirmed that only a coordinated approach - integrating policy reforms, industry innovation, academic research, and grassroots awareness - can sustainably combat AMR. CII FACE remains committed to strengthening this One Health - aligned national movement and advancing AMR stewardship across India in the years ahead.

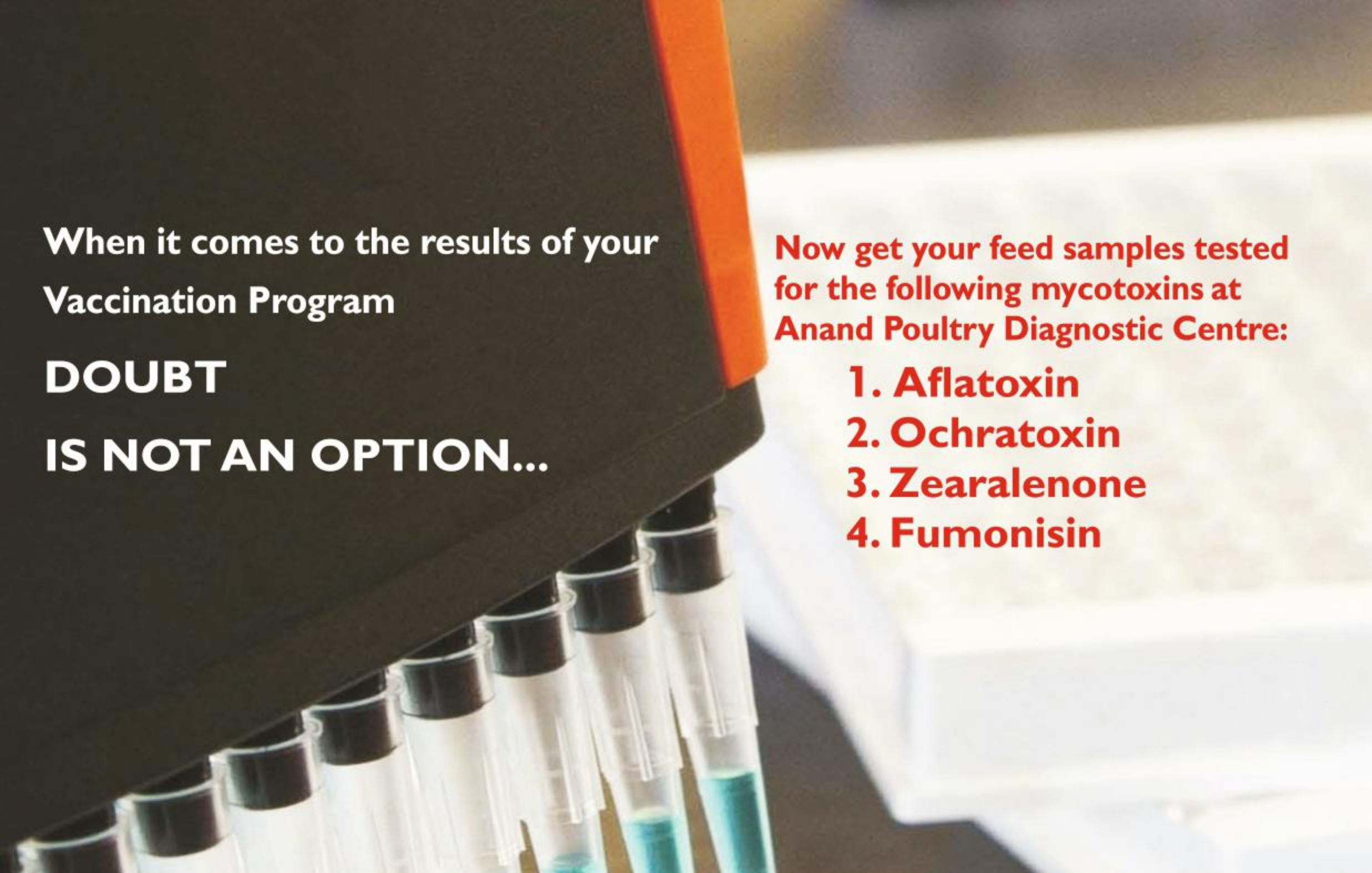
release of the CII FACE report titled **“Industry-led AMR Stewardship in Animal Agriculture”** by Prof. (Dr.) S. P.



Singh Baghel, Minister of State for Fisheries, Animal Husbandry & Dairying, Government of India along with Prof. (Dr.) P K Shukla, President, Indian Poultry Science Association and Head, Department of Poultry Science, DUVASU, Mathura; Dr. Shirish Nigam, Chairman, Sub Committee on Public Policy, Advocacy & CSR and Past President, Indian Federation of Animal Health Companies (INFAH) and Managing Director, EW Nutrition India and Ms Kavary Ganguly, Principal Lead, Food & Agriculture Centre of Excellence (FACE) Confederation of Indian Industry (CII).



Prof. (Dr.) S. P. Singh Baghel, Minister of State for Fisheries, Animal Husbandry & Dairying, Government of India, at the inaugural Session of CII-INFAH AMR Stewardship Drive on 20 November 2025 at New Delhi



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CrushCON Marks First Regional Event for USSEC's Middle East, North Africa, and South Asia (MENASA)

Customers from across the region gather to learn, engage and network.



The U.S. Soybean Export Council - Middle East, North Africa, and South Asia (MENASA) hosted its signature CrushCON event in Dubai. The event featured decision-makers from the poultry, aquaculture, edible oil, and other industries from throughout South Asia, the Middle East and North Africa.

Set against the theme of **Connect, Collaborate, and Catalyze**, discussions centered on global trade, derisking the supply chain, sustainability, and leveraging AI to make data-driven decisions. Insights included a promising outlook for soymeal demand, buoyed by strong poultry sector growth, cautious optimism around artificial intelligence, and a thirst for more information on sustainable agriculture.

