

Poultry Fortune

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August 2025

Annual Subscription: ₹800 Foreign USD 100

Inside ...

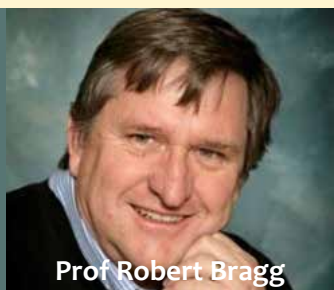
Editorial:

In commercial broiler production, stocking density - the number of birds housed per unit area is a critical factor that directly affects both...



IPE 2025 discusses Poultry Sector Issues

**"Shaping the future of poultry"
- a new chapter begins!**



Prof Robert Bragg

Ventri Biologicals hosts Groundbreaking Seminar on Infectious Coryza

Mitigating the Adverse Effects of High Stocking Density..

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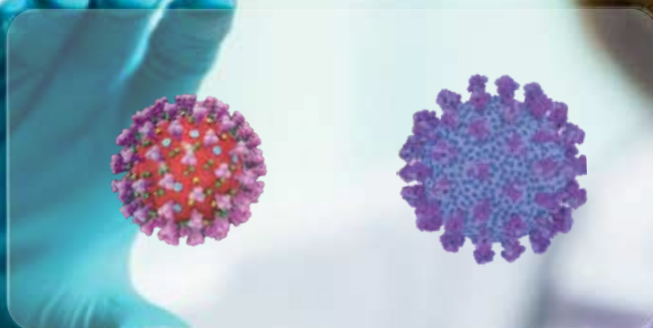
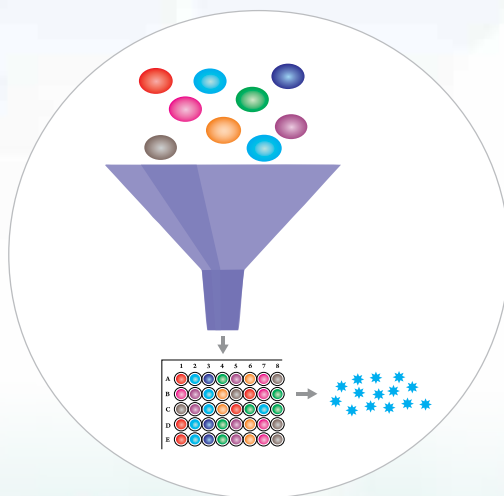
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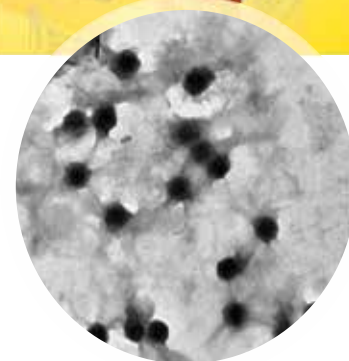
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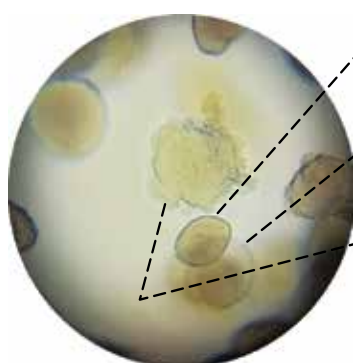
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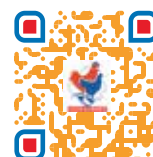


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Editorial

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

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



Poultry Fortune

English Monthly Magazine
(Established in May 1991)

Volume 27 Number 1 August 2025

Editor & Publisher
M. A. Nazeer

Editorial & Business Office:

POULTRY FORTUNE
NRS Publications,
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Tel: 040 - 2330 3989, 70329 19554
E-mail: info@poultryfortune.com
Website: www.poultryfortune.com

Annual Subscription

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

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

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

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In commercial broiler production, stocking density - the number of birds housed per unit area is a critical factor that directly affects both economic returns and animal welfare

PFI takes hasty decision to support VIV Select India; Reorganize Poultry India

Modern poultry industry faces continuous challenges in maintaining optimal flock health, productivity and resilience against various stressors. Nutritional interventions play a crucial role in addressing these challenges.



Dear Readers,

The August 2025 issue of Poultry Fortune is in your hands. In the news section you may find news about...

It is surprising to note that Poultry Federation

of India announced its support to VNU Europe to organize VIV Select India 2026, an Exhibition to be held in New Delhi in April 2026. It is a hasty decision by PFI President and its office bearers to decide its support to VIV when POULTRY INDIA has grown big and became a notable event on poultry in Asia. If any shortcomings are there with the organizers of Poultry India in organizing the annual event, it can be corrected, but should strengthen it in all aspects as an India show by Indian poultry industry.

I was a main person and a founder in starting and organizing Poultry India exhibition in 2009. In 2009, when IPEMA President and its team led by Mr Anil Dhumal approached me to withdraw my expo on poultry and to take lead and organize "Poultry India" Exhibition, for the first two years, in 2009 & 2010, I utilized my experience and my office in starting and organizing Poultry India, but later when I found that some of IPEMA office bearers have no ethics and values and IPEMA team failures to meet certain standard, I kept myself away from it. IPEMA team is unable to maintain quality and standards in organizing the expo and they did not care the Exhibitors mostly. Their attitude has to be corrected.

If industry stakeholders like PFI support VIV, it will create unhealthy competition and may harm Poultry India in long term. The best thing to do is

that all segments of Indian poultry industry like AIPBA, CLFMA, INFAH, PFI, Bodies of Farmers, Professionals and other segments at national and state level should join together, develop a Secretariat and the team in the Secretariat should be decent, understanding and efficient and run Poultry India in a professional manner. It should not be IPEMA Show, it must be the Indian poultry industry show if you honestly want Poultry India to strengthen itself and become a global event in future. Let us form a Pan India Body with the involvement of all segments of the industry and organize Poultry India.

Agrivet Research & Advisory Private Limited, Kolkata and Agricultural Development Trust (ADT) Baramati, have officially signed a Memorandum of Understanding to establish a "Centre of Excellence in Poultry" at Baramati. The MoU was formally signed by Mr Rajendra Pawar, Chairman, ADT and Dr Anirvid Sarkar, Director - Business Excellence, Agrivet. The signing ceremony was graced by the presence of Dr Uday Patel, Director - Strategic Initiatives, Agrivet, Mr Vinay Kulkarni, Executive Chairman, Optima Life Sciences, and Mr Nilesh Nalawade, CEO, ADT. This landmark collaboration will create an advanced platform dedicated to poultry research, skill development, disease surveillance, advanced laboratory services, sustainable farming, and industry-led innovation. It will act as a national model for convergence of academic insight, rural upliftment, and cutting-edge technology. The Centre will also foster inclusive growth by connecting farmers, entrepreneurs, and researchers, creating a vibrant ecosystem that drives economic opportunity and social progress. Key proposed activities under COEP Include: Skill Development Academy to train farmers, youth and professionals in modern poultry practices and entrepreneurship.

Contd on next page



Poultry Fortune

Our Mission

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

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

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

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

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

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Telangana district collectors were directed to stay at residential schools for at least a day in a week to check the maintenance of the amenities. They were asked to complete the tender process for supply of eggs at the earliest.

Antimicrobial Resistance (AMR) is increasingly recognized as a critical public health challenge worldwide, posing significant risks to human and animal health, food safety, trade and economic stability. Recognizing the urgency of this growing threat, the Confederation of Indian Industry - Food and Agriculture Centre of Excellence (CII FACE) in collaboration with Indian Federation of Animal Health Companies (INFAH) as Knowledge Partner has launched the **AMR Stewardship Drive 2025** a multi-city outreach campaign aimed at fostering awareness, building capacity, and promoting antimicrobial stewardship practices across the livestock and aquaculture sectors.

As the demand for poultry products continues to rise, poultry farmers in India are seeking ways to optimize their operations while addressing pressing challenges such as food security, environmental impact and biosecurity. From precision farming and genetic advancements to automation and data analytics, these cutting-edge technologies are being increasingly used in the poultry industry.

A three-day technical seminar series focusing on the latest advancements in the understanding and management of *Infectious Coryza* was conducted by Ventri Biologicals on April 16 to 18, 2025, across key locations in northern India—Kaithal (Haryana), Yamuna Nagar, and Mohali (Punjab). The sessions were led by Professor Robert R. Bragg, a globally recognized authority from the University of the Free State, Bloemfontein, South Africa. Professor Bragg is known for his extensive research and contributions to the study of avian diseases, especially *Infectious Coryza*. A key highlight of his presentation was the **VH COR4** vaccine, featuring the power of **C3**. He explained that **VH COR4** is specifically designed to target the prevalent strain of *Avibacterium paragallinarum* circulating in India, offering region-specific protection and improved control of the disease. This knowledge-sharing initiative reflects the ongoing commitment of the Venworld teams to bring global expertise to the doorstep of Indian poultry professionals and ensure science-backed disease control at the grassroots level.

VNU Europe, the international division of Royal Dutch Jaarbeurs and organizer of VIV Worldwide, announced that it has entered into a partnership with the Poultry Federation of India. A note from VIV informed that signed by both parties earlier this year, the multi-year agreement is a strong testament to sharing the vision and commitment to further invest and enrich India's thriving animal protein and livestock industry.

Provet hosted Mahasangamam 2025, a three-day conclave held on 8 to 10 July 2025 at Mahabalipuram. The event was organized by Dr V. Muthu Selvan, Managing Director and Dr S. Senthil, Director, bringing together leading poultry consultants, nutritionists and industry professionals from across the country. Provet informed that the presentations in the conclave fostered insightful discussions, reinforcing

the need for integrated approaches and scientific precision in modern poultry management.

Poultry Fortune organized its 12th India International Poultry Expo at Vijayawada, on 17-18-19 July 2025 with 3-day Exhibition, Conference and PF Awards Presentation function. The Conference discussed on Current Challenges in Poultry industry and Strategies. Poultry Development through increasing Domestic & Export Markets. 16 individuals, institutions and organizations were honoured with presentations of PF Awards for achieving excellence, innovation and performance in the profession and for the contribution to Poultry sector in the country.

In the Articles section, **Mitigating the Adverse Effects of High Stocking Density in Broilers Using a Phyto-genic Feed Additive** by Natural Remedies Pvt Ltd stated that in commercial broiler production, stocking density - the number of birds housed per unit area - is a critical factor that directly affects both economic returns and animal welfare. While increasing stocking density can enhance profitability by optimizing space usage, it also imposes several challenges that compromise the health, performance and welfare of birds. High stocking densities (HSD) are often associated with overcrowding, which disrupts natural behaviors such as resting and foraging and contributes to elevated levels of stress and aggression.

Another Article titled, **Precision Mineral Nutrition: Elevating Poultry Health with Hydroxy Trace Minerals** by Dr Maloshrie Bora, Program Manager (Trace Minerals), Trouw Nutrition South Asia stated that Trace minerals such as zinc, copper and manganese are fundamental to poultry health, acting as cofactors in vital biochemical pathways: skeletal development, immune defenses, antioxidative systems, enzyme functions, feathering and reproductive performance.

Another Article titled, **TocoSel-N: A Synergistic Blend of Nano-Selenium and Vitamin E for Enhanced Poultry Health and Productivity** by Avitech says that the modern poultry industry faces continuous challenges in maintaining optimal flock health, productivity and resilience against various stressors. Nutritional interventions play a crucial role in addressing these challenges. TocoSel-N is an innovative feed additive that combines the power of Nano-Selenium with Vitamin E, offering a synergistic approach to improve antioxidant status, immune function and reproductive performance in poultry.

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

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Poultry Fortune



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"Shaping the future of poultry" - a new chapter begins!



