

WELCOME



**Dr. Vijay. R. Tijare**  
**General Manager**  
**Venky's (India) Limited**

# Chicken processing, Further processing & Retail



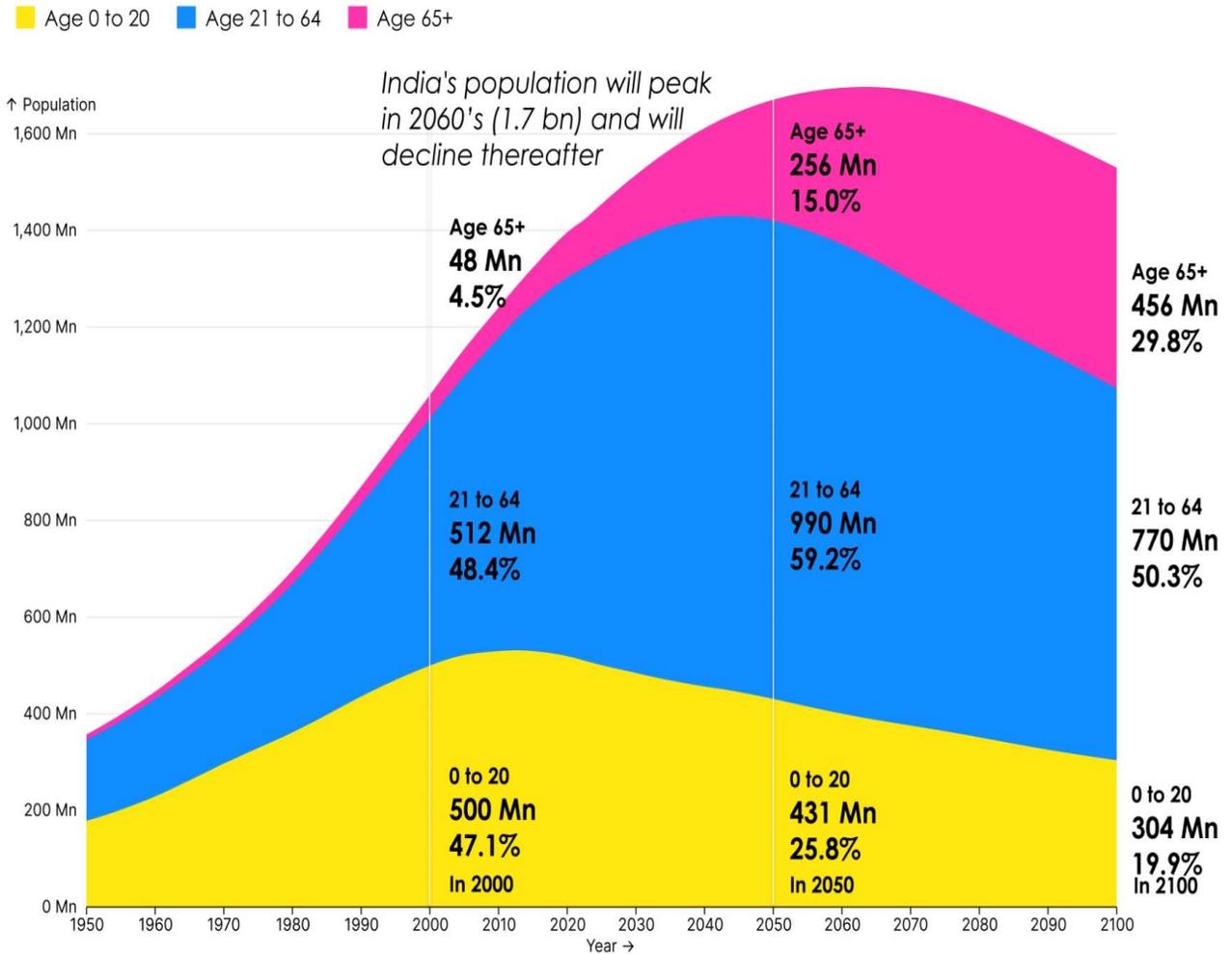
## Population of India

- 2024-144 crores (worldometer)
- Expected population 170 Crores by 2060
- Present growth rate 0.92%