Experts agreed that despite risks in the global economy, consumer confidence in animal protein production and uncertainty in the oil palm industry indicate a growing preference for soy, especially from the United States.

“USSEC continues to foster relationships and build trust in international markets on behalf of U.S. Soy farmers,” added Jim Sutter, USSEC CEO. “CrushCON is the perfect platform to meet our customers, understand their needs, and show the value of U.S. Soy.”

MENASA's Growing Appetite for U.S. Soy

U.S. Soy has seen significant growth in the MENASA region, driven by rising disposable income, urbanization and a protein demand boom. In February, Pakistan reopened imports of U.S. soybeans after a two-year pause, importing 844,000 MT to date. Bangladesh's soy value

chain is also committed to purchasing \$1.25 billion USD of U.S. Soy over the next 12 months, a value 2.5 times more than ever before. On the MENA front, Egypt ranked as the third largest importer of whole U.S. soybeans in the marketing year 2024-2025, while Morocco ranked ninth as the world's largest U.S. soybean meal importer.

U.S. Soy: Consistent, Reliable and Value Driven

Data-led sessions demonstrated U.S. Soy's key advantages as a superior feed ingredient and its defining 4Ds:

- **Drier soybeans**
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- **Lower Damage**
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Consistency is a core need for animal producers and refiners - something that U.S. Soy delivers with its nutritional profile. When customers choose U.S. Soy, they can be assured that they are receiving a high-quality product that can improve animal performance, increase efficiency, and lower feed costs.



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Presentation: Liquid: 1 L & 5 L

*Creative Visualization

Sustainably Nourishing the World

Participants heard directly from U.S. soybean farmers about their sustainable practices and the Sustainable U.S. Soy Assurance Protocol (SSAP) - a program that verifies that U.S. soy is grown responsibly with less environmental impact.

Global speaker lineup included U.S. soybean farmers **Susan Watkins**, USB Secretary; **Rob Shaffer**, ASA Director; **Janna Fritz**, USSEC Chair; **Mark Zenuk**, Founder, Tillridge Partners; **Tanner Ehmke** Lead Economist, CoBank; **Dr. Abdul Basit**, Chairman of the Pakistan Poultry Association; **Sanjeev Asthana**, Solvent Extractors Association of India; and **Osama Soliman**, CEO of Soyven.

Markets evolve, preferences change, but U.S. Soy's consistency, reliability, and high quality remain

constant, driving the aquaculture, edible oil, feed, food, and poultry industries forward.

About USSEC

The U.S. Soybean Export Council (USSEC) focuses on differentiating, elevating preference, and attaining market access for the use of U.S. Soy for human consumption, aquaculture, and livestock feed in 92 countries internationally. USSEC members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the Soy Checkoff, USDA Foreign Agricultural Service matching funds, and industry. Visit www.ussec.org for the latest information about USSEC and U.S. Soy internationally.



Figure 1 : Panel discussion featuring Rob Shaffer, ASA Director; Susan Watkins, USB Secretary; Janna Fritz, USSEC Chair; and Jim Sutter, USSEC CEO, and moderated by Kevin Roepke, USSEC Executive Director.



Figure 2 : Panel discussion featuring Tom D. Alfonso, USSEC Global Director of Animal Utilization; Dr. Abdul Basit, Chairman of the Pakistan Poultry Association; and Divya Gulati, Chairman of CLFMA, moderated by Kevin Roepke, USSEC Executive Director.

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Hosts "venworld Connect – Get Connected With The Knowledge"

Technical Seminars Driving Better Layer Nutrition in Haryana

The Venworld team recently organized a Layer Farmer Seminar in Haryana, bringing together a large number of poultry farmers for meaningful knowledge exchange. The technical seminar, held on **Friday, 14 November 2025**, in **Kurukshetra**, witnessed excellent participation from farmers across the region. Conducted under the theme **"Advances in Layer Nutrition with the Eggxtra Approach,"** the event highlighted modern nutritional practices for better egg production and strengthened disease prevention core elements essential for sustainable and productive layer farming.

The seminar began with a welcome address by **Mr. Shashi Bhushan**, AGM-North Zone, who emphasized Venworld's on-going commitment to providing farmers with advanced technical expertise and forward-looking feeding solutions. He highlighted the company's mission to promote science-based practices that drive productivity, profitability, and long-term sustainability in the poultry industry.

Expert Technical Sessions

Advances in Layer Nutrition

The technical sessions formed the core of the event.

Dr. Roshan Sarode, Manager - Nutritional Services, delivered a detailed and practical presentation on recent developments in **layer nutrition** and their impact on overall flock performance. He explained how precision nutrition during early growth significantly affects pullet body weight, frame development, flock uniformity, and ultimately egg size and consistency during the laying cycle.

Dr. Sarode further elaborated on the **Eggxtra 5% Layer Premix**, designed to deliver precise and balanced nutrition throughout the bird's life. He highlighted the **Eggxtra 5% Layer Premix**, an enriched formulation containing essential vitamins, minerals, enzymes (phytase and xylanase), liver tonics, toxin binders, antioxidants, coccidiostat and other vital feed additives which are required for the consistent layer performance. He explained that farmers simply need to include an energy source (maize), a protein source (such as soybean meal), and a calcium source (like marble grit), while the remaining 5% is fulfilled by the **Eggxtra** premix ensuring a complete, balanced, and scientifically formulated feed.

He also highlighted that Venworld's specialized Nutritional Services Team designs customized feed programs tailored to each farmer's specific requirements. This expert support helps farmers explore different locally available feed ingredients, optimize formulations, and achieve cost-effective, performance-driven nutrition solutions.

This approach minimizes mixing errors, simplifies feed preparation, and guarantees consistent nutrition from the feed mill to the farm, ultimately resulting in improved flock performance and reliable egg production.