MoU Signed Between Agrivet Research & Advisory Private Limited, Kolkata and Agricultural Development Trust, Baramati to Launch **"CENTRE OF EXCELLENCE IN POULTRY"** at Baramati, Maharashtra

Agrivet Research & Advisory Private Limited, Kolkata, and Agricultural Development Trust (ADT), Baramati, have officially signed a Memorandum of Understanding (MoU) to establish a **"CENTRE OF EXCELLENCE IN POULTRY (COEP)"** at Baramati.

The MoU was formally signed by Mr. Rajendra Pawar, Chairman, ADT, and Dr. Anirvid Sarkar, Director - Business Excellence, Agrivet. The signing ceremony was graced by the presence of Dr. Uday Patel, Director - Strategic Initiatives, Agrivet, Mr. Vinay Kulkarni, Executive Chairman, Optima Life Sciences, and Mr. Nilesh Nalawade, CEO, ADT.

This landmark collaboration will create an advanced platform dedicated to poultry research, skill development, disease

surveillance, advanced laboratory services, sustainable farming, and industry-led innovation. It will act as a national model for convergence of academic insight, rural upliftment, and cutting-edge technology. The Centre will also foster inclusive growth by connecting farmers, entrepreneurs and researchers, creating a vibrant ecosystem that drives economic opportunity and social progress.

Key Proposed Activities under COEP Include:

- Skill Development Academy to train farmers, youth and professionals in modern poultry practices and entrepreneurship.
- State-of-the-art Laboratory for diagnostics, microbiology, proteomics and AMR studies.
- Sustainable Poultry Farming Support Center to promote eco-friendly, profitable poultry models.
- "Waste to Wealth"
- Innovation Unit to utilize poultry by-products and reduce environmental impact.
- Alternate Agriculture Support Hub integrating poultry with other rural income streams.
- One Health and AMR Monitoring Initiatives, aligned with global health priorities.
- Affordable Protein Production & Consumption Models to ensure nutritional security in underserved regions.



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- Strategic collaboration with the Department of Animal Husbandry, Government of India to align national objectives.

Social and Financial Impact:

- Empowerment of rural youth and women through skill-building and employment opportunities.
- Boosting farmer income by promoting efficient, scalable poultry practices.
- Reducing economic losses through proactive disease surveillance and control.
- Enabling access to affordable, quality protein to support community health.
- Encouraging sustainable livelihoods and reducing migration from rural areas.
- Attracting investments and partnerships in the poultry ecosystem, creating a ripple effect across allied sectors.

This Centre of Excellence will act as a catalyst for transformation in the Indian poultry sector - bridging the gap between laboratory innovation and field-level application—while enhancing social equity, rural prosperity and food security.

With the agreement now in place, both organizations are committed to swiftly operationalizing the Centre and ensuring measurable impact across regions.



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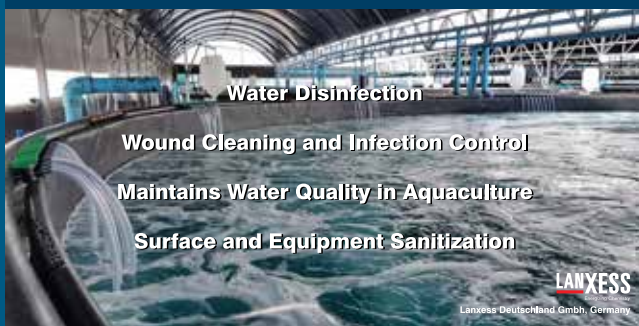
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Complete tender process for supply of eggs to residential schools; stay there for at least a day a week, Collectors told in Telangana

Hyderabad: Telangana district collectors were directed to stay at residential schools for at least a day in a week to check the maintenance of the amenities. They were asked to complete the tender process for supply of eggs at the earliest.

Telangana State Ministers Mr Ponguleti Srinivas Reddy, Mr Ponnampaluri Prabhakar, Ms Konda Surekha and Mr

Adluri Lakshman Kumar held a video conference with the collectors on July 22. They reviewed the implementation of Indiramma Indlu, Bhu Bharati, basic amenities in residential schools, Mahalakshmi scheme and other programmes.

The Ministers were particular that there was no compromise in the quality of food that was being supplied to the students of

residential schools. Officials concerned should regularly conduct inspections on the amenities in these institutions to get first hand information.

Chief Secretary Mr K. Ramakrishna Rao instructed the collectors to further improve the quality of food in line with the hike in the diet charges effected by the government. In addition, they should ensure that basic amenities

were provided in all these schools to not give scope for any complaints and avoid inconvenience to the boarders.

Steps should be taken to ensure sanitation in the institutions as well as protection of the green cover, and convene meetings with the parents committees once in a month.

They have directed collectors to play a proactive role in ensuring that the benefits of the flagship schemes launched in the State effectively reached the beneficiaries at the grass root level

AMR Stewardship Drive 2025 Building Partnerships for Strengthening our response to AMR



Antimicrobial Resistance (AMR) is increasingly recognized as a critical public health challenge worldwide, posing significant risks to human and animal health, food safety, trade and economic stability. Recognizing the urgency of this growing threat, the Confederation of Indian Industry - Food and Agriculture Centre of Excellence (CII FACE)

in collaboration with Indian Federation of Animal Health Companies (INFAH) as Knowledge Partner has launched the **AMR Stewardship Drive 2025** a multi-city outreach campaign aimed at fostering awareness, building capacity and promoting antimicrobial stewardship practices across the livestock and aquaculture sectors.

The first session of this national drive was organized on **11th July 2025 in Bengaluru by CII FACE in collaboration with ICAR-National Institute of Veterinary Epidemiology and Disease Informatics (NIVEDI)**. The inaugural session marked the beginning of a sector-wide effort to combat the rising threat of AMR in animal agriculture. A total of 120 participants including veterinarians, researchers, academicians, fisheries professionals, industry members, startups and veterinary graduates participated in the event.

The event commenced with welcome remarks by **Mr Suresh Chitturi**, Chairman, CII Committee on Animal Agriculture and Managing

Director, Srinivasa Farms. He emphasized that addressing Antimicrobial Resistance (AMR) was no longer a future challenge but a present imperative. He underscored the need for collective action across the animal agriculture value chain to safeguard productivity, public health and food safety, while sustaining farmer livelihoods.

Setting the context for the day, **Dr Shirish Nigam**, President, Indian Federation of Animal Health Companies (INFAH) and Managing Director, EW Nutrition India, spoke about the pivotal role of the animal health industry in driving responsible antibiotic use. He highlighted the industry's commitment to stewardship, innovation and partnerships that strengthen AMR mitigation at the grassroots level.

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In his special address, **Dr Baldev R Gulati**, Director, ICAR - National Institute of Veterinary Epidemiology and Disease Informatics (NIVEDI), reflected on the growing risks of AMR in animal production systems. He outlined NIVEDI's ongoing efforts in advancing disease surveillance, veterinary diagnostics, and One Health collaboration to counter this emerging threat.

Prof. Dr P K Shukla, President, Indian Poultry Science Association and Head, Department of Poultry Science, DUVASU, Mathura, shared perspectives on the poultry sector's unique challenges and opportunities in AMR containment. He emphasized the need for enhanced veterinary practices, alternative therapies and farmer education to promote judicious use of antimicrobials in poultry farming.

Dr Sindura Ganapathi, Visiting PSA Fellow, Office of the Principal Scientific Adviser to the Government of India, emphasized the importance of aligning AMR containment efforts with the broader One Health agenda. He added that "AMR is not a one-pathogen, one-solution

problem—it requires a multi-faceted approach involving innovation and targeted strategies. Each sector, whether poultry, dairy, or aquaculture, faces its own unique challenges and must be addressed with sector-specific solutions."

The inaugural session concluded with a **Vote of Thanks by Mr Suresh Chitturi**, who reiterated the critical role of partnerships between government, industry and academia in shaping a future-ready response to AMR

A key highlight of the event was the release of the CII FACE report titled "**Industry-led AMR Stewardship in Animal Agriculture**". This report complies learnings from extensive multi-stakeholder consultations and highlights 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.

The program featured the technical session on **Ground - Level Action Against AMR**. This technical session focused on ground-level strategies to combat AMR through four key areas including promoting ethnoveterinary medicine by showcasing herbal alternatives, encouraging responsible antibiotic use through drug classification, withdrawal periods and record-keeping, with a strong emphasis on the role of vets and para-vets; ongoing AMR surveillance programs and testing in the Livestock Sector and preparing stakeholders for compliance with the FSSAI 2024 amendment collectively enabling practical, field-ready solutions for AMR mitigation across the livestock and aquaculture sectors.

The afternoon session featured a high-level panel discussion on "**Tackling AMR in Animal Agriculture: Industry Perspectives and Practices**." Industry leaders shared real-world experiences and practical challenges in implementing responsible antimicrobial use. The discussion focused on innovations

and good practices already adopted by progressive players, the need for an enabling environment, policy support, capacity building and partnerships to mainstream these efforts, scaling sustainable practices while balancing productivity and profitability in the livestock sector. The session reinforced that combating AMR requires a multi-pronged approach integrating policy reforms, industry action and farmer-level awareness.

As part of its youth engagement efforts, the event also featured a **Collage-Making Competition** for students and scholars on the theme "**Be Antibiotic Smart: The Future is in Your Hands**." This creative session encouraged participants to visually express their understanding of AMR and the proactive steps needed to contain it.

The AMR Stewardship Drive 2025 reaffirms the importance of collaborative action across industry, government, academia and civil society to address antimicrobial resistance a silent but growing threat to India's animal agriculture and public health. The event sets the stage for a sustained, sector-wide stewardship movement under the broader One Health vision for India.

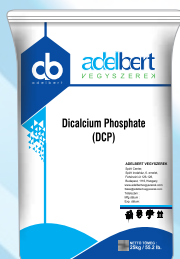
The next session of this national drive is scheduled on 11 August 2025 at Nagpur Veterinary College, Nagpur, Maharashtra.



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Extensive Application of Artificial Intelligence (AI) & Automation supported by the Industry to Sustain and Boost India's Poultry industry Growth while Ensuring Efficiency in Entire Value Chains



The Indian poultry market according to industry estimates was valued at USD 30.46 Billion in 2024. Due to rising demand for protein rich food, the sector is expected to witness a growth of 7% - 8% in the next decade. The value of the poultry industry is projected to rise to USD 66.37 Billion by 2034. Despite significant growth, the sector faces critical challenges such as volatility in feed supplies and prices, lack of availability of skilled manpower, threat of spread of diseases and rising cost of production. As the demand for poultry products continues to rise, poultry farmers in India are seeking ways to optimize their operations while addressing pressing challenges such as food security, environmental impact and biosecurity. From precision farming and genetic advancements to automation and data

analytics, these cutting-edge technologies are being increasingly used in the poultry industry.

Like most sectors of the economy, the role of Artificial Intelligence (AI) and automation are having a profound impact. In the poultry industry in India, Artificial Intelligence (AI) and automation is gradually transforming and improving efficiency, productivity and animal welfare. Artificial Intelligence (AI) powered systems are being used for real-time monitoring of poultry houses, optimizing feed formulations, improving disease detection and streamlining logistics and supply chain management. Currently there are challenges in poultry operations in commercial layers, broilers and breeding farms. The key challenges are adverse climatic conditions, shortage

and availability of skilled workers, emerging viral and bacterial diseases. Due to the age of the poultry sheds, prevalence of the diseases not eradicated while cleaning. Shortage of quality feed ingredients, use of medicines and ensuring availability of quality drinking water are also impacting the poultry industry. The quality of chicken meat is being impacted while lack of marketing facilities as well as price information is also adversely impacting the poultry sector.

The use of Artificial Intelligence (AI) based technologies to collect the data automatically and accurately in real-time helps in-depth analysis which could allow poultry farmers to immediately act upon optimizing the production. For instance, predicting or projecting body weight for a given broiler line under local conditions. Under unsupervised learning, data collected would be categorized and trends detected without specific programming using resources from the cloud, huge amounts of data could be analyzed to give advance notice of a particular outcome to the farmers. Data collected by using Artificial

Intelligence (AI) tools would be the greatest resourceful tool in the hands of poultry farmers to harvest the maximum benefit of what they invested.

