

ASHOKA CATTLE AND POULTRY FEEDS LIMITED

Draft Red Herring Prospectus (DRHP) Corporate Restructuring & Strategy Pitch

A comprehensive overview of operational changes, brand transition, new scale capacities, and structural updates required to successfully transition our web presence from a private to a public entity.

01. INSTITUTIONAL UPDATES

Transitioning from Private to Public Limited entity, establishing a modernized corporate status, and highlighting foundational shifts.

CORE CORPORATE TRANSFORMATION



Public Limited Status

Converted from Private Limited on **June 18, 2025**. Corporate identity must immediately transition to "Ashoka Cattle and Poultry Feeds Limited" to reflect this crucial statutory shift.



Founding Milestone

Website claims 2010 foundation; our official DRHP records verify the exact incorporation date as **October 8, 2009**. This must be aligned to maintain prospectus compliance.



Quality Accreditations

Integrate certified status markers: **ISO 9001:2015** for Feed Manufacturing, active **FSSAI licensing**, and the prestigious **MSME ZED Bronze** status.

MULTI-SPECIES SCIENTIFIC FEEDS

- 🐔 **Poultry Feed Range:** Specialized feeds tailored to Broiler, Layer, Gavran, and Kroiler breeds, structured for Pre-starter, Starter, and Finisher lifecycle phases.
- 🐮 **Scientific Cattle Feeds:** Formulated balanced blend of cereals, oilseed meals, and bypass nutrients supporting high-yield dairy production and animal growth.
- 🐟 **Aquaculture & Swine:** High-protein extruded fish pellets and stage-specific pig feeds engineered to support optimum Feed Conversion Ratio (FCR).



02. OPERATIONS & INFRASTRUCTURE

Unveiling expanded manufacturing capacity, contract farming integration,
and advanced quality laboratories.

CONTRACT BROILER FARMING

We are officially expanding our core website positioning beyond standalone feed manufacturing. Our business operates organized, integrated contract broiler farming directly with local poultry farmers.

This network operates across three primary domestic states: **Bihar, Maharashtra, and West Bengal**, ensuring steady bird supply and farmer empowerment.



ADVANCED IN-HOUSE LABORATORY

Checking raw feed g.
quality control testing lab

Scientific Formulation and Safety

Our dedicated laboratory is operated by veterinarians, animal nutrition experts, and technical specialists to test raw materials and evaluate nutrient balances.

 **Strict Toxin Testing:** Continuous NIR analysis and toxic screening.

 **Targeted Performance:** Formulation strictly engineered to optimize FCR.

$$\text{FCR} = \frac{\text{Total Feed Consumed (kg)}}{\text{Total Live Weight Gain (kg)}}$$

MANUFACTURING INFRASTRUCTURE

ESTABLISHED ASSETS

Bela & Donar Plants

Our operations are powered by our two prime facilities in Bihar. The Bela unit covers 10,454 sq. ft, and the larger Donar unit spans 57,916 sq. ft. Both utilize automated PLC systems for perfect raw batching and conditioning.

EXPANSION & ASSETS

Varanasi & Pre-Mix Expansion

Our infrastructure now extends to Varanasi (UP) with a newly inaugurated feed unit. Additionally, we are constructing a specialized pre-mixture facility at Donar to centralize production and secure supply self-reliance.

OPERATIONAL STRENGTHS & STRATEGY



1000+ Dealer Network

Supported by strategically located godowns and depots in 7 states, ensuring swift regional logistics and continuous product availability.



Asset-Light Model

Utilizing active job-work processing contracts alongside owned plants to establish local demand efficiently before scaling capital investments.



Professional Support

On-the-ground advisory teams consisting of field veterinarians who conduct farm visits, guide feed practices, and optimize flock management.

QUESTIONS & ANSWERS

Ashoka Cattle and Poultry Feeds Limited – Cultivating Trust, Fueling Growth.



ashokafeeds.com



Darbhanga, Bihar



contact@ashokafeeds.com

IMAGE SOURCES

Thumbnail for <https://newsatrack.co.uk/wp-content/uploads/2026/04/image-16-780x470.jpeg>
newsatrack.co.uk Source: newsatrack.co.uk



<https://www.gartech.co.in/images/Poultry-farming.webp>
Source: www.gartech.co.in

Thumbnail for https://static.vecteezy.com/system/resources/previews/067/412/736/non_2x/manual-quality-inspection-of-wheat-grains-by-hand-in-laboratory-for-food-safety-a-hd-agricultural-control-photo.jpg
www.vecteezy.com Source: [www.vecteezy.com](https://static.vecteezy.com/system/resources/previews/067/412/736/non_2x/manual-quality-inspection-of-wheat-grains-by-hand-in-laboratory-for-food-safety-a-hd-agricultural-control-photo.jpg)