Prioritizing Poultry Health Through Vaccination

In another important session, **Dr. Narendra Sharma**, Technical Manager, addressed the increasing disease challenges in poultry, focusing particularly on viral infections that lead to poor weight gain, reduced feed efficiency, immune suppression, organ damage, and compromised egg quality. He emphasized the importance of preventive vaccination and introduced Venworld's LPAI vaccine, **VenGem**, which offers strong protection against low pathogenic avian influenza. Reinforcing the principle that "prevention is better than cure," Dr. Sharma encouraged farmers to follow well-planned vaccination schedules to maintain flock health and productivity.

An environment of open communication prevailed throughout the seminar, with farmers actively sharing their practical experiences and seeking solutions to on-field challenges. The high level of participation reflected the poultry community's growing interest in scientifically proven nutrition programs, safe feed management practices, and holistic flock health strategies.

Special appreciation was extended to the entire Venworld sales team, especially **Mr. Sandeep Saini** and **Mr. Ram Mehar**, for their dedicated efforts in planning and executing the event successfully.

In conclusion, the seminar not only deepened farmers' understanding of layer nutrition, disease prevention, and vaccination practices, but also strengthened their connection with Venworld. The event reaffirmed Venworld's position as a trusted partner in enhancing poultry health, productivity, and overall farm profitability.

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In technical collaboration with



Orffa unveils Elovital Amino Acids and Vitamins for South Asia

Orffa, a global producer of specialty feed additives, launched its own branded Amino Acids and Vitamins portfolio during Poultry India 2025 in Hyderabad, marking a significant expansion of its nutritional solutions for the South Asia feed and livestock industry.

The new branded line features a comprehensive range of essential amino acids and fat- and water-soluble vitamins used widely across poultry, aquaculture, and livestock production. With this launch, Orffa South India strengthens its portfolio with a unified, high-quality offering that supports producers seeking consistency, efficiency, and robust technical guidance.

"Introducing our own branded amino acids and vitamins at Poultry India reflects Orffa's commitment in the region and our belief in supporting customers with proven, science-based nutrition," said **Sabiha Kadari, General Manager South Asia, Orffa**. *"South Asia continues to be a dynamic growth region for us, and this launch further solidifies our long-term commitment."*

"South Asia and the wider Asia Pacific region are progressing rapidly, and with this launch, Orffa is stepping forward as a leader in modern feed nutrition," said **Ramakanta Nayak, Managing Director Asia Pacific, Orffa**. *"Amino acids and vitamins are foundational to animal nutrition, and by bringing them under the Orffa brand, we are strengthening our ability to deliver integrated, reliable, and measurable value to our customers across Asia."*

Orffa has steadily expanded its footprint in the region through solutions in gut health, trace minerals, digestibility enhancement, and sustainable nutrition. The addition of amino acids and vitamins positions Orffa as a more complete, end-to-end partner to integrators, feed mills, and nutritionists across South India.

About Orffa

Orffa is a science-driven feed additive producer with a clear purpose: to empower viable animal farming. We strengthen the long-term legitimacy of animal farming worldwide through science-based feed additive solutions, supporting systems that are economically sound, environmentally responsible, and socially accepted.

Our approach combines deep scientific expertise with true partnership:

- Through customer-centric services such as Instant Insight in Gut Health, selenium analysis, and toxin evaluation, we help customers maximize their results.

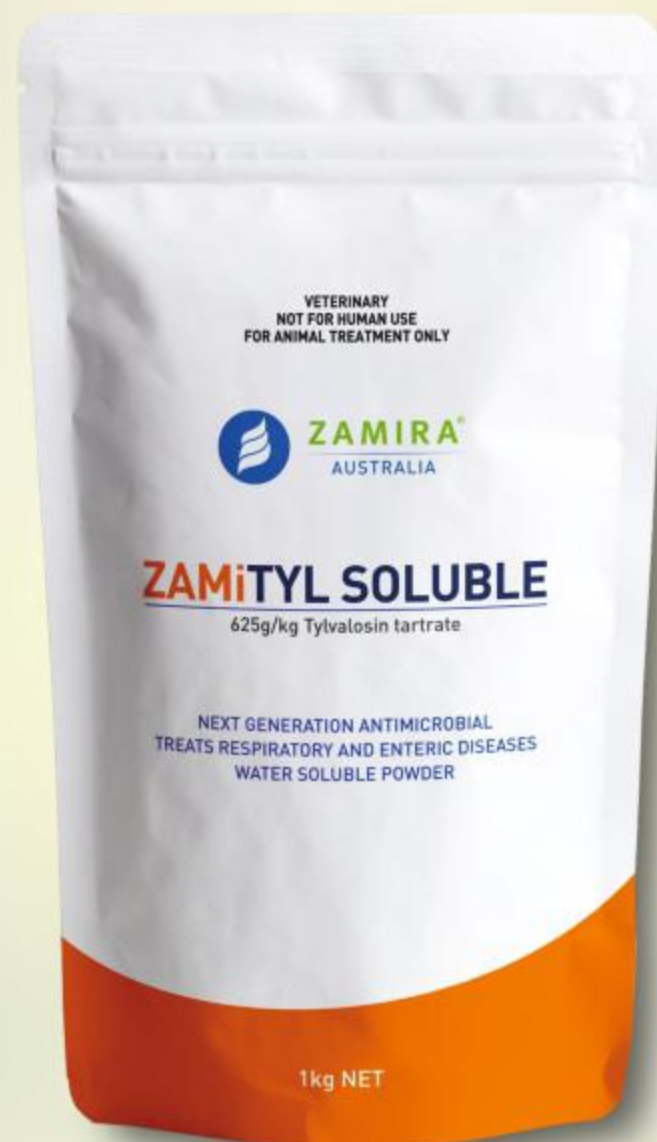
- Our science-driven specialization focuses on Gut Health & Immunity, Feed Efficiency, and Mineral Nutrition.
- And with a global reach built on local expertise in EMEA, APAC, and the Americas, we bring science to animal farming where it matters most.