According to a report titled "Applications of Artificial Intelligence in Poultry Industry" by Livestock Farm Complex, Veterinary College and Research Institute, Salem, Tamil Nadu, a huge amount of data can be generated in the poultry industry by providing data analysis which can play a huge role in farm management practices. Big data stored and processed in cloud spaces can be utilized remotely by Artificial Intelligence (AI) to govern the machines or robotics to regulate parameters like humidity, temperature, light, etc., in the poultry farms. For instance, Robots with various biosensors connected to the internet, can be programmed to collect real-time data on parameters like temperature, humidity, ammonia levels inside the farm, subsequently this information can be processed and necessary measures could be initiated. The report stated that Artificial Intelligence (AI) helps to constantly monitor farm activities round the clock in real-time which would be an impossible task for humans to perform. Currently, in a large-scale poultry farm, several farm appliances and sensors are available to control the environmental temperature, humidity and light, but the drawback



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with them is that they should be either manually operated or human supervision is a must to operate with. With the power of Artificial Intelligence (AI), various sensors connected with the internet, the farm appliances can be operated from elsewhere giving accurate maintenance of the farmhouse environment at ease.

Computer supervised machinery and robotics could reduce sufficiently human interaction with broiler birds, reducing the source or spread of infection. Usage of Artificial Intelligence (AI) could reduce the error rate to negligible and work round the clock which can improve the efficiency of farming leading to maximizing farmer's remuneration. Recent advancements in machine technologies have significantly revolutionized daily activities in the poultry production system. Aimed at reducing the need of labor, while ensuring round the clock monitoring, and facilitating remote reporting of growth of poultry birds, these Artificial Intelligence (AI) tools are gradually being introduced. Some of the examples of application of Artificial Intelligence (AI) and automation include the implementation of specialized robots equipped with imaging sensors and machine learning capabilities, adeptly navigates through poultry house floors, collecting eggs on the floors and monitoring factors such

as temperatures, gases and light levels in the poultry units. An innovative autonomous robot utilizes artificial intelligence and sensor technology to evaluate the surrounding environment, identify equipment malfunctions, monitor the health of poultry and perform tasks such as removing deceased birds and analyzing moisture levels in the litter. For instance, the robot stimulates bird activity, contributing to improving both feed conversion and average daily weight gain. Robot also continuously scratches the litter reducing the humidity, eliminating caking and wet spots, reducing the incidence of aspergillosis, pododermatitis, foot burn and breast burn contributing to animal welfare. It can also monitor and map ammonia, temperature and humidity levels throughout the farm to keep in check. A robot by a company was designed to sanitize large poultry farms.

For disease management amongst the poultry birds, using Artificial Intelligence (AI) could be trained for detecting early heat stress in birds by using thermal imaging cameras or infra-red cameras. Likewise, diseased birds from the flock can be identified based on their movement, posture, and behavior by image analysis collected from diseased birds and compared with the healthy ones. These tools would enhance disease control amongst the poultry birds. Confederation of Indian Industries (CII)

has also stressed on strengthening integrated disease surveillance and early warning systems for reports on bird flu incidents. Computer vision-based chicken monitoring systems have been developed to study bird feeding behavior, stress behavior, tracking bird movement, bird distribution within the farm, real-time monitoring, early detection of sick birds, identifying lameness and activity, predicting bird live weight based on 3D computer vision.

The application of Artificial Intelligence (AI) has a range of applications in the meat processing plant and egg packing industry. These tools have potential to address some key issues in processing plants, lack of real-time processing data and the limiting speed of human interventions. The use of artificial vision offers real-time yield, monitoring of high-value chicken parts, also combined with smart automation to optimize efficiencies. For processing plants, Artificial Intelligence (AI) allows higher processing speeds and accurate packing of premium value products, translating into more profits and lesser post-harvest contamination. While still, the majority of the farms are collecting data manually and then getting the data processed in computers. By 2050, it has been estimated that a poultry farm would be able to generate 4.1 million data points through various sensors and other

related devices connected through the internet of things.

Going forward Artificial Intelligence (AI) assisted farming in various stages of poultry production from farm to consumers would help the Indian poultry sector immensely. There are tools to mitigate or to enhance a specific outcome of a farm produce with increased efficiency to tap farm maximum production potential. In the last few years, many companies have already focused on Artificial Intelligence (AI) related research and prototypes in collaboration with leading universities across the globe. Further use of newer Artificial Intelligence (AI) related technologies will augment poultry production providing affordable animal protein along with ensuring sustainable farm practices. Broiler chicken industry has become India's most organised and vertically integrated agri-business. The broiler integrators have turned poultry farming from traditionally to a commercial enterprise even for the smallholders. Currently over 80% of poultry meat production comes from the organised sector.

For ensuring and sustaining the growth for the sector, Industry has to work closely with poultry farmers to ensure that Artificial Intelligence (AI) tools are used to optimum level for bringing in efficiency in the entire value chain.



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Ventri Biologicals hosts Groundbreaking Seminar on Infectious Coryza

A three-day technical seminar series focusing on the latest advancements in the understanding and management of *Infectious Coryza* was successfully conducted from April 16 to 18, 2025, across key locations in northern India—Kaithal (Haryana), Yamuna Nagar, and Mohali (Punjab).

The sessions were led by Professor Robert R. Bragg, a globally recognized authority from the University of the



Prof Robert Bragg

Prof Robert Bragg and his research team from the Department of Microbiology and Biochemistry are regarded as world leaders in their area of research. His main research focuses on control of diseases, mainly in the veterinary field. Current research areas focus on Infectious Coryza in poultry, disease control in a post-antibiotic era and vaccine development. He addressed Seminars in India on 16 to 18 April 2025.

in India, offering region-specific protection and improved control of the disease.

April 16 – Kaithal, Haryana

The technical session on April 16 was organized in Kaithal and focused on the latest insights into the prevention and control of Infectious Coryza. The program commenced with a welcome address by Mr Harjit Padda, Deputy General Manager (DGM), who introduced the distinguished guest. A parallel technical talk on "Vengem" was delivered by Dr Sambhaji Nimbalkar (AGM), followed by an

engaging Q&A. The session concluded with a vote of thanks by Mr Shashi Bhushan, (AGM).

April 17 – Yamuna Nagar

The second day of the series was hosted in Yamuna Nagar, where Professor Bragg delivered an in-depth lecture on the recent global updates and evolving challenges in Infectious Coryza. His presentation covered pathogen variations, diagnostic advancements, and vaccine strategies. Once again, Mr Harjit Padda introduced the speaker, setting the stage for an enlightening session. The event concluded with a vote of thanks by Mr Raju Tanna (AGM), appreciating Professor Bragg's valuable insights and the attendees' participation.

April 18 – Discussion with Lab Team

On the final day of the visit, a Lab team meeting was held at the Venkateshwara office in Mohali, where Mr Harjit Padda welcomed and introduced the guest



Free State, Bloemfontein, South Africa. Professor Bragg is known for his extensive research and contributions to the study of avian diseases, especially Infectious Coryza. A key highlight of his presentation was the **VH COR4** vaccine, featuring the power of C3. He explained that **VH COR4** is specifically designed to target the **prevalent strain of Avibacterium paragallinarum** circulating



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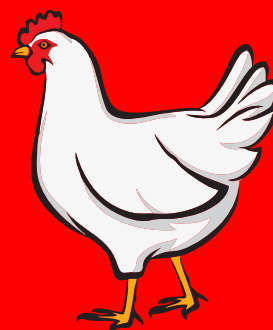
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speaker, Professor Bragg. The session featured an in-depth discussion between Professor Bragg, Dr S P Singh (GM), Dr Rakesh Gupta (GM), Dr Rohilla (DGM), Dr Danveer Singh (DGM), Dr Sambhaji Nimbalkar (AGM) and the technical team, focusing on field-level challenges and strategies for effective Coryza management in Indian poultry farms. The meeting concluded with a vote of thanks by Mr Raju Tanna (AGM), who acknowledged Professor Bragg's valuable contributions and thanked

all attendees for their active participation

This knowledge-sharing initiative reflects the ongoing commitment of the Venworld teams to bring global expertise to the doorstep of Indian poultry professionals and ensure science-backed disease control at the grassroots level.



Avitech Nutrition announces the launch of TocoSel-N, a synergistic blend of Nano Selenium and Vitamin E

Avitech Nutrition announces the launch of TocoSel-N, a synergistic blend of Nano Selenium and Vitamin E that incorporates the advantages of nanotechnology to modern poultry nutrition. TocoSel-N is specifically formulated to enhance poultry health, immunity and reproductive performance.

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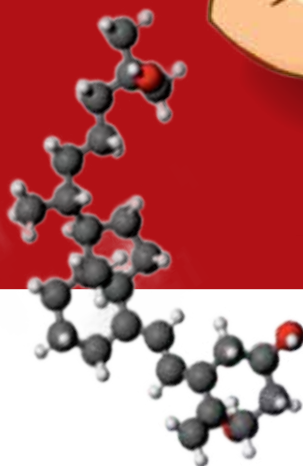
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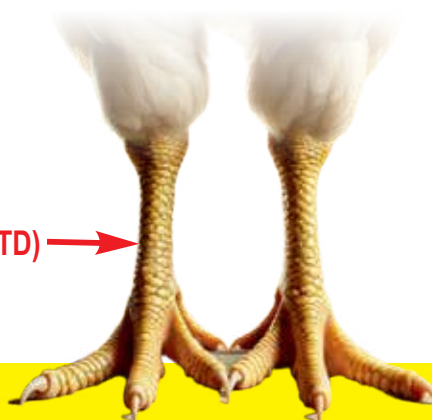


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VIV Select India 2026 at Delhi on April 22-24

Sharing the Vision: VNU Europe Cements Partnership with the Poultry Federation of India for the launch of VIV Select India. Strong collaboration is key in successfully tapping into India's thriving animal protein and livestock industry



VNU Europe, the international division of Royal Dutch Jaarbeurs, and organizer of VIV Worldwide, is proud to announce it has entered into a partnership with the Poultry Federation of India (PFI). Signed by both parties earlier this year, the multi-year agreement is a strong testament to sharing the vision and commitment to further invest and enrich India's thriving animal protein and livestock industry.

Rapid market expansion in India

India's animal protein and livestock sector stands as one of the world's most dynamic and rapidly expanding markets. With a growing population of over 1.4 billion people and rising disposable incomes, the demand for high-quality animal protein continues to surge. As consumer preferences evolve toward more protein-rich diets and sustainable food production practices, India presents unprecedented opportunities for innovation, technology adoption and market expansion across the entire feed-to-food value chain.

Recognizing the opportunities, Mr Ranpal Dhandu, President of PFI says, "This partnership with VNU Europe represents a pivotal moment for India's poultry and livestock industry. By combining our deep understanding of the Indian market with VNU Europe's global expertise and network, we are creating a powerful platform that will drive innovation, facilitate knowledge exchange, and accelerate the growth of our sector. This collaboration will help Indian producers access cutting-edge technologies and best practices while showcasing India's tremendous potential to the international community."

VIV Select India 2026

As a product of the strategic partnership, VNU Europe and the Poultry Federation of India proudly present VIV Select India 2026, a premier Feed to Food trade show specifically designed for the Indian animal protein and livestock industry. This landmark event will bring together 150 exhibitors representing the complete industry supply chain, from animal

nutrition and feed milling to animal health solutions, creating a comprehensive marketplace in one of the world's fastest-growing markets. Targeting 3000 visitors, VIV Select India 2026 is scheduled to take place from April 22-24, 2026, at the state-of-the-art Yashobhoomi Convention Centre in New Delhi, India.