## India's Population Distribution by Age (1950 to 2100)

Stats of India

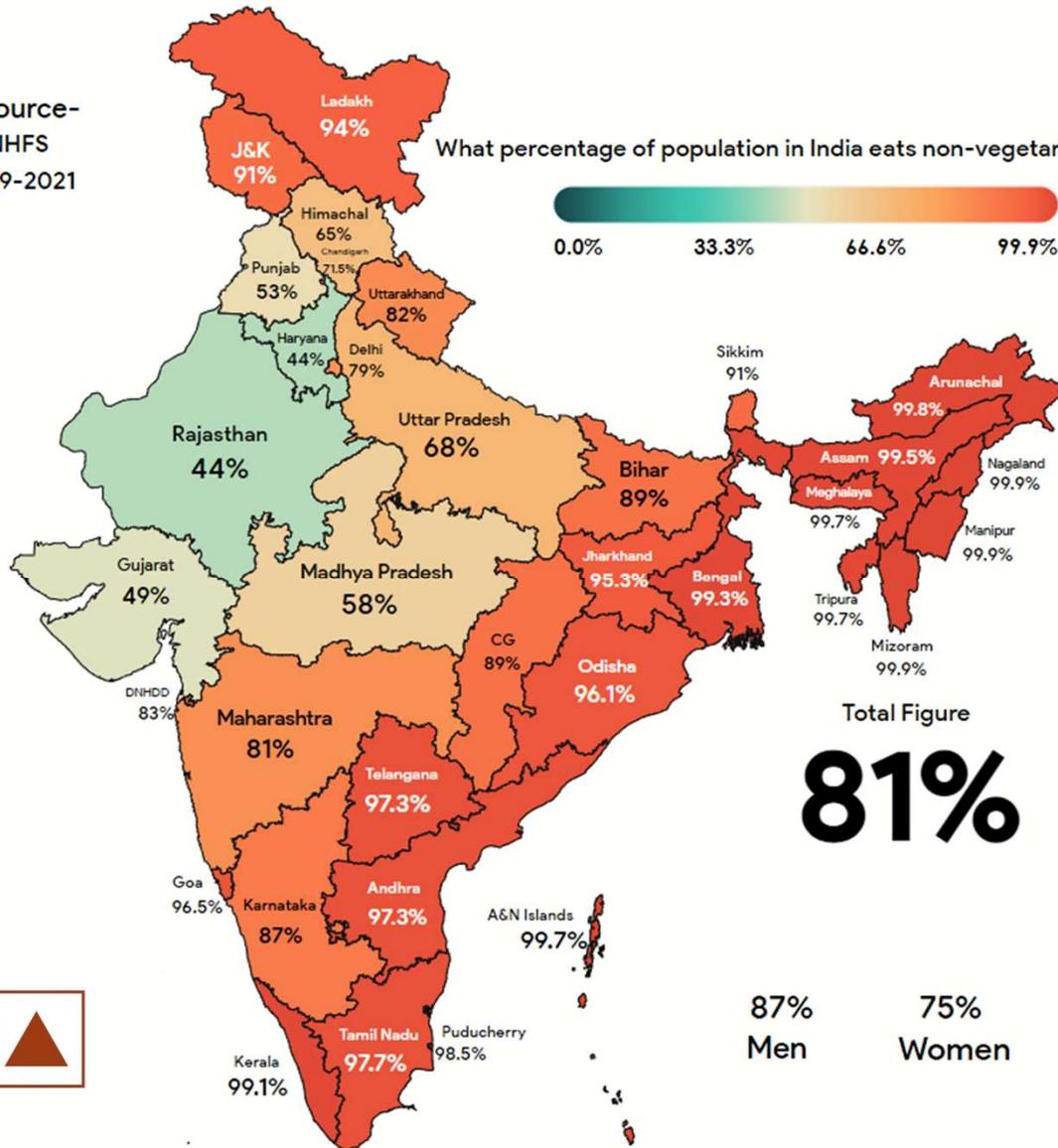


Source: UN World Population Prospects 2022

statsofindia.in

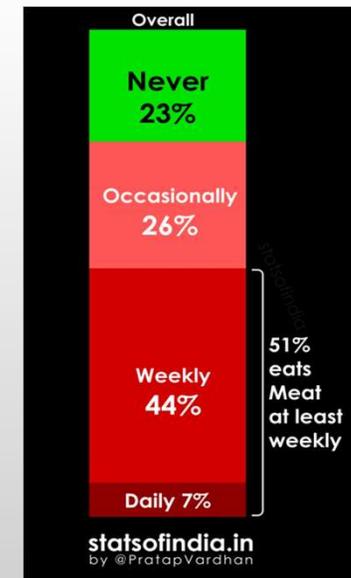


Source-  
NHFS  
2019-2021



## How India Eats?

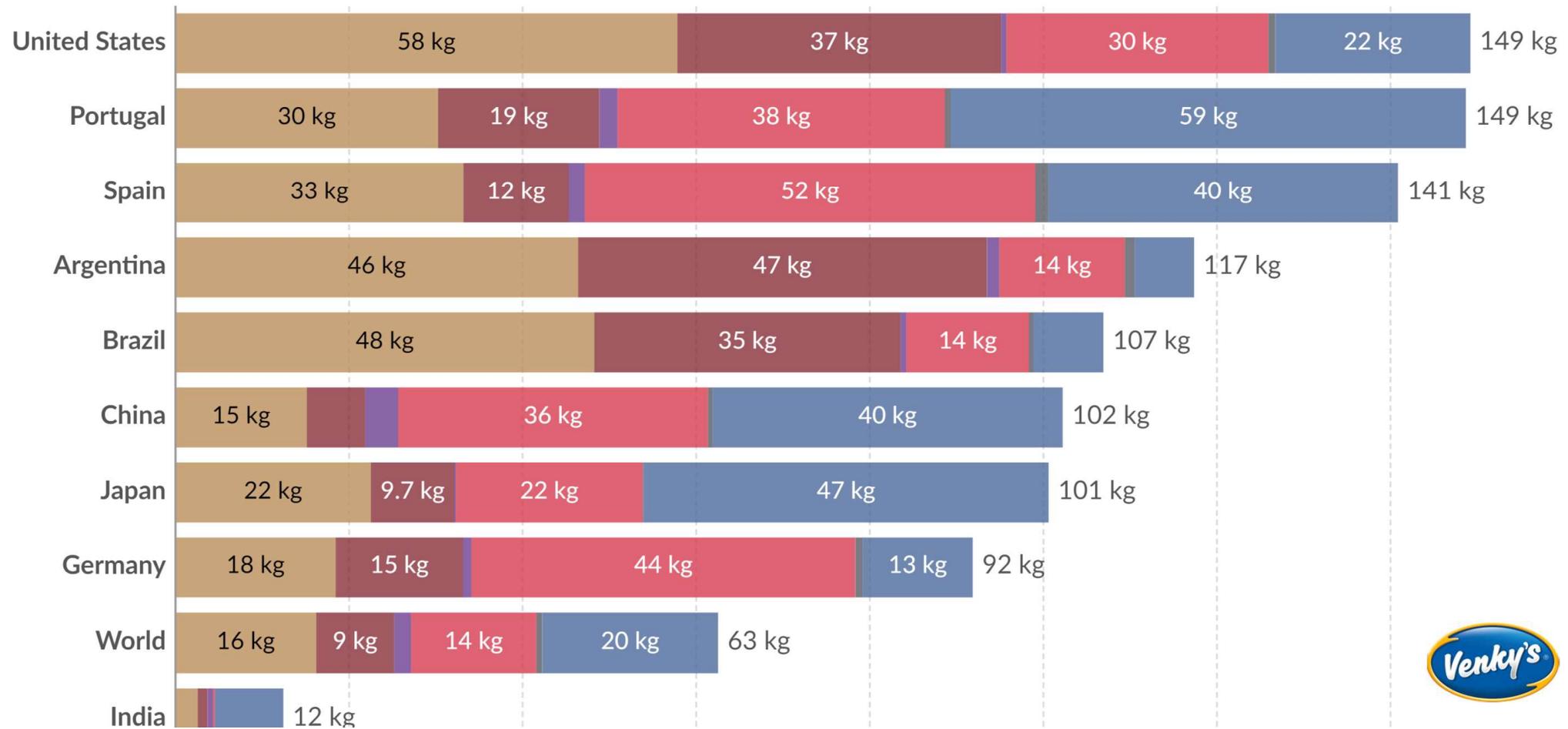
- 81% population is Non-Vegetarian
- NIN Recommendations
  1. 180 eggs consumption
  2. Chicken meat consumption 11 kg



# Per capita meat consumption by type, 2020



■ Poultry 
 ■ Beef 
 ■ Sheep and goat 
 ■ Pork 
 ■ Other meats 
 ■ Fish and seafood





# Indian Broiler Industry 2024

- Broiler Population 500 crores
- Compound annual growth rate expected 8 %
- Poultry Products Processing Plants in India: 61  
Total Integrated processing capacity of 1.6 L BPH.
- Small un-organized sector processing plants: 85  
Total Slaughtering Capacity 0.4 L BPH
- Increase in Broiler Birds Integration
- More inclination towards Primary and Further Processing
  - A. Hygienic Slaughter
  - B. Value Addition
  - C. Shelf Life