Orffa is not just a feed additive producer. We are a partner in progress, integrating the latest scientific advancements directly into our solutions to empower viable animal farming.





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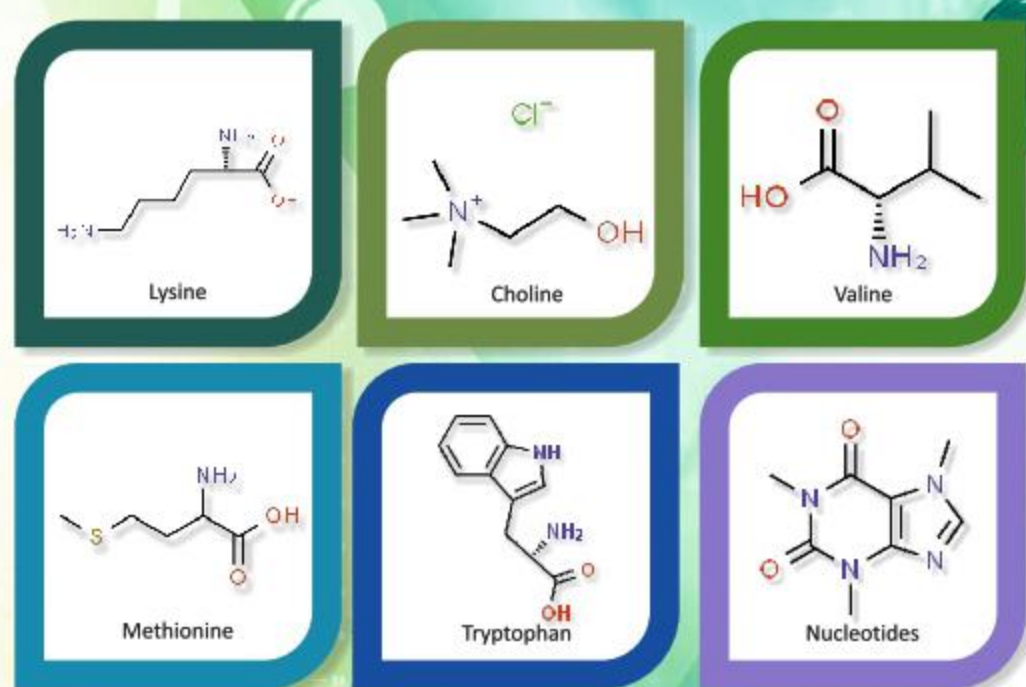
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Bentoli Honors Campus Calling Winners—encouraging Veterinary Students in Scientific Writing and Presentations



“Campus Calling”, an innovative initiative by Bentoli, was designed to inspire the next generation of veterinarians by encouraging them to showcase their skills in scientific writing and oral presentations. With a vision to nurture future technocrats in animal nutrition and health, the program targeted 4th- and 5th-year veterinary students across India and Nepal.

Focusing on a critical and timely theme—“**Coccidiosis Control through Phytochemical Modulation of Immunity**”—the competition challenged students to think creatively while addressing one of the most pressing challenges in the animal nutrition industry.

The program's success was underpinned by a dynamic outreach strategy. Bentoli combined vibrant social media campaigns with on-ground engagement to connect with **veterinary colleges** in India and Nepal, generating curiosity and enthusiasm among students. In-depth presentations deepened these connections, showcasing Bentoli's vision and mission for Campus Calling.

The response was phenomenal: **180 students registered**, and **67 meticulously researched scientific articles** were submitted. These submissions reflected the participants' dedication, critical thinking, and intellectual rigor.

A distinguished panel of jurors—including renowned academicians and industry experts—conducted a rigorous, anonymous evaluation of the submissions. After careful scrutiny, **10 top articles** were shortlisted, and **five finalists** were invited to deliver virtual presentations. This stage tested not only their scientific knowledge but also their ability to communicate complex ideas effectively—a key trait for future leaders.

Two exceptional participants emerged as winners:

- **Dr. Avalin Priyadarsani** from CVSC - Tirupati, SVVU, Andhra Pradesh
- **Dr. Chandra Sekhar Gudla** from IIVER - Rohtak, LUVAS, Haryana

The winners were fully sponsored to attend **Poultry India 2025**, South Asia's largest poultry exhibition, held in Hyderabad. This prestigious event offered them a platform to engage with industry pioneers, explore cutting-edge innovations, and expand their professional networks.

At the **Appreciation Dinner** hosted at **Hotel Daspalla**, Hyderabad, the winners were honored in the presence of **150 distinguished guests** from around the world. The awards were presented by **Dr. Purnendu Biswas**, former Vice Chancellor of WBUAFS, who lauded their exceptional contributions and commended Bentoli for its visionary initiative.

Dr. Biswas also shared invaluable insights on the future of the poultry industry, inspiring attendees with his vision and expertise.

Dr. Prabakarn Rajamanickam, former Vice Chancellor of TANUVAS, Mr. Madan Mohan Maity General Secretary of



WBFF and Mr. Umesh Sapkota, President of feeds association Nepal were also graced the occasion.

The evening was more than an awards ceremony—it was a celebration of innovation, collaboration, and the limitless potential of young minds. Guests engaged in meaningful conversations, forged new connections, and reflected on their shared commitment to advancing sustainable practices in animal nutrition. The atmosphere buzzed with camaraderie, inspiration, and the collective joy of recognizing excellence.

Bentoli's **Campus Calling** initiative exemplifies its dedication to fostering talent and driving innovation in animal nutrition. By empowering the veterinarians of tomorrow, Bentoli is paving the way for a sustainable and innovative future in the animal industry.