The event also receives strong industry support from key organizations, including the Compound Livestock Feed Manufacturers Association (CLFMA) and the Indian Federation of Animal Health Companies (INFAH), ensuring robust engagement from across the entire sector and reinforcing the event's position as the definitive platform for the Indian market.

Exhibitor Sales:

Exhibitor sales for VIV Select India 2026 are now officially open, offering companies an unparalleled opportunity to establish their presence in India's flourishing market. Exhibitors will benefit from direct access to India's key decision-makers, buyers and industry leaders, while gaining valuable insights

into local market dynamics and consumer preferences. The event provides a unique platform for launching new products, building strategic partnerships and exploring distribution channels across one of the world's most promising animal protein and livestock markets. By focusing on the complete feed-to-food value chain, VIV Select India 2026 will facilitate the knowledge transfer and technology adoption essential for meeting India's evolving protein needs while supporting the country's modernization goals.

"India represents one of the most exciting growth opportunities in the global animal protein and livestock industry," states Mr. Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group. "Our partnership with the Poultry Federation of India reflects our strong, long-term commitment to supporting the country's agricultural development and helping both Indian and global businesses succeed in this fast-growing market. We are building more than just a trade platform—we are opening up direct access to knowledge, new partnerships and sustainable business opportunities that create real impact for the future."



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A Memorable Meet for Poultry Minds at Mahabalipuram



Provet successfully hosted Mahasangamam 2025, a three-day conclave held from 8th to 10th July 2025 at Welcomhotel by ITC Hotels, Kences Palm Beach, Mahabalipuram. The event was organized under the visionary leadership of Dr V. Muthu Selvan, Managing Director and Dr S. Senthil, Director, bringing together leading poultry consultants, nutritionists, and industry professionals from across the country.



Held under the theme "Together for a Better Tomorrow", the conclave focused on the current challenges in the poultry sector and explored innovative, sustainable solutions for the future of poultry production.

Honouring the Experts

As a token of respect and appreciation, all the esteemed guests were felicitated during the event for their valuable contributions to the poultry industry. Their presence added great value and meaning to the entire program.

Knowledge-Driven Technical Sessions

The highlight of Mahasangamam 2025

was the technical session, moderated by **Dr P.K. Shukla** (Ex - Dean, Mathura Veterinary College & Former Joint Commissioner-Poultry, GOI). The session featured four thought-provoking presentations that received overwhelming appreciation from the attendees:

- **Dr Jayaraman. K** (Poultry Consultant) presented "Evolving Disease Challenges – Management and Risk Mitigation", sharing practical field strategies for disease forecasting and control.
- **Dr Chandrasekaran. D** (Professor & Head, Retd., Animal Nutrition) spoke on "Building Immunity through Feed – Nutritional Immunomodulation and Gut Resilience", emphasizing gut health as a cornerstone of performance and disease resistance.
- **Dr Sudipto Halder** (Director, Agrivet Research & Advisory Pvt. Ltd.) deliberated on



"Antibiotic-Free Poultry Production in the Era of AMR: Debunking Myths and Advancing Science", urging a balanced, evidence-based approach to antibiotic alternatives.

- **Dr Tiago Prucha** (Consultant-Vetworks, Belgium) enriched the dialogue with "Insights and Emerging Trends in Natural Growth Promotion", aligning with global shifts toward sustainable poultry practices.

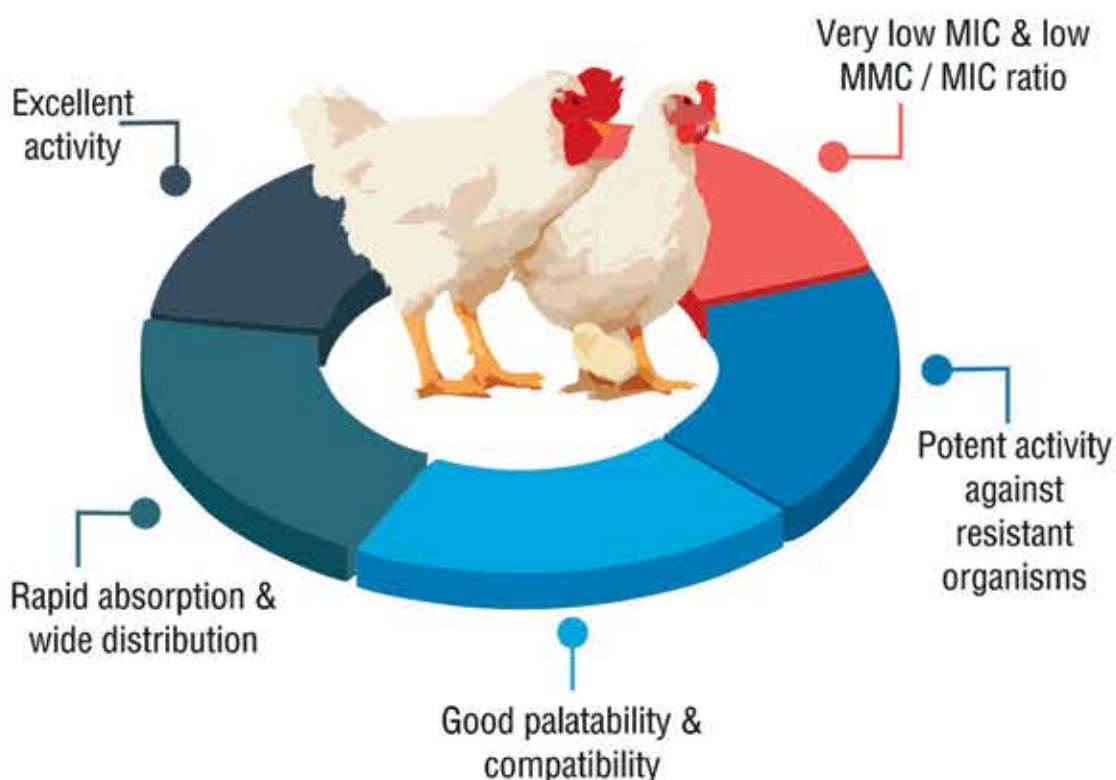
Each presentation fostered insightful discussions, reinforcing the need for integrated approaches and scientific precision in modern poultry management.

Blending Culture & Networking

Beyond its technical strength, Mahasangamam



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2025 offered a vibrant mix of cultural experiences, wellness activities, and scenic excursions that allowed attendees to relax, connect, and rejuvenate:

- A traditional welcome and heritage evening set the tone on Day 1, celebrating India's rich culture.
- A well organised and thoughtful Technical Session followed by world tour-themed networking gala dinner event evening on Day 2 was remarkable.
- Zumba session in early morning followed by Mahabalipuram exploration and bonding over the lunch @ Seanz Cruise, Mutukadu Boat House on Day 3, made the event both memorable and rejuvenating.

Together for a Better Tomorrow

"Mahasangamam 2025" was not just a meeting—it was a celebration of knowledge, unity, and future possibilities. Provet once again reaffirmed its commitment to innovation, learning, and building lasting partnerships in the poultry industry. Dr Sulav Chetia, GM – Marketing and Technical Services and the entire Provet team expressed heartfelt thanks and appreciation to all the consultants and guests for taking their time to attend and active participation. Their support made the event a grand success – both in spirit and outcome.



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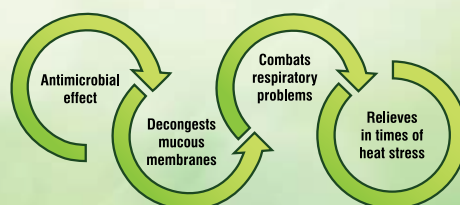
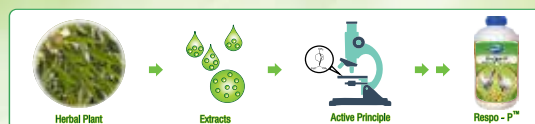
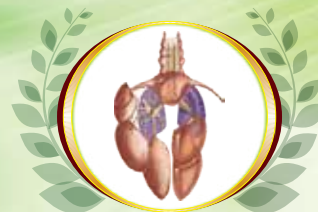
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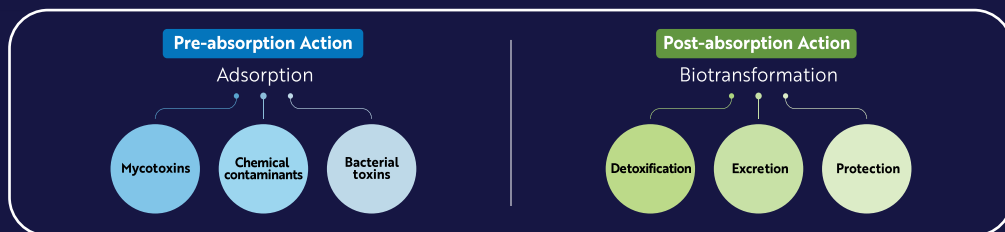


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- 250-300 gm/ton of feed or as per recommendations

UT-SELWAY GOLD-D Liquid

- 5 ml for 100 chicks
- 15-20 ml for 100 broiler birds for 5 days
- 20 ml for 100 layer birds 7 days
- 25ml for 100 breeder for 7 days

Benefits

01

Improves immune status of bird

04

Enhances overall growth performance in broiler & egg production in layer

07

Improves performance under heat stress

02

Improves vaccination titer against ND & IBD

05

Improves hatchability in breeders

08

Improves normal absorption & metabolism calcium & phosphorus

03

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IIPE 2025 discusses Poultry Sector Issues

NRS Events organizes 12th India International Poultry Expo at Vijayawada

Vijayawada: India International Poultry Expo 2025 (IIPE 2025) and India International Aquaculture Expo 2025 (IIAE 2025) a 3-day Exhibition, Conference and Awards Function was held in SS Convention and GRT Hotel, Vijayawada on 17-18-19 July 2025.

In his welcome address Mr M.A. Nazeer, Chief Executive of the Expo and Editor, Poultry Fortune and Aqua International said that it is the cheerful and joyful thing that this event is happening in Vijayawada, Andhra Pradesh, which is prominent for eggs, chicken, fish and shrimp production. There is a change in the trend of consumers towards eggs and chicken consumption. The producers – the farmers should take it more serious that the consumers



B. Masthan Rao, Member of Parliament (Rajya Sabha), inaugurating India International Aquaculture Expo 2025 & India International Poultry Expo at Vijayawada on July 17. Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd, Vijayawada, K.G. Anand, General Manager, Venkateshwara Hatcheries Pvt Ltd, Hyderabad, Vijayakumar Yaragal, Joint Director, The Marine Products Export Development Authority, Vijayawada, Amiya Dharma Pada Nath & M.A. Nazeer others are seen.



M.A. Nazeer welcoming

will not accept the products unless we produce and supply quality eggs and quality chicken. There are reports that eggs at some places like Anganwadi Centers are being rejected due to quality issues. If quality is maintained at production level with well formulated quality feed and other inputs, you have opportunities to further increase egg production for domestic and export



M.A. Nazeer presenting flower bouquet to K Raghu Rama Krishna Raju



Lamp Lightening by K Raghu Rama Krishna Raju, Deputy Speaker, Andhra Pradesh Legislative Assembly



Chitturi Suresh Rayudu, Managing Director, Srinivasa Farms Pvt Ltd, Hyderabad



Mohd Sharief, Adviser to Govt of Andhra Pradesh on Minorities Affairs



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



Dr M. R. Reddy, Principal Scientist, Avian Health Section, ICAR- Directorate of Poultry Research, Hyderabad



Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd, Vijayawada, A.P.



A view of participants in the Conference

markets. and also can expect still better price to eggs and broilers.

Speakers in the Conference – UPDATE Knowledge on Poultry

Mr K.G. Anand, General Manager, Venkateshwara Hatcheries Pvt Ltd, Hyderabad, Mr Chitturi Suresh Rayudu, Managing Director, Srinivasa Farms Pvt Ltd, Dr M. R. Reddy, Principal Scientist, Avian Health Section, ICAR- Directorate of Poultry Research, Hyderabad, Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd, Vijayawada, Andhra Pradesh, M. Jayanth Venkatrama, Director, Venkatrama Poultries Pvt Ltd, Guntur, Andhra Pradesh addressed and made presentations in the Conference.