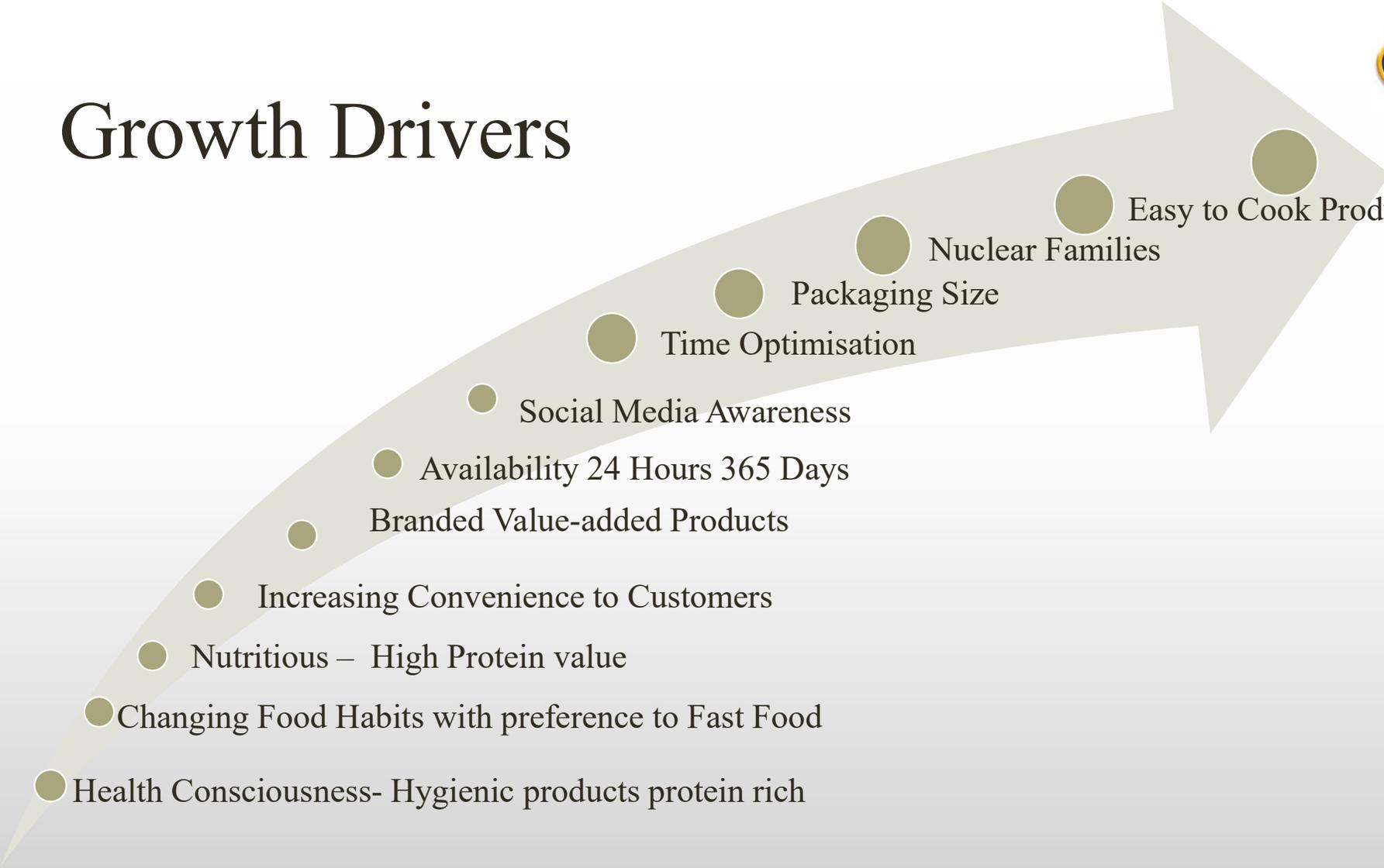
## Chicken Processing in India, Growth Drivers

- Complete backward integration
- Modernised Indian poultry industry
- Fast growing Indian economy
- Higher Middle-Class Population
- Largest Consumer market
- Demand for Hygienic Chicken Products
  - Whole Chicken
  - Raw Portion
  - Boneless Chicken Products
  - Marinated Chicken Products