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Canafa Leads Prestigious Delegation of Indian Poultry Experts to South Korea

A landmark international collaboration driving innovation, scientific excellence, and sustainable growth in the poultry industry

A High-Level Technical Exchange with Easy Bio Group

Canafa recently facilitated a prestigious international visit, leading a distinguished delegation of India's most respected poultry experts to South Korea for an in-depth technical and cultural exchange with the globally renowned Easy Bio Group. Representing India's scientific and veterinary excellence, the delegation comprised eminent industry leaders including Dr. Rakesh Nimbalkar, Dr. Uday Patel, Dr. Sushil Dhariwal, and Dr. Harekrishna Deka, each celebrated for their influential contributions to animal nutrition, health, and modern poultry practices.



Insightful Engagements at Pathway Intermediates and Optipharm

The visit began at Pathway Intermediates, Canafa's valued affiliate partner and a pioneering force in functional feed additives and sustainable nutrition technologies. Here, the delegation gained firsthand exposure to Pathway's advanced research capabilities and its global approach to strengthening performance, efficiency, and animal well-being through science-driven solutions. The experience set the tone for a deeply insightful journey.



One of the most compelling segments of the tour unfolded at Optipharm, a key subsidiary of the Easy Bio Group and a global frontrunner in bacteriophage innovation. The experts delved into Optipharm's cutting-edge work, from its sophisticated bacteriophage manufacturing platforms to the visionary Xenotransplantation Program that is redefining the future of biomedical science. The team was particularly impressed by Optipharm's ability to integrate biotechnology with real-world applications that hold immense potential for the future of poultry health, antimicrobial resistance management, and next-generation therapeutic approaches. The exchange reinforced Canafa's commitment to introducing transformative, research-backed innovations to the Indian market.



Learning from South Korea's No. 1 Chicken Brand: Maniker

The delegation then visited Maniker, South Korea's No. 1 chicken brand and another subsidiary of the Easy Bio Group, where they witnessed the operations of two technologically advanced processing plants. Maniker's commitment to quality, efficiency, hygiene, and consumer trust offered the delegation rare insights into world-class poultry processing systems. Observing the brand's meticulous production protocols and its unwavering focus on consistency and safety enabled the visiting veterinarians to benchmark global best practices against evolving Indian industry standards.

In-Depth Exposure at Seoul Feed's Advanced Incheon Facility

Another significant highlight was the tour of Seoul Feed's advanced Incheon facility, a flagship plant of the Easy Bio Group. Primarily focused on producing high-quality layer feed, the facility operates with a remarkable monthly capacity of 38,000 MT and is part of an expansive network producing over one million MT of feed annually. Seoul Feed exemplifies the highest standards of precision nutrition and process excellence. The delegation explored sophisticated feed manufacturing systems, quality control mechanisms, and modern formulation principles that allow Seoul Feed to maintain its reputation as a leader in superior layer feed production. The knowledge gained during this visit enriched the experts' understanding of scalable, sustainable feed solutions and their role in enhancing poultry performance.

A Cultural Immersion into Korea's Rich Heritage

To complement this rigorous technical agenda, Canafa thoughtfully curated a cultural immersion experience for the delegation. A special leisure day allowed the experts to explore the historic grandeur of Gyeongbokgung Palace, one of Korea's most iconic royal landmarks. Walking through its majestic courtyards and intricately designed architecture offered the visitors a deeper appreciation of Korea's rich heritage, blending learning with cultural enrichment and creating memories that extended far beyond the professional realm.



Strengthening Global Collaboration for a Sustainable Future

This landmark visit signifies Canafa's unwavering dedication to fostering global collaboration, nurturing scientific leadership, and bringing world-class technologies to India's rapidly growing poultry sector. By building avenues for international cooperation and ensuring that Indian experts engage with the world's finest institutions, Canafa continues to strengthen its mission of enabling sustainable, innovation-led progress across the agribusiness ecosystem. The journey not only broadened the delegation's technical perspectives but also cemented long-term partnerships that promise transformative outcomes for the future of poultry science and production.

For more information, please visit:

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ahluwaliakjs@gmail.com | M: +91 9876927764



17th Poultry India Expo 2025

A Grand Success!

Powering Global Poultry Innovation



The Indian Poultry Equipment Manufacturers' Association (IPEMA) successfully hosted the 17th edition of Poultry India Expo 2025 from 25-28 November at the HITEX Exhibition Centre, Hyderabad. This year's expo concluded on an exceptional scale, marked by robust global participation and significant industry collaborations. The event further strengthened its standing as one of the world's most influential platforms for poultry innovation, trade, and knowledge exchange.

India's Rise as a Global Poultry Leader

India strengthened its global standing in poultry—ranking 2nd in egg production (142.77 billion, 2023-24) and remaining among the top four broiler-producing nations. The sector continued to contribute to national nutrition security, rural employment, and economic progress, sustaining a growth rate of 8-10% in chicken meat and 6-8% in eggs annually.

Driven by the theme “One Nation, One Expo,” the expo successfully accelerated innovation, collaboration, and knowledge exchange across the poultry value chain.

Stronger Global & National Alliances

The 17th edition proudly collaborated with:

- 16 overseas poultry associations
- 40+ national-level poultry bodies
- 18 national poultry media houses
- 15 global media organizations
- 100+ mainstream & digital influencers

These partnerships amplified technological advancements, farmer engagement, and global visibility,

making this edition the most connected and impactful to date.

Ministers Encouraged Industry-Government Cooperation

- Chief Guest Shri Vakiti Srihari, Hon'ble Minister for Animal Husbandry, Telangana, inaugurated the event and graced the Poultry Knowledge Day sessions held on 25 November.

From 26-28 November, the Poultry India Expo was further honoured by the presence of Telangana's distinguished leaders, whose support reinforced strong industry-government collaboration and sectoral advancement.