Mr Mohd Sharief, Adviser to Govt of Andhra Pradesh on Minorities Affairs was the Chief Guest and Sri Dr T. Damodar Naidu M.V.Sc , Director, Directorate of Animal Husbandry was the Special Guest of the occasion.

Dr T. Damodar Naidu M.V.Sc , Director, Directorate of Animal

Husbandry, Andhra Pradesh, Dr H.R Krishna Rao, DGM, VHPL, Mr K.V Mukunda Reddy, Zonal Chairman, NECC – Anaparti Zone,

Mr Chitturi Suresh Rayudu, Managing Director, Srinivasa Farms Pvt Ltd, Mr Ashok Reddy and M.A. Nazeer presented PF Awards to the individuals, institutions and organizations who excelled in the profession and contributed to the poultry industry in the country.

I hope this Expo was useful to bring stakeholders of Poultry and Aquaculture Sectors like Farmers, Raw material buying agents, Dealers & Distributors, Commercial & Technical Experts and suppliers like Health & Nutrition Products, Equipment & Machinery, Processors, Govt Officials together on a common platform during the three days event and I hope this event helped all to meet exchange ideas and gain knowledge on various aspects and for better business opportunities





Abir Mukherjee asking a question



Dr S.S. Prasad asking a question



Dr T. Damodar Naidu,
Director, Directorate of Animal
Husbandry, Vijayawada, A.P.



Dr M.R. Reddy giving answers
to questions



Chitturi Suresh Rayudu replying
to questions



Dr K. Somi Reddy answering to
questions



Mukunda Reddy answering to a
question



M. Jayanth Venkatrama,
Director, Venkatrama Poultries
Pvt Ltd, Guntur, speaking in the
Conference



Panalist G. Bucha Rao giving
answers



Harsha Sri Jagapati Rayudu
answering to a question



Panalist during Panel Discussion

IIPE & IIAE 2025 Chief Executive and Editor, Poultry Fortune & Aqua International, M. A. Nazeer presenting Mementos to Exhibitors in Vijayawada on 19 July 2025







A view of IIPE & IIAE 2025 Exhibition held at Vijayawada on July 17-18-19









Poultry Fortune presents PF Awards 2025 to the individuals, institutions and organisations

Dr K. Somi Reddy, honoured with “Life Time Achievement Award”



Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd & his Mrs receiving Poultry Fortune Life Time Achievement Award 2025 on 18 July 2025 at Vijayawada from the Director of Animal Husbandry, A.P., Dr T Damodhar Naidu and Dr H.R. Krishna Rao. Dr K.V. Mukunda Reddy, Chitturi Suresh Rayudu, K. Ashok Reddy and M.A. Nazeer, Editor, Poultry Fortune are also seen

Profile:

Dr K. Somi Reddy

Director, Srinivasa Farms Pvt Ltd

Dr Somi Reddy Kalakota born and brought up in rural background in an agricultural family as the elder son to late Sri Gopal Reddy garu and late Smt Koteswaramma garu in Kunderu Village, Kankipadu Mandal, Krishna District on 19th April 1947.

Had his primary and secondary education in Govt. School and did Pre University at Andhra Loyola College, Vijayawada. Entered in College of Veterinary Science, Rajendra Nagar for B.V.Sc and also did his M.V.Sc specialising in Poultry Science with Gold Medal securing 4.0 out of 4.0 OGPA from A.P. Agricultural University, Hyderabad in 1972. Joined Animal Husbandry Department of A.P for a few months and in 1973 joined Venkateshwara Hatcheries under the guidance of Sri Dr B.V. Rao garu and Sri C. Jagapati Rao garu, served as Technical Officer to guide poultry farmers in coastal Andhra. Later on, in 1976 established Srinivasa Hatcheries Pvt Ltd at Gannavaram, Krishna District as one of the founder Director under the Chairmanship of Sri Chitturi Jagapati Rao garu to promote poultry farming in Coastal Andhra and Srinivasa Farms Feed Division in 1982. Started guiding poultry farmers with 100 chicks in rural villages which spread from 150 poultry farmers to 7,500 poultry farmers of various capacities totaling 4.5 crore layer birds and 6 crore broiler birds.

Seen various natural calamities like cyclones, draughts,

disease outbreaks like RD, IBD and Bird Flu, stood like a rock with the farmers in reviving from such disasters by helping the farmers in the form of supplying chicks and vaccines at free of cost to revive poultry activity among those farmers.

He strongly believed in the unity of farmers to realise the production cost of poultry end products and devoted much of the time in promoting National Egg Coordination Committee (NECC) in 1982 by establishing Local, Zonal Committees and Executive Committee Members in this part of the Country to achieve "My Egg – My Price - and My Life". Strongly supported the establishment of Agrocorpex India Ltd by making several farmers as shareholders to support the marketing arm of NECC.

He is a voracious reader and awarded Post Graduate Diplomas in Animal Welfare and Disaster Management at the age of 75 years with distinction from IGNOU, New Delhi. He also believes in spreading the latest developments in technology, BIO SECURITY including Artificial Intelligence in poultry to all concerned as he thinks knowledgeable customers / staff are an asset to an organisation. He owes his position and achievements including rewards and awards to Sri B.V.Rao Garu, Father of Indian Poultry and financial mentor Sri C. Jagapati Rao Garu's family, his family members and colleagues. Poultry farming is a good prosperous food business and egg & chicken will be there on this Planet as long as human beings are there.

Dr M.R. Reddy receives “Best Poultry Scientist Award 2025”

Profile:

Dr M R Reddy,

Principal Scientist, ICAR-DPR

Dr MR Reddy is Principal Scientist at Avian Health Laboratory, ICAR-Directorate of Poultry Research, Hyderabad. He has a veterinary degree (B.V.Sc&AH) from AP Agricultural University, Tirupati, A.P, Master’s degree in Avian Diseases from IVRI, Izatnagar and Doctoral degree (Avian Health) from the University of Melbourne, Australia. He is a Diplomate of Australian College of Veterinary Scientists (MACVS) in Poultry Health and Indian College of Veterinary Pathology, (Diplomate ICVP). He has 32 years’ experience in Poultry disease diagnosis, research and poultry health management. His research interests include surveillance of avian mycoplasma infections, Infectious bronchitis, Newcastle Disease, Infectious laryngotracheitis, Chicken anaemia, Marek’s Disease, eradication of ALVs from pure-line chickens and molecular characterization of poultry pathogens. He has been engaged in contract research, consultancy and contract diagnostic services to the poultry industry. He conducted training programs on “poultry health management and disease control” to industry personnel. He and his co-authors have published 75 scientific papers, 35 technical articles and he is the author of two books. He was



Dr M.R. Reddy receiving Best Poultry Scientist Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu, Dr H.R. Krishna Rao, DGM, VHPL. K.V. Mukunda Reddy, Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

awarded Melbourne International Research Scholarship and best poultry scientist award. He is an external faculty of ICAR-IVRI, guided 7 MVSc and 5 PhD students. He presented several lead and guest lectures in scientific and technical meetings. He is the founder General Secretary of Association of Avian Health Professionals (AAHP) and served as Chief Editor of Indian Journal of Veterinary Pathology. He is acting as member of expert committees at state and national level.

Jayanth Venkatrama receives “Best Young Entrepreneur Award”

Profile:

Mr Jayanth Venkatrama

Director, Venkatrama Poultries Pvt Ltd

Company Overview

Venkatrama Poultries, under the leadership of Mr Jayanth Venkatrama, is one of India's largest and most diversified integrated layer poultry enterprises. As a key pillar of the Sakku Group, the company commands a massive footprint in India and East Africa, known for its scale, efficiency, and innovation.

Layer Bird Population & Egg Production India:

Layer Birds: 78 lakh- Egg Production: ~57 lakh eggs/day

Tanzania:- Layer Birds: 2.1 lakh- Egg Production: ~1.5 lakh eggs/day

Total Egg Production: ~58.5 lakh eggs/day

Ranking (Confirmed):

- India: **Number 1** in privately managed layer poultry operations- Asia: Among the **Top 10** privately owned commercial layer enterprises Feed Manufacturing Production Capacity: ~800 tonnes/day Feed Usage: 100%



Jayanth Venkatrama, Director, Venkatrama Poultries Pvt Ltd receiving Best Young Entrepreneur Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu, Dr H.R. Krishna Rao, DGM, VHPL. K.V. Mukunda Reddy, Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

internal for own farms Procurement: Raw materials sourced pan-India Strong commitment to support local farmers through year-round grain purchase contracts Breeder & Hatchery Operations Parent Layer Capacity:

~1,00,000 birds Grandparent Layer Capacity: ~4,000 birds
Hatchery Output: ~5.5 lakh layer chicks/month Purpose:
100% for internal placement across farms Farm Footprint
States with Production

Units:

Andhra Pradesh- Telangana- Karnataka- Chhattisgarh-
Odisha

Farm Types: Environment-Controlled (EC) sheds-
Open-shed farms Workforce Head Office (Guntur): 175
employees Nationwide Operations: ~3,200 staff including:
- Farm workers- Shed in-charges- Regional managers
Leadership Style: Collaborative and grassroots-oriented,

Mr Venkatrama ensures hands-on management and
strategic decision-making. Distribution & Market Reach
Egg Production States:- Andhra Pradesh- Telangana-
Karnataka- Odisha Sales Reach: Distributed across 15
Indian states Customer Base: Over 900 buyers including:-

Traders- Supermarket chains- Government agencies
(Anganwadi programs)- Retail networks Operational
Performance Peak Layer Production: 97% Mortality Rate:
Consistently below industry benchmarks **Profitability:**
Driven by low feed cost per egg, vertical integration, and
market reach Social & Economic Contribution Sustains
thousands of rural livelihoods Empowers local agriculture
by ensuring crop purchases from farmers Contributes to
nutritional security through large-scale egg distribution
Promotes gender-inclusive employment across operations

Conclusion :

Mr Jayanth Venkatrama is a dynamic industry leader
whose integrated vision, operational excellence, and
farmer-focused approach have made Venkatrama Poultries
a frontrunner in Asia's poultry landscape. His ability to
scale production while preserving quality and community
impact sets him apart as a transformative force in Indian
agribusiness.

Dr S.S Prasad receives “Best Technical Services Provider in Poultry Award”



Dr SS Prasad, General Manager- Technical Services, Srinivasa Farms Pvt Ltd receiving Best Technical Services Provider Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu. Dr H.R. Krishna Rao, DGM, VHPL. K.V. Mukunda Reddy, Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

Chandrashekar Balne receives “Best Poultry Healthcare Products Distributor Award in Poultry”

Profile:

I am a native of Warangal and a graduate with a
specialization in Poultry Science, bringing over 20 years of
sales experience in the animal health sector. I have had the
opportunity to work with reputed organizations such as
Venky's, Natural Remedies, and Himalaya.