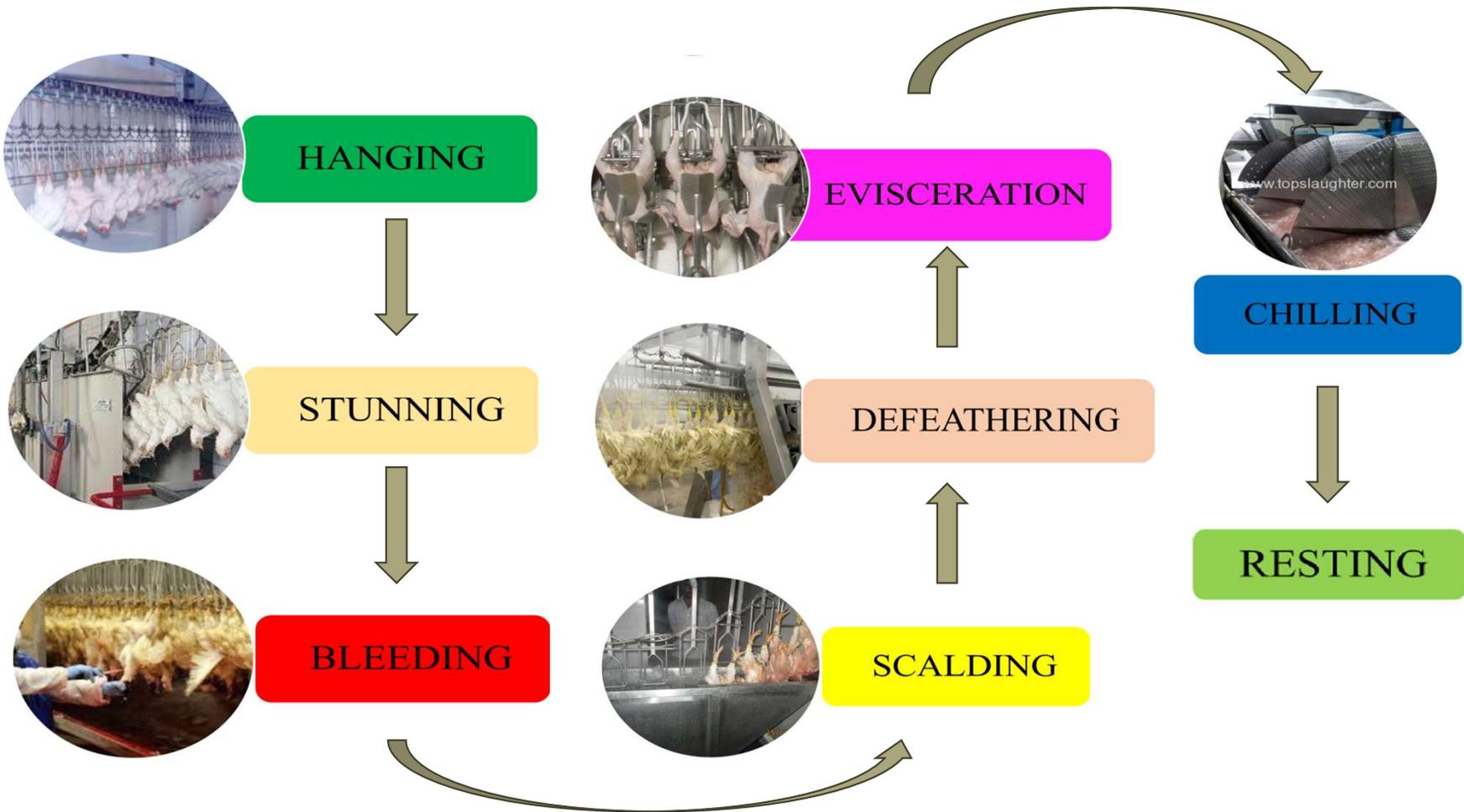


# Growth Drivers

- 
- Health Consciousness- Hygienic products protein rich
  - Changing Food Habits with preference to Fast Food
  - Nutritious – High Protein value
  - Increasing Convenience to Customers
  - Branded Value-added Products
  - Availability 24 Hours 365 Days
  - Social Media Awareness
  - Time Optimisation
  - Packaging Size
  - Nuclear Families
  - Easy to Cook Products



# Primary Processing



- [Modern Poultry Processing .mp4](#)



# Market Potential

Retail &  
Wholesalers

HoReCa &  
Institutions

QSR's

E-Commerce

Export

# Modern Trades in India



*arambagh's* FOOD MART  
*convenience matters*



**spencer's**  
Makes fine living affordable



# E Commerce – Processed Poultry Products



# Further Processed Products

- Flash Fried Products
- Completely Cooked Products
- Stuffed Products



- [Chicken Nuggets Forming Line.mp4](#)

Forming Line – Production of Chicken Nuggets

- [Enforcement Meat Stuffing Line.mp4](#)

Stuffing Line – Production of Chicken Sausages

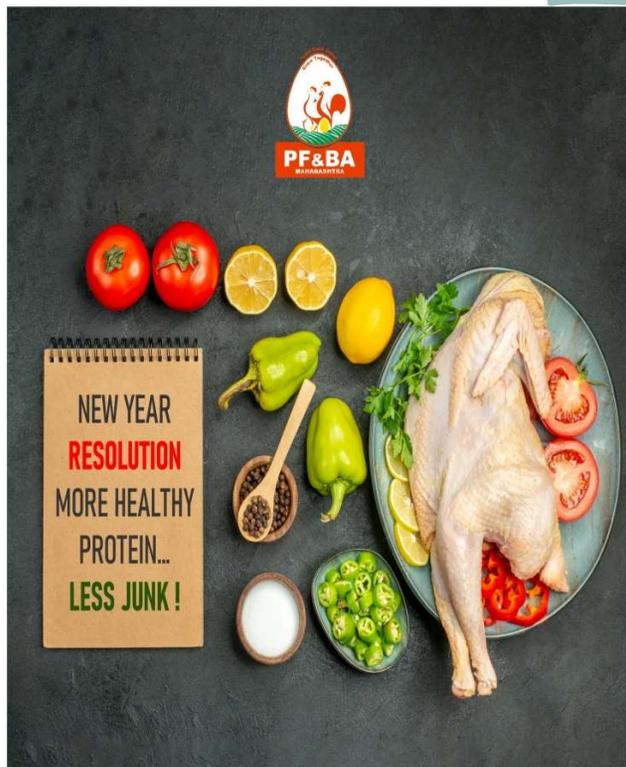
- [Completely Cooked Products.mp4](#)

# QSR's -Poultry Processing





# Chicken & Products Marketing



**PF&BA**  
MAHARASHTRA

NEW YEAR  
**RESOLUTION**  
MORE HEALTHY  
PROTEIN...  
**LESS JUNK!**

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



**PF&BA**  
MAHARASHTRA

Homocysteine is an amino acid that can cause cardiovascular disease if levels are high in the body. Fortunately for us, **eating chicken breast suppresses and controls homocysteine levels.**

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

Healthy **BONES**,  
Happy **MUMMA!**

Chicken prevents bone loss which generally happens after delivery



**PF&BA**  
MAHARASHTRA

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

DISCOVER SKIN *Vitality* with *Chicken's* **COLLAGEN BOOST!**



THE *Health Benefits* OF INCORPORATING *Chicken* INTO A BALANCED DIET



Swipe Right

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

CHICKEN a GREAT SOURCE of VITAMIN B12

Do you know **VITAMIN B12 DEFICIENCY** can cause several **HEALTH ISSUES**

- Megaloblastic anemia
- Neurological problems (numbness, tingling, memory loss)
- Fatigue and weakness
- Digestive issues (diarrhea, constipation)
- Pernicious anemia
- Mood changes (depression, irritability)
- Difficulty walking
- Nerve damage (peripheral neuropathy)
- Dementia-like symptoms