- Shri Ponnamp Prabhakar Goud, Hon'ble Minister for Transport & BC Welfare, Telangana, reinforced commitment toward sustainability and sectoral progress
- Shri Tummala Nageswara Rao, Hon'ble Agriculture Minister, Telangana, extended strong support for rural market empowerment and future-ready transformation.
- Shri Ponnala Lakshmaiah, Hon'ble Former Minister, graced the expo with his presence, visiting the exhibition halls and inspiring industry stakeholders with his words of motivation.
- Shri Gaddam Ranjith Reddy Hon'ble Former Minister, visited the expo showing strong support for South Asia's biggest poultry stage.
- Dr. K. Lakshman, Member of Parliament visited the 17th Poultry India Expo 2025, graced the expo and inspiring industry innovation and growth

Legend in Poultry – Lifetime Achievement Award
Honoured to celebrate **Dr. D.Chandrasekaran**, M.V.Sc., Ph.D., Professor of Animal Nutrition (Retd.), TANUVAS, for his lifelong contributions to poultry nutrition and industry growth.



IPEMA - Poultry India Felicitates Delegates at Poultry Knowledge Day - 25.11.2025



- EC housing & ventilation
- Veterinary diagnostics & biosecurity
- Sustainable egg processing
- Manure & green poultry solutions

The event also addressed emerging concerns in poultry health, sustainability, raw material volatility, and smart technology adoption.

Thought Leadership – Poultry Knowledge Day 2025

The flagship seminar successfully focused on:

- Emerging diseases & prevention strategies
- Future-ready feed planning
- Manure & sustainability frameworks
- Rural market potential
- Poultry career evolution for future talent

Advancing Toward *Viksit Bharat 2047*

Aligning with the Hon'ble Prime Minister **Shri Narendra Modi's vision of Viksit Bharat 2047**, the expo empowered farmers, entrepreneurs, veterinarians, researchers, students, and global business leaders to accelerate the next era of poultry transformation.

Event Summary

- **Main Expo Dates:** 26-28 November 2025
- **Poultry Knowledge Day:** 25 November 2025
- **Venue:** HITEX Exhibition Centre, Hyderabad
- **Theme:** One Nation, One Expo
- **Tagline:** *"Together, let's shape the future of the poultry sector"*

"The industry met. Innovation rose. Collaboration accelerated."

Thank you for making the 17th Edition of Poultry India Expo 2025 a historic success!

Words of Pride from IPEMA Leadership

"IPEMA's continued ability to inspire innovation and unite global and national stakeholders has shown the true momentum of India's poultry sector. The alliances forged this year reaffirm our industry's future-ready vision."

- **Shri Uday Singh Bayas, President, IPEMA / Poultry India**
- **17th Edition – A Record-Breaking Showcase**

The expo delivered outstanding milestones:

- **550+ exhibitors from 50+ countries** participated
- **51,251 industry visitors** attended
- **35,000 sq. meters of exhibition space** filled 7 air-conditioned global-standard halls
- Live innovations were showcased across:
 - Breeding & genetics
 - Hatchery & farm automation
 - Feed milling & advanced nutrition

IPEMA - Poultry India Felicitates Delegates at Poultry Knowledge Day - 25.11.2025



Dr. Alain El Ramy,
Head of Animal Quarantine Department
Republic of Lebanon, Ministry of Agriculture



Dr. Mohamad Sokarie,
Head of Animal Husbandry Service
Republic of Lebanon, Ministry of Agriculture



Kahanawita Widanalage Ruvini Lakshika Wijewardhana
Livestock Development Officer,
Department of Animal production and Health, Sri Lanka



Michael Julian Madeley, Director General
World Egg Organisation - U.K.



Dr GCS Kurugala, Livestock Extension Specialist,
Poultry Specialist Director HRD (C.U.)
Department of Animal Production and Health - Sri Lanka



Hon. Kyakulaga Fred Bwino - Uganda Minister,
Ministry of Agriculture, Animal
Industry and Fisheries



Dr. Harry Swatson,
Secretary, African Poultry Network of the WPSA
(WPSA-APN) South Africa.



Dr E. Fallou Guèye, President,
African Poultry Network of the (WPSA-APN),
Dakar, Senegal



Prof. Emeritus Dr. Aini Ideris
World Veterinary Poultry Association (WVPA)
Member, Executive Committee - Malaysia



Ms Melanie Ridgewell, Head of Conferences,
World Egg Organisation - U K



Mark Nathaniel Morris, President
US Poultry & Egg Association



Shri Guna Chandra Bista, The President of
Nepal Poultry Federation

Poultry Knowledge Day 2025.



Insightful talk by **Prof. Shri Suresh Mittal** on HPAI vaccines



Insightful session by **Shri. Sunil Kataria** on value creation



Insightful address by **Shri. Tarun Sridhar**, IAS (Retd.), that set the tone for Poultry Knowledge Day 2025.



Valuable session by **Shri. Sanjay Panigrahi** on unlocking rural egg markets



Power-packed session by **Shri. Deepak Pareek** on global market dynamics shaping India's poultry sector



Compelling session by **Shri. Ravi Kumar Banka** on unlocking rural broiler markets



Insightful session by **Shri. Ricardo R. Guerra** on India's evolving EC housing



Insightful session by **Ms. Marisabel Caballero** on advances in poultry early nutrition

IPEMA - Poultry India Felicitates Delegates at Poultry Knowledge Day 2025



Shri. O. P. SINGH, Managing Director, Huvepharma Sea. Managing Director, Advance Bio Agro Tech Ltd. Director, Norel Nbpl India Pvt Ltd.



Shri P.K. Shukla, President of Indian Poultry Science Association (IPSA)



Motivational session by **Lt. Gen. K.J.S. Dhillon (Retd.)**, an inspiring and decorated leader.