In 2021, I established my own distribution firm, FARMACY
AGROVET, in Hyderabad. Today, it serves as an authorized
dealer in Telangana for leading companies including:

- Bentoli
- Lumis Enzymes
- Mankind Pharma
- Perstorp
- Techna (France)



Mr Chandrashekar Balne, Managing Director, Farmacy Agrovat, Hyderabad receiving Best Poultry Healthcare Products Distributor Award in Poultry 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu & K.V. Mukunda Reddy. Dr H.R. Krishna Rao, DGM, VHPL. Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

Kolli Butchi Kotaiah receives “Best Poultry Healthcare Products Distributor Award”

Profile:

Sri Krishnaveni Poultry Needs was inaugurated on October 12, 1986, on the auspicious day of Vijayadashami. I come from a purely agricultural family with no prior knowledge of business. At that time, there were two prominent and well-established shops in this business: Essen Enterprises and Vijayalakshmi Enterprises. It was no easy feat to stand strong against such formidable competitors. However, I was determined that failure was not an option, and we decided to work with strong resolve. We provided extensive service, staying from 9 AM to 9 PM daily. Sundays were dedicated to farm coverage. We never compromised on service. We were available to poultry farmers any time, day or night, and were able to provide that support. "Service is our motto." I am eternally grateful to Dr Somi Reddy, Dr Krishna Reddy, Dr Chenna Reddy, Dr Ch. Sambasiva Rao, Dr Ramesh Babu, Dr S.S. Prasad, and Dr Govinda Reddy. For the past 30 years, through Sri Padmanabha Poultry Needs, we have been serving as distributors for the poultry division of the renowned pharmaceutical company Microlabs Limited,



Mr Kolli Butchi Kotaiah, Proprietor, Sri Krishnaveni Poultry Needs & Sree Padmanabha Poultry Needs, receiving Best Poultry Healthcare Products Distributor Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu & Dr H.R. Krishna Rao, DGM, VHPL. K.V. Mukunda Reddy, Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

extending our services across Andhra Pradesh, Telangana, parts of Tamil Nadu, and parts of Karnataka. We also express our gratitude to all our poultry farmers who have supported our organization for so long. We hope that you will continue to support Sri Krishnaveni Poultry Needs in the future as well.

Dr Ajay Kumar Yerra receives “Best Poultry Consultant Award”



Dr Ajay Kumar Yerra, Poultry Consultant, Hyderabad receiving Best Poultry Consultant Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu. Dr H.R. Krishna Rao, DGM, VHPL, K.V. Mukunda Reddy, Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

Profile:

I would like to share some background about myself. I belong to a farmer family from Karimnagar, Telangana. I completed my schooling at Sri Saraswati Shishu Mandir and graduated from Hyderabad Veterinary College. I am very enthusiastic and passionate about animal service.

I started my career as a Veterinary Officer at Skylark Hatcheries in 2015 and am now positioned as Assistant General Manager (Technical) for Telangana. My mother is my inspirational person, who taught me to stay strong in difficult times. I have served the industry as a layer consultant in the Hyderabad region and have made a significant contribution to the farmer community by advising on management practices and disease diagnosis.

Rajendran Narayanan receives “Best Poultry Consultant Award”



Mr Rajendran Narayanan, Poultry Consultant receiving Best Egg Promotion Award 2025 on 18 July 2025 at Vijayawada from Chitturi Suresh Rayudu. Dr T. Damodar Naidu, Dr H.R. Krishna Rao, DGM, VHPL, K.V. Mukunda Reddy and M.A. Nazeer are also seen.

Dr Rakesh Kumar Sikri receives “Best Poultry Nutritionist Award”

Profile:

Dr Rakesh Kumar Sikri was born in Delhi and educated at Hindu School, Sonipat. His passion for animal sciences led him to pursue a B.V.Sc. & A.H. from HAU, Hisar, in 1990. With a distinguished career spanning over 35 years, Dr Sikri has made outstanding contributions to the fields of poultry nutrition and animal welfare.

Dr Sikri began his professional journey with a breeding and feed companies where he spent seven formative years honing his skills in disease diagnosis, farm management, and poultry nutrition. These early experiences laid the foundation for his in-depth understanding of the industry and solidified his commitment to animal welfare. His teachers, who emphasized the importance of both knowledge and animal welfare, have greatly influenced his approach to the field.

Dr Sikri credits much of his learning to the clients he has worked with, who provided him with opportunities to experiment, innovate, and refine feed formulations under real-world farm conditions. This hands-on approach has helped countless poultry farmers achieve improved results through tailored nutrition.

A true innovator, Dr Sikri was one of the first in the region to advocate for the use of DDGS (Distillers Dried Grains with Solubles) as a cost-effective alternative to soybean meal. At a time when DDGS was virtually unknown in Indian poultry feed, his pioneering use of this ingredient offered farmers a more economical and sustainable option, well ahead of its time.

After accumulating years of industry experience, Dr Sikri



Dr Rakesh Kumar Sikri, receiving Best Poultry Nutritionist Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu. Dr H.R. Krishna Rao, DGM, VHPL, Chitturi Suresh Rayudu K.V. Mukunda Reddy and M.A. Nazeer are also seen.

established his own consulting firm, which now serves a wide client base across North India, including states like Bihar, Uttar Pradesh, Rajasthan, Jammu & Kashmir, and even Nepal. His unwavering dedication, practical insights, and deep commitment to animal welfare have earned him immense respect across the industry.

Dr Rakesh Kumar Sikri's journey from a young veterinarian to a leading independent consultant is a testament to how dedication, innovation, and experience can transform a career into a lifelong mission. Today, he continues to serve the industry not only through his expertise but also by mentoring the next generation of veterinarians. He empowers them to carve their own paths and lead with purpose, integrity, and a commitment to animal welfare.

Kondabathula Ranjith receives “Best Sales & Customer Service in Poultry Award”

Profile:

Mr Kondabathula Ranjith

Sr. Regional Sales Manager
Ventri Biologicals Division of VHPL

My self K. Ranjith present working as Sr. Regional Sales Manager (Marketing) in Ventri Biologicals Division of VHPL.

I belong from rural part of Warangal Dist. Telangana State and had completed my SSC from ZPHS - Pathipaka in 1998. After that I had joined Intermediate Course In Govt Junior Clg- Hanumkonda. Then I joined B.SC Poultry Science Course in Lal Bahadur Clg of Kakatiya University- Warangal in 2006. During my Graduation course I had done Earn While Learn Program Training in Poultry Management at L.B College.



Kondabathula Ranjith, Sr. Regional Sales Manager- Marketing receiving Best Sales & Customer Service in Poultry Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu & K.V. Mukunda Reddy. Dr H.R. Krishna Rao, DGM, VHPL, Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

After my graduation I had joined as Assistant Sales Officer (Chicks) VHPL at Hyderabad in 2006 where I had exposure to basic managerial practices and farm day to day activities. After that I had joined Jaffa Com feeds Pvt LTD in 2007 and entered Ventri Biologicals in 2008 as Sales Executive and after 17 years of experience presently I am in-charge of North Telanagana as a Sr. Regional Sales Manager (Marketing).

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

As a dedicated and professional sales man I had Developed and executed strategic plans to achieve business objectives. I had led and monitored a team of 6 employees,

ensuring high performance and productivity. I had Over saw budgets and implemented their achievements 100% sales and collections. I have maintained good relationship and given service to the all poultry customers.

In my 17 years of experience in poultry industry, there are many new technologies and advancements in poultry sector which I had regularly updated to the customers. In disease outbreak scenarios, I had advised to farmers about bio-security precautions along with managerial suggestions. I had regularly taken feedback from customers about problems in poultry industry and changes they need and had discussions about the steps for the welfare of poultry industry.

I am very thankful to the Organization for giving Award in recognition to my contribution to Poultry Industry.

S. Nageswara Rao receives “Best Broiler Farmer Award”

Born: To Sriramulu and Seshammagaru in Velpur, Savalyapuram Mandal, Guntur District

Education: MBA (Marketing) from Hindu College, Machilipatnam

Background: Comes from a farming family

Farm Establishment: August 8, 2005

Inspirations

- Mr G. Bucharao (GBR Hatcheries)
- Mr Lavu Rattaiah (Lavu Educational Society)
- Mr Thirupathi Reddy (SR Feeds)

Future Plans

- Establishing a Chicken Processing plant



S. Nageswara Rao Managing Director, Disney Poultry Pvt Ltd, Guntur, receiving Best Broiler Farmer Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu & K.V. Mukunda Reddy. Dr H.R. Krishna Rao, DGM, VHPL, Chitturi Suresh Rayudu and M.A. Nazeer are also seen.

Venkatrama Poultrirs Pvt Ltd receives “Best Corporate Layer Farmer Award”



Ms Paruchuri Priyanka Jagadeka, Venkatrama Poultrirs Pvt Ltd, Guntur, Andhra Pradesh receiving Best Corporate Layer Farmer Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu, K.V. Mukunda Reddy & Chitturi Suresh Rayudu. Dr H.R. Krishna Rao, DGM, VHPL, and M.A. Nazeer are also seen.

Sri Lakshmi Poultry Complex receives “Best Corporate Layer Farmer Award”



Sri Lakshmi Poultry Complex, Hampi, Karnataka, receiving Best Corporate Layer Farmer Award 2025 on 18 July 2025 at Vijayawada from Dr T. Damodar Naidu & Chitturi Suresh Rayudu. Dr H.R. Krishna Rao, DGM, VHPL and M.A. Nazeer are also seen.



PF Awards 2025

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Recognition to the Institutions, Organisations and the Individuals
for the Excellence Achieved and for the
Contribution to Poultry Industry

PF Award Winners : Dr K. Somi Reddy, Dr M.R Reddy, Jayanth Venkatrama, Dr S.S. Prasad, Chandrashekar Balhe, Kolli Butchi Kotaiah, Rajendran Narayanan, Dr Ajay Kumar Yerra, Dr Rakesh Kumar Sikri, Kondabathula Ranjith, S. Nageswara Rao, Paruchuri Priyanka Jagadeka, Mukundha Reddy along with Damodar Naidu, Chitturi Suresh Rayudu, Dr H.R Krishna and M.A Nazeer

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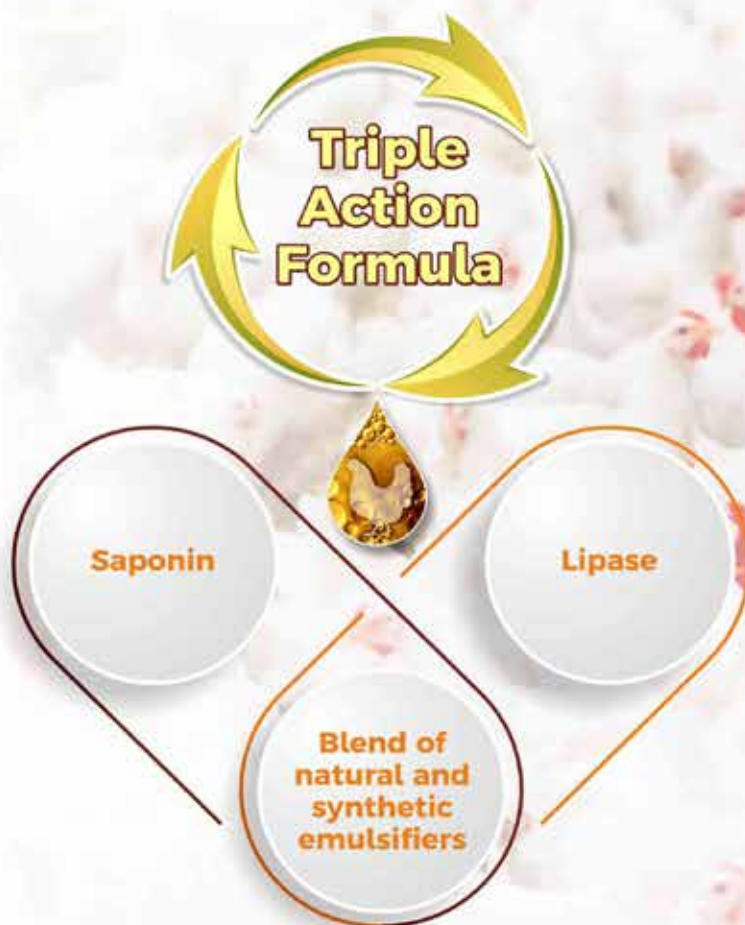
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Mitigating the Adverse Effects of High Stocking Density in Broilers Using a Phytogenic Feed Additive

In commercial broiler production, stocking density—the number of birds housed per unit area—is a critical factor that directly affects both economic returns and animal welfare. While increasing stocking density can enhance profitability by optimizing space usage, it also imposes several challenges that compromise the health, performance and welfare of birds. High stocking densities (HSD) are often associated with overcrowding, which disrupts natural behaviours such as resting and foraging, and contributes to elevated levels of stress and aggression. Additionally, HSD conditions frequently lead to poor litter quality, increased ammonia concentrations, and reduced air quality—all of which contribute to suboptimal growth, higher disease susceptibility and carcass downgrades.