Organized Farming with complete backward integration

Lower cost of Production

Technically advanced Poultry Farming

Advantageous Geographical position of India

Focus on Poultry Export

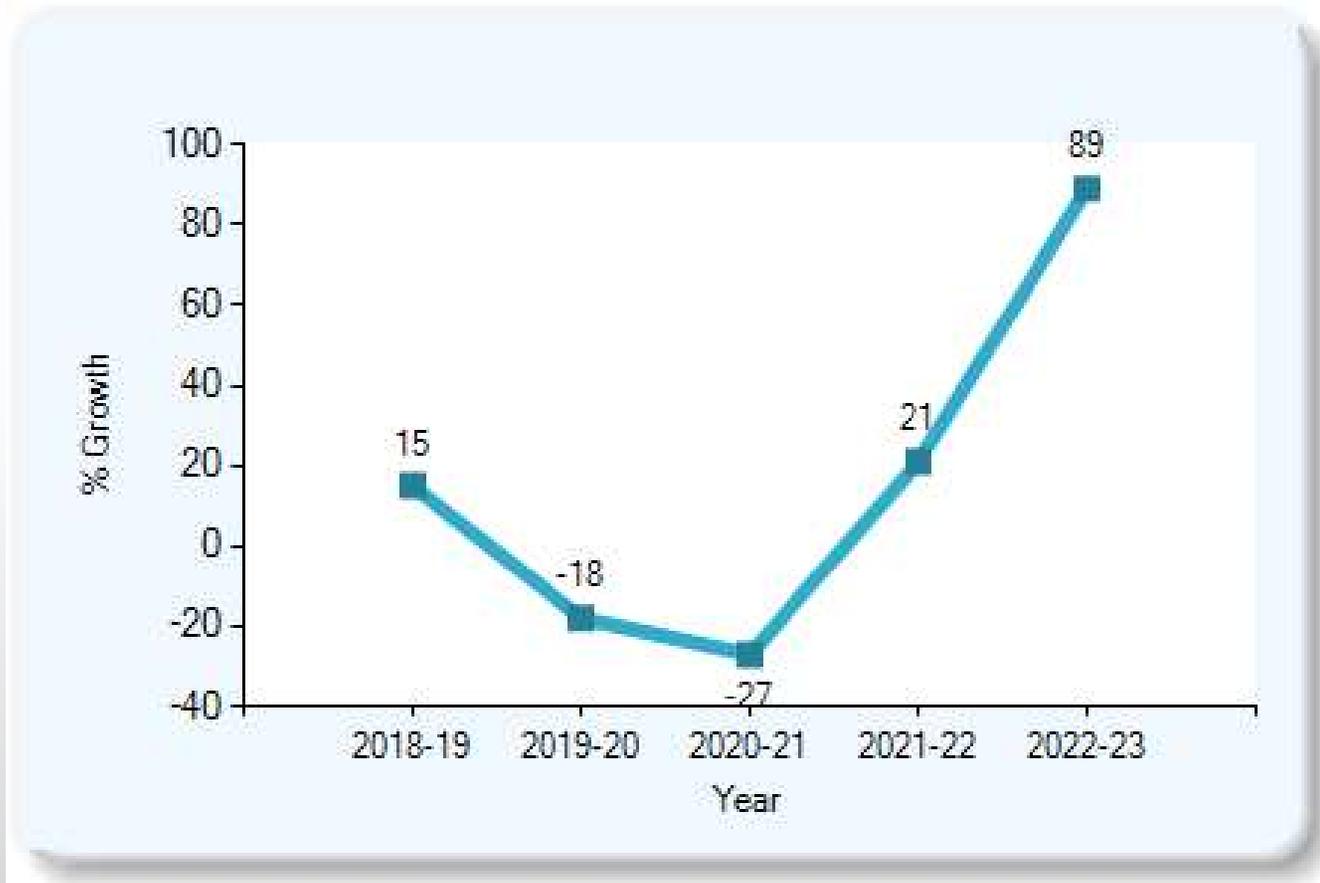


## India's Poultry & Poultry Products Export



Source: AgriXchange by APEDA 2023