IPEMA - Poultry India Felicitates Delegates at Poultry Knowledge Day - 25.11.2025





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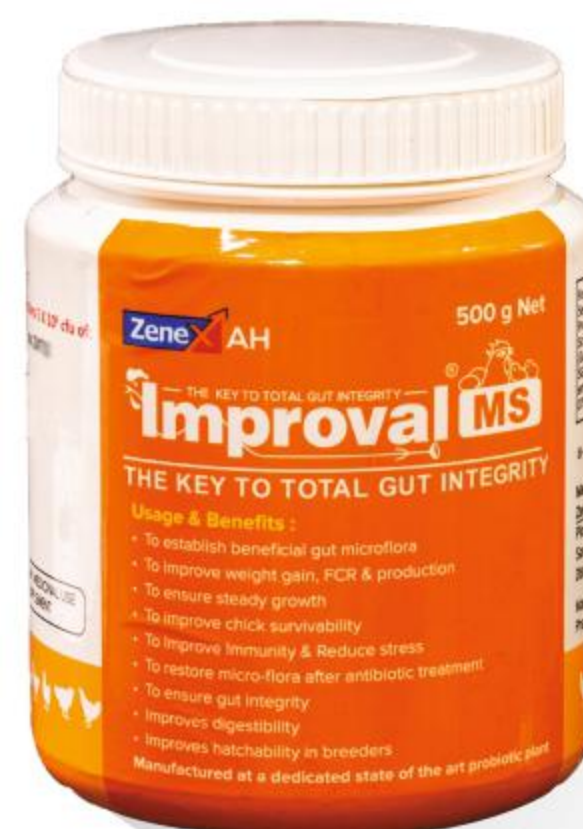
Improvement in BWT in open shed

Upto 120 g

Improvement in BWT in EC shed

Upto 30%

Improvement in livability vis-à-vis antibiotic control



#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.



Shri Ponnala Lakshmalah, Hon'ble Former Minister



Shri Tummala Nageswara Rao, Hon'ble Agriculture Minister, Telangana



Shri Ponnam Prabhakar,
Minister of Transport and BC Welfare, Government of Telangana



Shri Bandla Ganesh, Film Actor & Producer, Poultry entrepreneur



Shri Gaddam Ranjith Reddy, Hon'ble Former Minister



Dr. K. Lakshman, Member of Parliament



Smt. Shreeroopa, IAS, Director of Sericulture & Commissioner of
Animal Husbandry, Govt. of Karnataka