As the global poultry industry increasingly moves toward sustainable and welfare-oriented production models, there is a growing

demand for solutions that can mitigate the negative impacts of HSD without relying on synthetic growth promoters or antibiotics.

PHYTOCEE, a natural defense enhancer with adaptogenic and anti-stress properties, offers a potential strategy to mitigate these negative impacts. A recent trial at Khonkaen University investigated the effects of PHYTOCEE supplementation on Ross 308 broiler birds raised under different stocking densities. The study involved four groups:

- T1: Normal Density (10 birds/m²) - Positive Control
- T2: Normal Density (10 birds/m²) + PHYTOCEE (PHY300)
- T3: High Density (15 birds/m²) - Negative Control
- T4: High Density (15 birds/m²) + PHYTOCEE (PHY300)

The study demonstrated several positive effects of PHYTOCEE

supplementation. It improved final body weight at 35 days and average daily gain (0-35 days) in both normal and high-density groups. Notably, the European Production Efficiency Factor (EPEF) at 35 days was significantly higher in the PHYTOCEE supplemented groups. Furthermore, PHYTOCEE improved feed conversion ratio (FCR) at 35 days in both normal and high-density conditions (Table no.1)

PHYTOCEE supplementation improved dressing percentage suggesting better muscle yield and reduced drip loss percentage indicating improved meat water-holding capacity and quality (Table no. 2).

PHYTOCEE reduced serum corticosterone levels at 35 days, indicating lower stress, in both normal and high-density groups (Fig-1).

The financial implications of any intervention in broiler production are paramount for producers. This trial

Groups	Final Body Weight (35 days)	Avg Daily Gain	FCR	EPEF
T1 (Normal Density)	1,656 ^b	46.20 ^b	1.69 ^b	281.11 ^c
T2 (Normal Density + PHYTOCEE)	1,847 ^a	51.63 ^a	1.49 ^a	354.90 ^a
T3 (High Density)	1,631 ^b	45.47 ^b	1.72 ^b	271.78 ^d
T4 (High Density + PHYTOCEE)	1,644 ^b	45.81 ^b	1.56 ^a	302.44 ^{bc}

Table no. 1- Productive Performance

Groups	Dressing Percentage	Drip Loss Percentage
T1 (Normal Density)	70.89 ± 1.29	5.11 ^{ab} ± 2.77
T2 (Normal Density + PHYTOCEE)	71.31 ± 0.84	2.59 ^b ± 1.04
T3 (High Density)	71.24 ± 1.31	5.74 ^a ± 2.29
T4 (High Density + PHYTOCEE)	71.89 ± 1.32	2.89 ^b ± 0.46

Table no. 2- Dressing percentage & Drip loss percentage

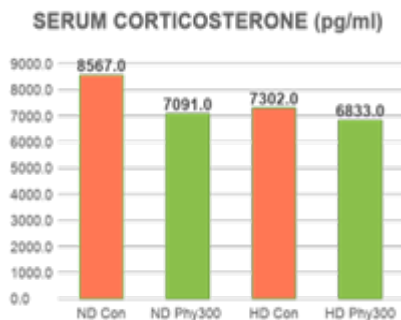


Fig-1: Serum corticosterone levels

clearly demonstrated that PHYTOCEE supplementation significantly enhanced the economic viability of broiler operations under both normal and high stocking densities. Net profit return per bird at 35 days was improved with PHYTOCEE supplementation, regardless of stocking density (Fig-2).



Fig-2: Net Profit Return per bird at 35 days

The study unequivocally demonstrates that PHYTOCEE supplementation at 300 g/ton feed mitigates the negative effects of high stocking density in broilers. By improving growth metrics, carcass quality, stress tolerance, and profitability, PHYTOCEE offers a strategic solution that bridges the gap between maximizing production efficiency and upholding animal welfare standards. It empowers producers to maintain high stocking densities for economic viability while simultaneously supporting the health, resilience, and overall well-being of their flocks. For the modern poultry industry seeking sustainable and profitable practices, PHYTOCEE presents itself as an invaluable dietary intervention, promising a healthier bird and a healthier bottom line.

Precision Mineral Nutrition: Elevating Poultry Health with Hydroxy Trace Minerals

By Dr Maloshrie Bora, Program Manager (Trace Minerals), Trouw Nutrition South Asia

Trace minerals such as zinc, copper and manganese are fundamental to poultry health, acting as cofactors in vital biochemical pathways: skeletal development, immune defenses, antioxidative systems, enzyme functions, feathering and reproductive performance. Yet, the typical composition of feed ingredients often falls short of modern poultry standards. That's why precision mineral nutrition—providing the right mineral at the right time and in the right form—is essential to support optimal broiler growth, eggshell integrity in layers, and fertility in breeders.

While inorganic sources like sulfates and oxides have been staples for decades, they suffer from low bioavailability and reactivity. These soluble compounds can prematurely release minerals, which then form insoluble complexes with phytate or binding agents in the gut, diminishing absorption and even degrading vitamins or enzymes in the premix. This not only reduces feed efficiency but also increases mineral excretion, raising environmental concerns. Organic (chelate) minerals improved this situation, but often at a premium cost and with variable potency. Enter the next generation: hydroxy trace minerals. Hydroxy trace minerals, like copper, zinc and manganese hydroxychloride, represent the latest leap in mineral nutrition. Their crystalline, covalent structure is non-hygroscopic and non-reactive in feed and the upper gut. This structure allows slow, controlled release of minerals at the ideal intestinal absorption site, significantly

improving bioavailability. They resist premature dissolution, ensuring minerals are released more slowly and absorbed where it matters most.

Research across poultry sectors consistently shows that hydroxy trace minerals outperform inorganic sources. Broilers fed hydroxy copper and zinc achieved 7–8% heavier carcasses and a noticeable boost in breast meat yield. In independent trials, hydroxy-supplemented flocks maintained or improved feed conversion ratios while using lower inclusion levels than sulfate-based diets. Moreover, in antibiotic-free or necrotic enteritis challenge models, hydroxy minerals reduced pathogen load and mortality, performing on par with ionophores. Layers also benefit: eggshell quality improves, feed remains stable longer (less oxidation), and FCR gains are consistent when inorganic Cu, Zn, Mn are replaced with hydroxy versions. Breeder flocks, too, see enhanced fertility and hatchability under precision hydroxy mineral regimes. Beyond performance, hydroxy trace minerals contribute to gut integrity and immune defense. Broilers on hydroxy mineral diets exhibited reduced cecal enterobacteria and maintained tight junction integrity, translating into healthier birds and better carcass quality.

Discover IntelliBond®: Precision You Can Trust

Among hydroxy trace mineral solutions, Trouw Nutrition's IntelliBond® stands out as a premium, thoroughly validated choice. Designed to optimize delivery

of copper, zinc, and manganese, IntelliBond features:

- **High bioavailability and potency** : thanks to stable, covalent crystalline bonds that release minerals at the optimal intestinal site
- **Enhanced feed stability and nutrient preservation** : safeguarding enzymes like phytase and vitamins from degradation in premixes
- **Improved bird performance and economics** :with independent studies showing better feed conversion, heavier carcasses, superior egg output, and healthier flocks under stress .
- **Environmental sustainability** :with reduced inclusion rates and lower mineral excretion promoting cleaner production.
- **Unmatched versatility across poultry species and life stages** : including broilers, layers, and breeders—even under challenging conditions like heat stress or compromised hygiene. This adaptability has been validated across multiple trials and production environments.

Proven Performance Across Poultry Types

A Spanish study comparing hydroxy vs. sulfate-fed broilers at nutritional levels found that those receiving hydroxy minerals (IntelliBond C and Z) achieved 7.4% higher live weights, 7.7% heavier carcasses, and 16.1% breast meat yield, versus 15.3% in the sulfate group. Another Trouw Nutrition joint trial with the University of New England demonstrated improved bone integrity (tibia breaking strength) and breast meat zinc content in broilers fed 100 ppm IntelliBond Zn, with gut integrity maintained. In antibiotic-free commercial conditions, hydroxy copper-chloride combined with organic acids matched or

exceeded the performance gains of feed antibiotics while improving egg weight, mass and feed efficiency in layer hens. These findings highlight the ability of IntelliBonds to deliver consistent productivity gains across broilers, layers and breeders—even under stress or antibiotic-free regimes. Trouw Nutrition India has been pioneering mineral-precision feeding. “Trouw Talks” events in Karnal and Hyderabad, unveiled IntelliBond’s OptiSize® technology—highlighting uniform, stable crystals that protect premix integrity and animal performance. Trouw Nutrition’s new premix plant near Hyderabad supports local production of trace minerals, vitamins and specialized premixes—readying India for advanced feed solutions. This investment and local research infrastructure underline Trouw Nutrition’s strong commitment to validating hydroxy mineral efficacy under Indian production conditions.

Why IntelliBond® Stands Out

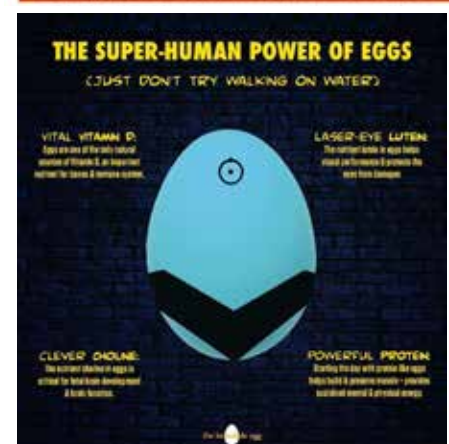
Developed over two decades and backed by 200+ global trials, IntelliBond® hydroxy trace minerals ensure predictable delivery and dependable results through:

- Superior bioavailability due to controlled release and crystalline stability
- Enhanced feed stability, maintaining vitamins, enzymes, and reducing oxidation in premixes
- Animal performance gains, improving carcass weight, egg production, feed conversion and profitability
- Gut health, by reducing pathogenic bacteria and preserving gut barrier integrity in broilers
- Environmental responsibility, lowering mineral excretion while supporting sustainability-focused operations

Precision Manufacturing and Traceability

Trouw Nutrition’s OptiSize® technology guarantees uniform particle size and non-hygroscopic behavior. Its low reactivity protects feed integrity, while rigorous traceability—from raw material origins to lot distribution—ensures feed safety and compliance.

Modern poultry production demands precision: the right trace mineral, in the right form, at the right level. Hydroxy trace minerals—especially IntelliBond®—deliver on that promise. Scientific evidence and Trouw Nutrition’s local investments prove that these superior minerals enhance productivity, welfare and sustainability in broilers, layers, and breeders. By choosing IntelliBond®, nutritionists and producers gain a trusted, research-backed solution that fosters better performance, protects investments, and advances poultry industry goals in India and beyond.





Fuelled by *Bacillus siamensis* ZMT03, the novel probiotic strain isolated from chicken GIT

22 Field Trials*
1,08,236 broiler chickens

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

40 - 70 points[#]

Improvement in cFCR

Upto 70 g

Improvement in BWT in open shed

Upto 120 g

Improvement in BWT in EC shed

Upto 30%

Improvement in livability vis-à-vis antibiotic control



[#]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.

TocoSel-N:

A Synergistic Blend of Nano-Selenium and Vitamin E for Enhanced Poultry Health and Productivity

Introduction

The modern poultry industry faces continuous challenges in maintaining optimal flock health, productivity and resilience against various stressors. Nutritional interventions play a crucial role in addressing these challenges. TocoSel-N is an innovative feed additive that combines the power of **Nano-Selenium** with **Vitamin E**, offering a synergistic approach to improve antioxidant status, immune function and reproductive performance in poultry. This article delves into the unique characteristics and benefits of TocoSel-N.