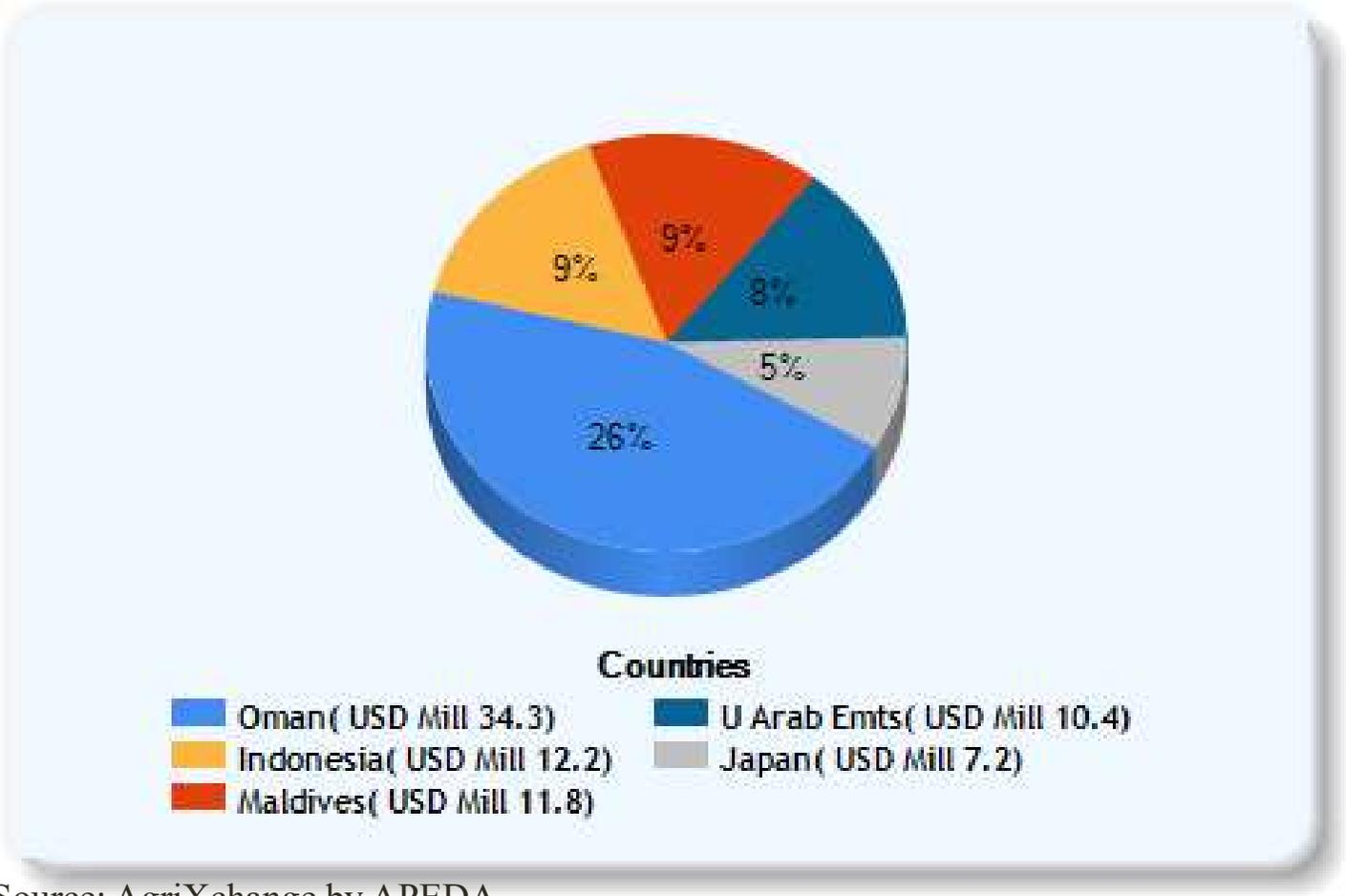
# India's Poultry Export Growth Trend in Last 5 Year



Source: AgriXchange by APEDA 2023



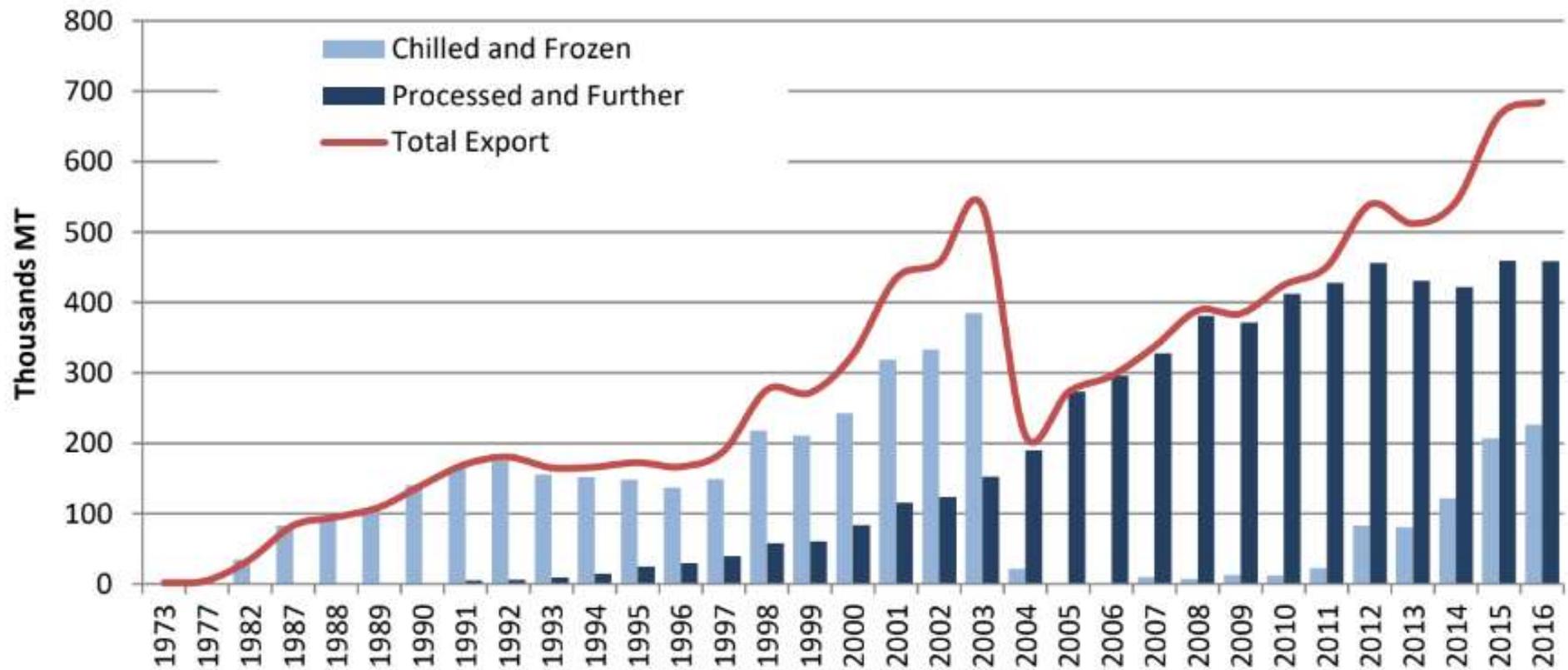
# Top 5 India's Export Destinations Year: 2022-23 (Value & % Share in total)