Shri D. Ram Reddy, M.D. of Sneha Farms



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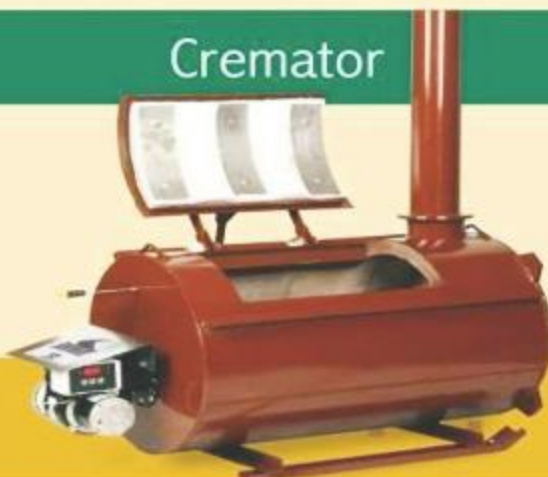
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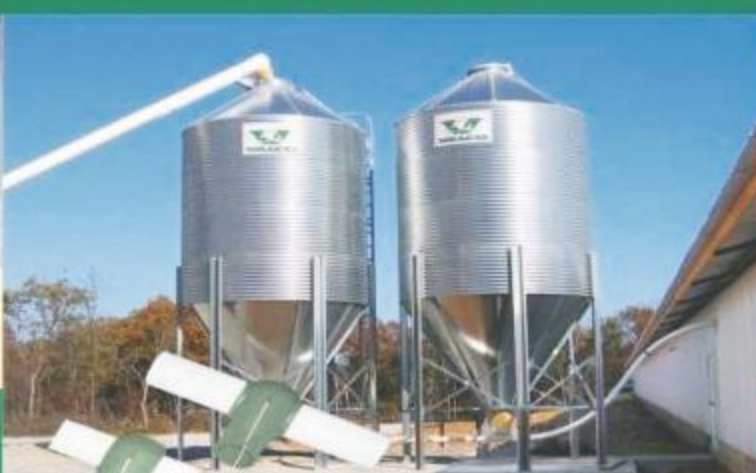
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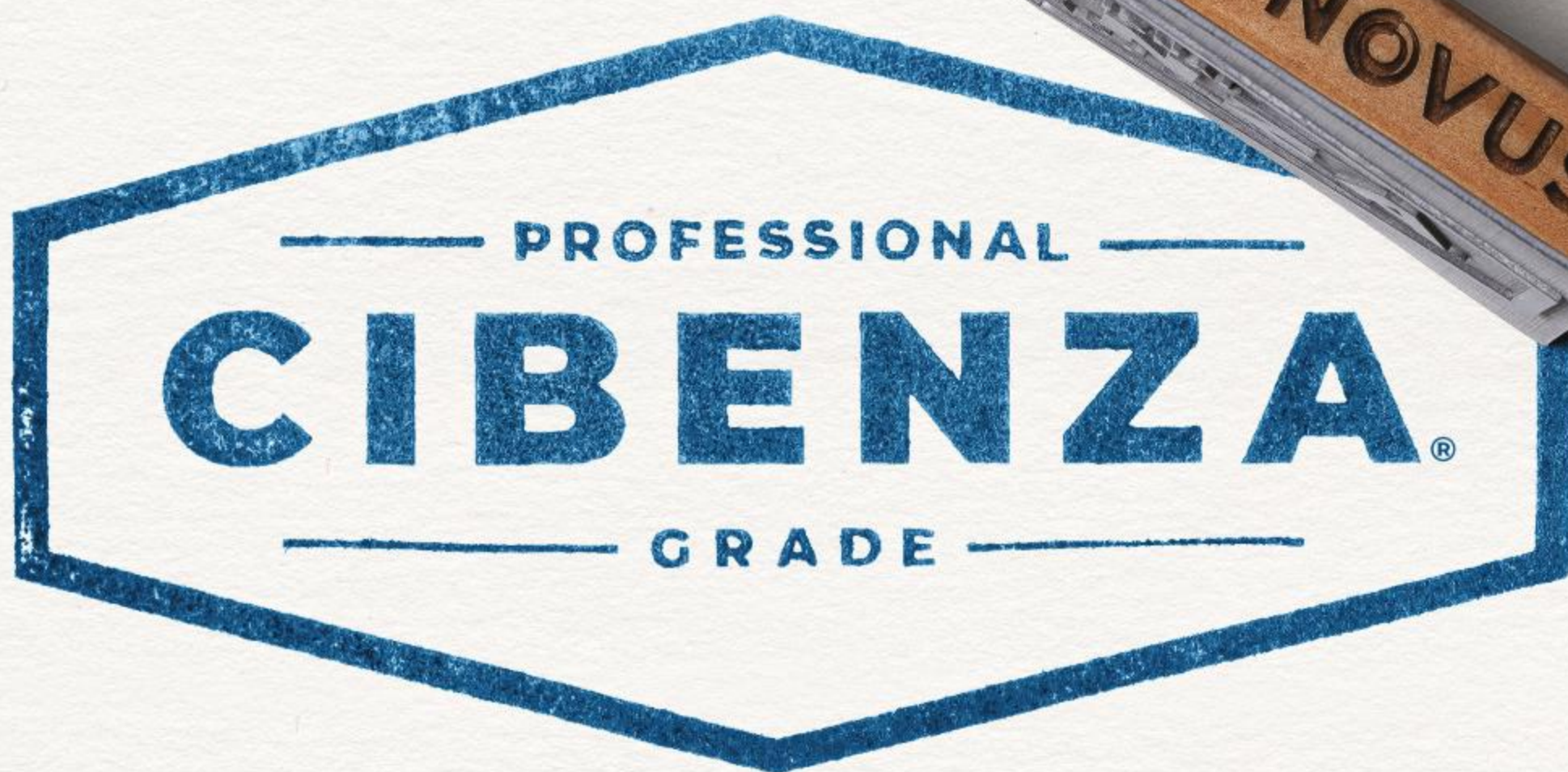
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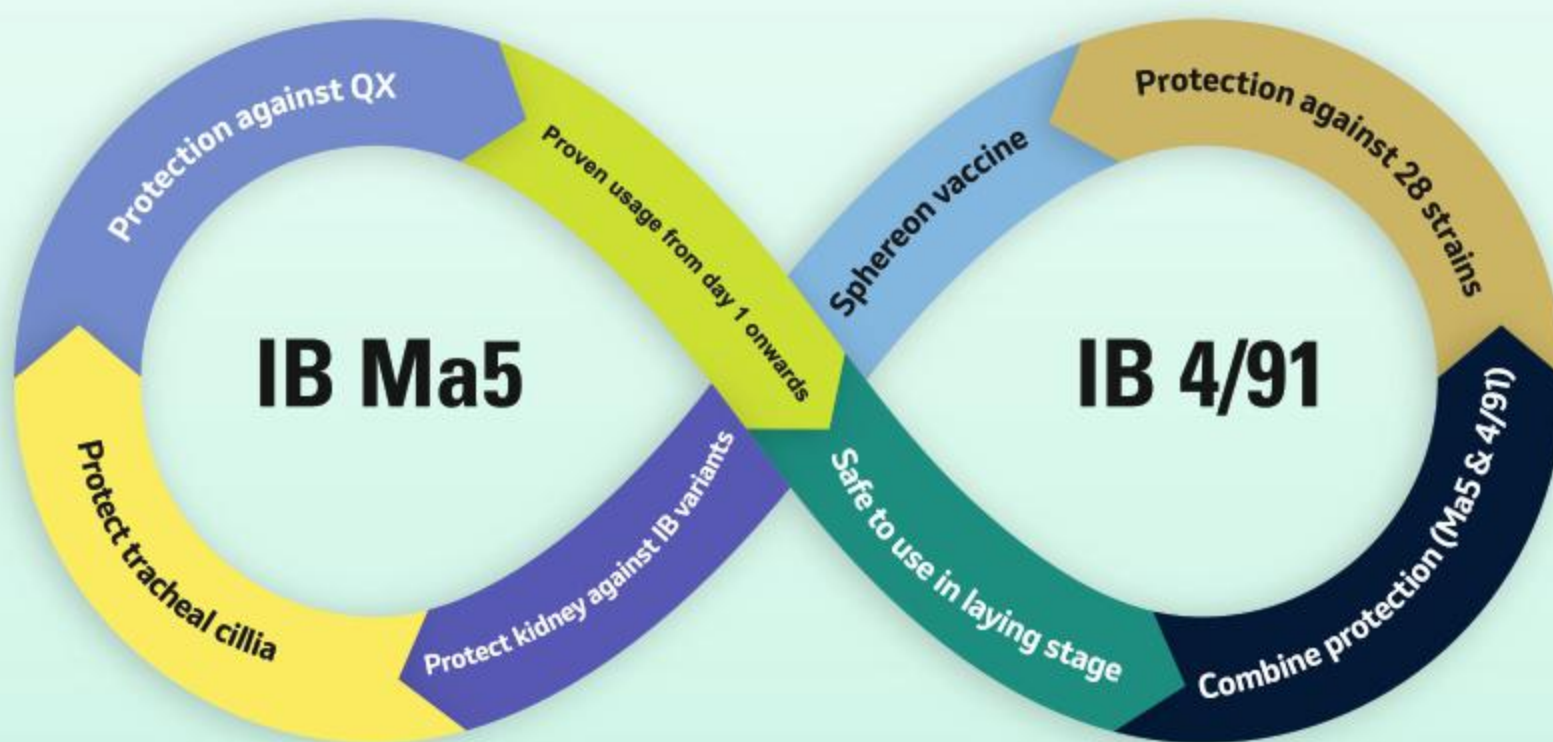


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