The Science Behind TocoSel-N

TocoSel-N's efficacy stems from its dual-component formulation, each ingredient contributing distinctly and acting to provide synergistic benefits.

Nano-Selenium: Superior Absorption and Bioavailability

Selenium (Se) is an essential trace mineral vital for numerous physiological processes, including antioxidant defense, immune modulation and thyroid hormone metabolism. While traditional inorganic and organic Selenium sources are widely used, their absorption and utilization can be limited. TocoSel-N utilizes **Nano-Selenium**, a form of Selenium engineered at the nanoscale (typically <100 nm).

Key advantages of Nano-Selenium include:

- **Superior Absorption:** The extremely small particle size of Nano-Selenium allows for increased surface area and enhanced permeability across the gut lining, leading to improved absorption compared to conventional Selenium sources. This is attributed to phenomena like passive diffusion and facilitated transport mechanisms, which are more efficient for nanoparticles.

- **Enhanced Tissue Penetration:** Once absorbed, the nano-sized particles can more readily penetrate various tissues and cells, including those of the immune system and reproductive organs, ensuring targeted delivery and higher tissue Selenium concentrations.
- **Reinforcement of Antioxidant Status:** Selenium is a critical component of **Glutathione peroxidase (GPx)**, a major antioxidant enzyme that protects cells from oxidative damage caused by free radicals. Nano-Selenium's improved bioavailability means more Selenium is available for GPx synthesis, leading to a stronger endogenous antioxidant defense system.
- **Immunity Resilience:** Selenium plays a vital role in immune cell proliferation, antibody production, and cytokine regulation. Enhanced Selenium status through Nano-Selenium supplementation can bolster the poultry's immune response, making them more resilient to disease challenges and reducing susceptibility to infections.

Vitamin E: A Potent Antioxidant and Immune Modulator

Vitamin E is known for its powerful antioxidant properties. It acts as a primary chain-breaking antioxidant in lipid membranes, protecting cell integrity from oxidative damage.

The role of Vitamin E in poultry health includes:

- **Cell Membrane Protection:** Vitamin E is strategically located within cell membranes, where it neutralizes free radicals, preventing lipid peroxidation and maintaining the structural and functional integrity of cells. This is particularly crucial for rapidly dividing cells and those under metabolic stress.

- **Immune System Support:** Beyond its antioxidant role, Vitamin E enhances various aspects of the immune response, including T-cell function, phagocytic activity of macrophages, and antibody production. It works synergistically with Selenium to optimize immune cell function.

Synergistic Benefits of TocoSel-N

The combination of Nano-Selenium and Vitamin E in TocoSel-N creates a powerful synergistic effect, where the combined action is greater than the sum of their individual effects.

- **Enhanced Antioxidant Defense:** Both Selenium (as a component of GPx) and Vitamin E work in concert to address oxidative stress. Vitamin E acts as the first line of defense in lipid membranes, while Selenium-dependent enzymes deal with hydrogen peroxide and organic hydroperoxides in the aqueous phase. This comprehensive antioxidant protection helps mitigate the damaging effects of environmental stressors, disease, and intensive production systems on poultry.
- **Optimized Immune Response:** The combined influence of Nano-Selenium and Vitamin E significantly strengthens the poultry's immune system, leading to improved resistance against pathogens and a reduced need for prophylactic antibiotics.
- **Stress Reliever:** Oxidative stress is a major component of various physiological stressors (e.g., heat stress, transport stress, disease challenge) in poultry. By enhancing the antioxidant system, TocoSel-N helps alleviate the negative impacts of stress, leading to improved welfare and performance.

Impact on Reproductive Outcomes



Introducing

TocoSel - N

Synergistic blend of **Nano-Selenium** and **Vitamin E**



Give your flock
the Nano-advantage

Powered by Nanotechnology
TocoSel - N provides



**Powerful
antioxidant
protection**



**Superior
stress relief**



**Strong
immunity**

Avitech Nutrition
info@avitechnutrition.com
www.avitechnutrition.com

TocoSel-N significantly contributes to improved reproductive performance in breeding poultry.

- **Fertility:** Both Selenium and Vitamin E are crucial for reproductive health. Selenium is involved in spermatogenesis in males and ovarian function in females. Vitamin E protects germ cells from oxidative damage. The enhanced antioxidant status provided by TocoSel-N can lead to improved sperm viability and egg quality, thereby increasing fertility rates.
- **Egg Quality:** Oxidative stress can negatively impact eggshell quality and internal egg characteristics. By reducing oxidative damage, TocoSel-N contributes to stronger eggshells, reduced instances of hairline cracks, and better albumen and yolk quality.
- **Hatchability:** Healthy embryonic development is highly dependent on adequate nutrient supply and protection from oxidative stress. The superior absorption and antioxidant reinforcement provided by TocoSel-N ensure optimal conditions for embryonic development, leading to higher hatchability rates and stronger chicks.

Conclusion

TocoSel-N, with its innovative blend of Nano-Selenium and Vitamin E, represents a significant advancement in poultry nutrition. By leveraging the superior bioavailability of Nano-Selenium and the potent antioxidant properties of Vitamin E, TocoSel-N effectively enhances the antioxidant status, bolsters immune resilience, alleviates stress and profoundly improves reproductive outcomes in poultry. This synergistic formulation provides a comprehensive solution for producers aiming to optimize flock health, productivity and sustainability in an increasingly demanding industry. The unique characteristics of TocoSel-N make it an invaluable tool for promoting overall well-being and economic viability in poultry operations.

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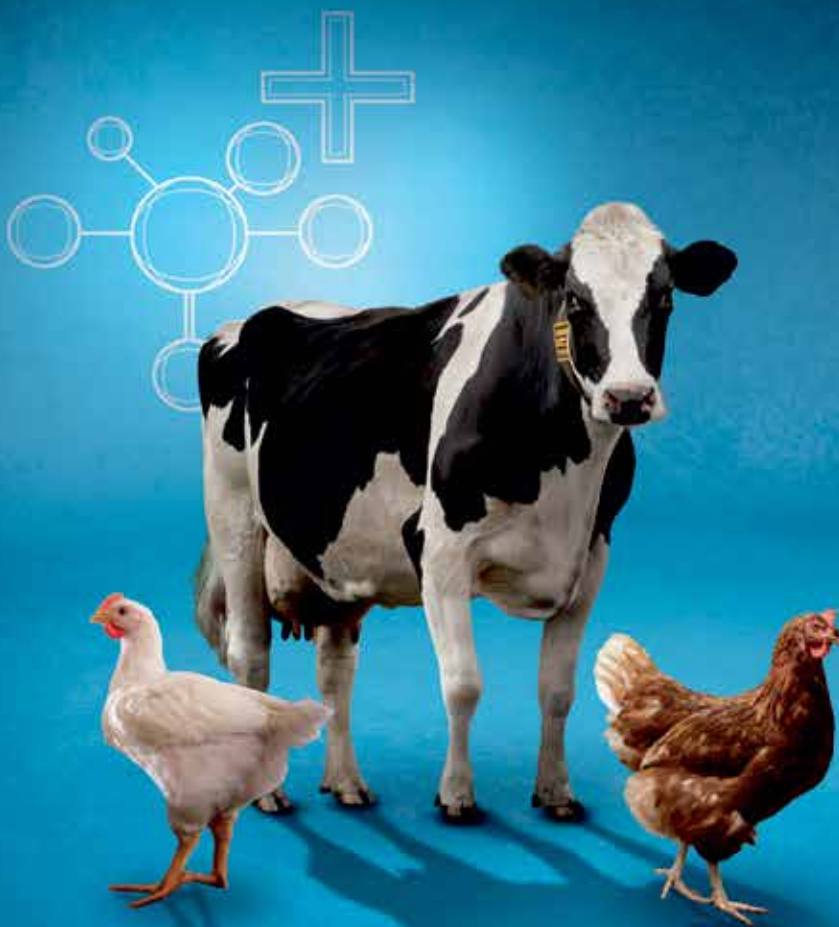
Low
solubility



Increased
bioavailability



Improved
digestibility



Minerals are an essential nutrient for production animals. It is very important to feed a stable and highly bioavailable source of trace mineral, in order to optimise health, wellbeing and performance, as well as minimising environmental impact. Our

IntelliBond, Optimin and IntelliOpt

products offer a full range of Organic and Hydroxy Trace Minerals sources.



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UT - PHOS

Thermostable Phytase 5000 FTU | Micro-granular

Each gram of UT PHOS contains E. coli-based phytase enzyme, produced through submerged liquid fermentation with a high-yield genetically engineered strain.



Improves
nutrient
availability

Improves feed
efficiency &
lowers feed cost

Reduces
phosphorus
excretion

Reduce inorganic
phosphorus
supplementation,
eco-friendly

Excellent heat
stability for
pellet feed

Ensures
stronger bones
and better
egg quality

Product Details

• **Phytase Activity:**
≥ 5000 FTU/g

• **Moisture:**
≤ 10%

• **Carrier:**
Limestone powder

Dosage

- Breeders: 120 gm
- Broilers/Layers: 100 gm
(or as per nutritionist's advice)

Certifications

FAMI-QS

FAMI-QS



ISO 9001:2015



GMP Certified



UTTARA IMPEX PVT. LTD.

Feed Supplement Division
Venkateshwara House, S. No. 114/4/2
Sinhgad Road, Pune, MH - 411030

For trade enquiry:

☎ Contact no.- 020-71251840

🌐 Website- www.venkys.com

📱 Uttara Impex Pvt Ltd



ETHICAL AND INNOVATIVE

VACCINES FOR POULTRY



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

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

Live
vaccines

Inactivated
vaccines



Indovax Pvt. Ltd., Plot # 634, Pace City-II, Sector-37, Gurgaon-122 001
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VAKSIMUNE® NDL IBplus EDS

Solution to Egg Drop and Egg Bound Syndrome in poultry



A Division of
JAPFA-Indonesia



Protect poultry against Newcastle Disease, Infectious Bronchitis and Egg Drop Syndrome.

“Inactivated oil-emulsion vaccine combination of Newcastle Disease virus of Genotype VII of N018 strain and Infectious Bronchitis of M-41, 771 and QX-like strain and, Egg Drop Syndrome '76 strain.

VAKSIMUNE® NDL IBplus EDS : The results of challenge test, observation for 14 days

Batch No.	Group	Protection rate		HI-GMT		NI		
		Ratio*	%	ND	EDS	IB (M41)	IB (QX)	IB (771)
272M4 OOV	Vaccinated	10/10	100	207.9	147	3.6	2.2	2.2
	Control	0/10	0	<2	<2	0	0	0

*) Number of birds survived per number of challenged birds

Egg drop syndrome – 1976 (EDS –'76) is a major cause for loss of egg production upto 40% and laying of thin shelled and shell less eggs by apparently healthy birds. The syndrome is caused by an adenovirus with transmission occurring vertically and horizontally.

Vaccination Programme:

Each bird should be given one dose at age of 16-18 weeks.

Note : The vaccination programme depends on infection pressure and local situation under supervision of poultry veterinarian

An ISO 9001:2015 Certified Company



www.vaksindo-india.com

VAKSINDO ANIMAL HEALTH PVT. LTD.

Corporate Office: H No. 8-7-89/C/P-II/125, Ground floor, Chaitanya Nagar, Kharmanghat, Saroor Nagar, Ranga Reddy, HYDERABAD.

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Synthetic emulsifiers for high efficiency fat
digestion and nutrient absorption in poultry

Improves Oil energy
and AME value

Faster, better digestion and
absorption of nutrients

Improves weight gain
and reduce FCR points

Lysoforte® 2.0

Science of Superior Nutrient Absorption

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