Source: AgriXchange by APEDA

# Thailand Chicken Meat Exports

Figure 7: Thai Broiler Export by Net Weight and Major Events

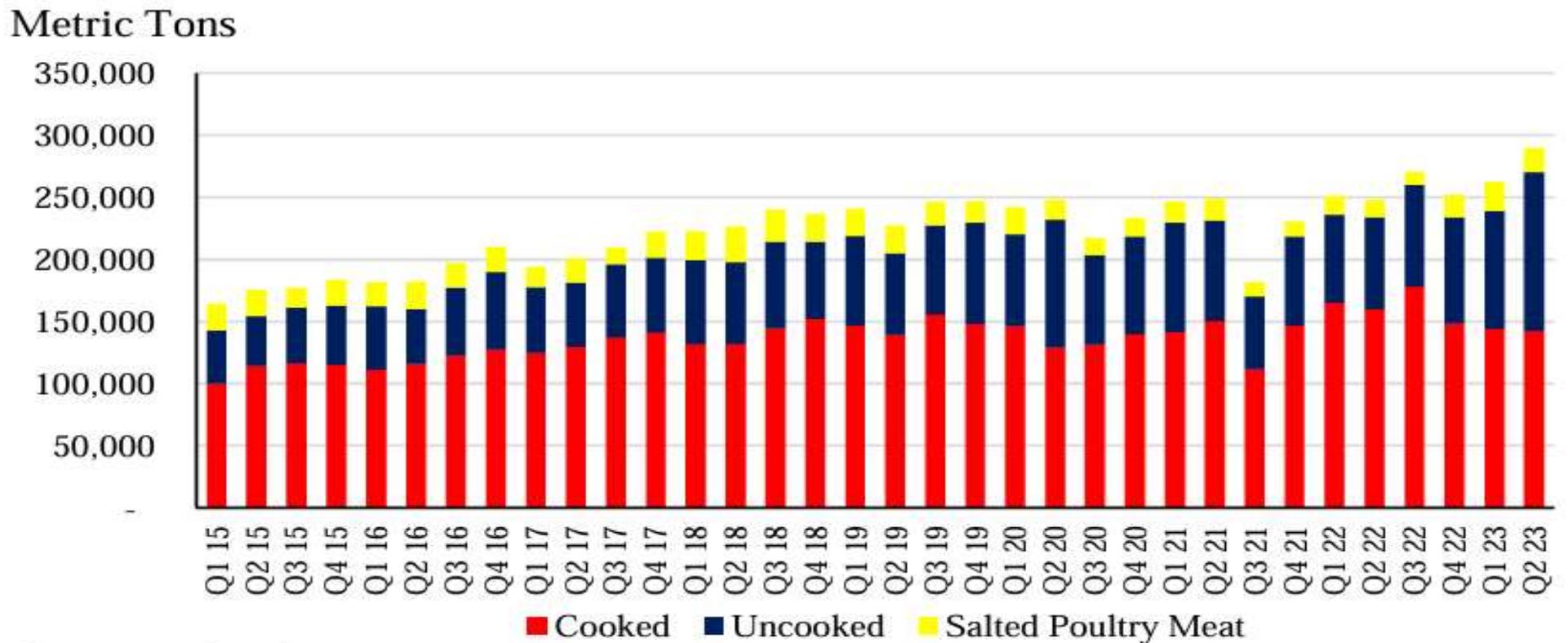


Source: Thai Broiler Processing Exporters Association.



# Thailand Chicken Meat Exports

**Figure 3.1: Thailand's Exports of Chicken Meat**



Source: Thai Customs Department

# Summery

- Safe food and Hygienic Food Products is Priority
- Chicken meat is nutritious and rich source of Protein to be communicated
- Convenience in cooking, Time optimisation
- Availability 24 X 7
- Value added food Products
- Increased Demand for Raw and Further Processed Chicken Products
  - Retail
  - QSR's
  - Export

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**THANK YOU !**