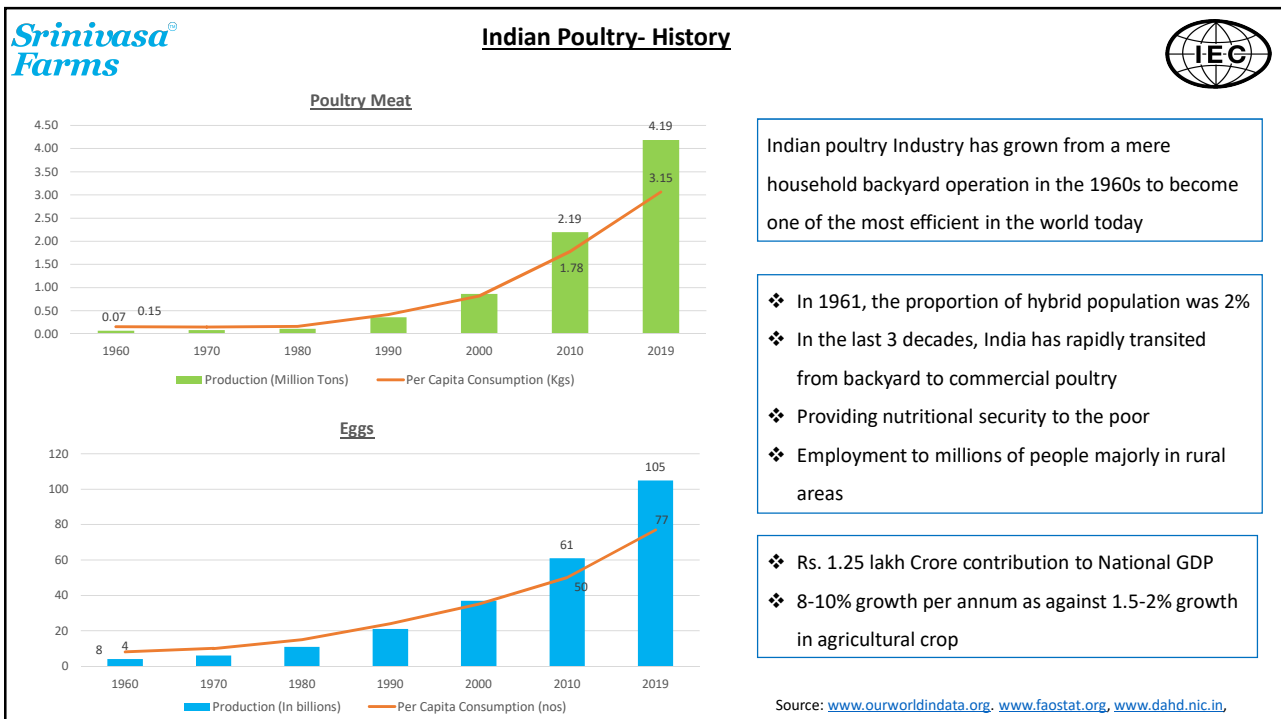


The Indian Poultry Industry: Where it stands & future prospects

Suresh Rayudu Chitturi

VC & MD, Srinivasa Farms Private Limited
Chairman, International Egg Commission

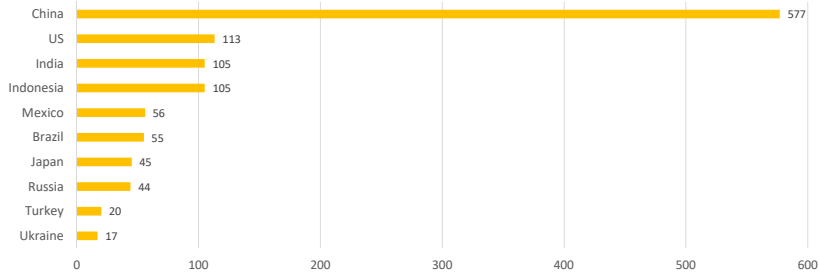


Indian poultry Industry has grown from a mere household backyard operation in the 1960s to become one of the most efficient in the world today

- ❖ In 1961, the proportion of hybrid population was 2%
- ❖ In the last 3 decades, India has rapidly transited from backyard to commercial poultry
- ❖ Providing nutritional security to the poor
- ❖ Employment to millions of people majorly in rural areas

- ❖ Rs. 1.25 lakh Crore contribution to National GDP
- ❖ 8-10% growth per annum as against 1.5-2% growth in agricultural crop

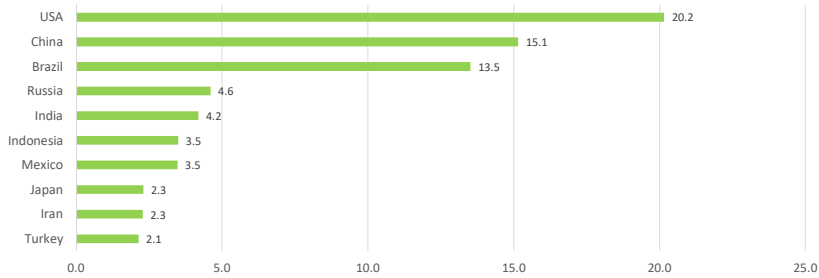
Egg Production (in Billions)



3rd in Egg Production

Market Size- Rs. 45,000 Crs (approx.)

Poultry Meat Production (Million Tons)

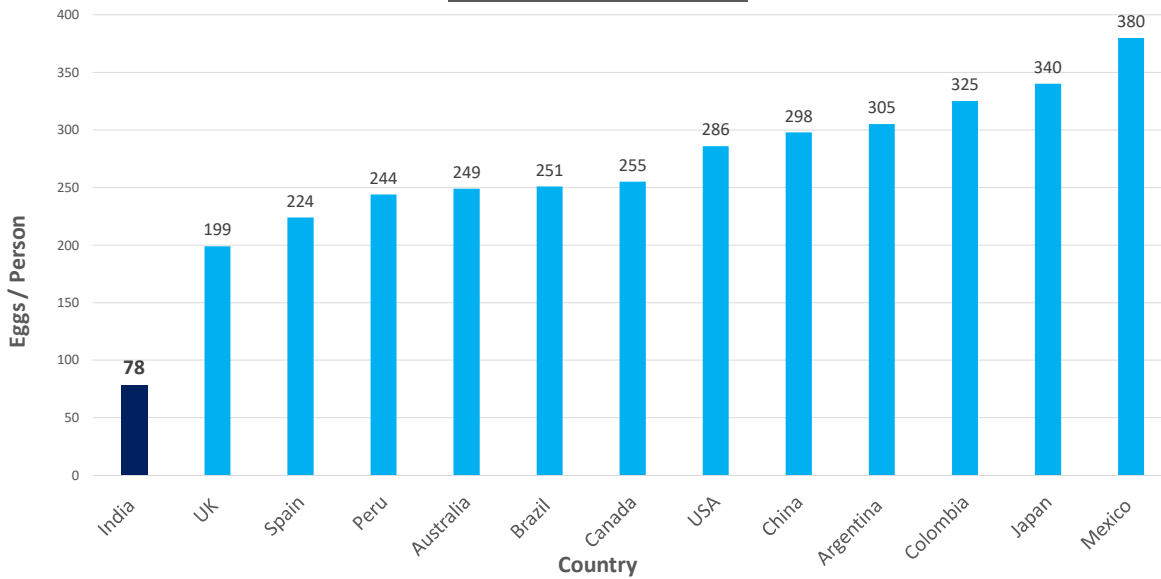


5th in Meat Production

Market Size- Rs. 80,000 Crs (approx.)

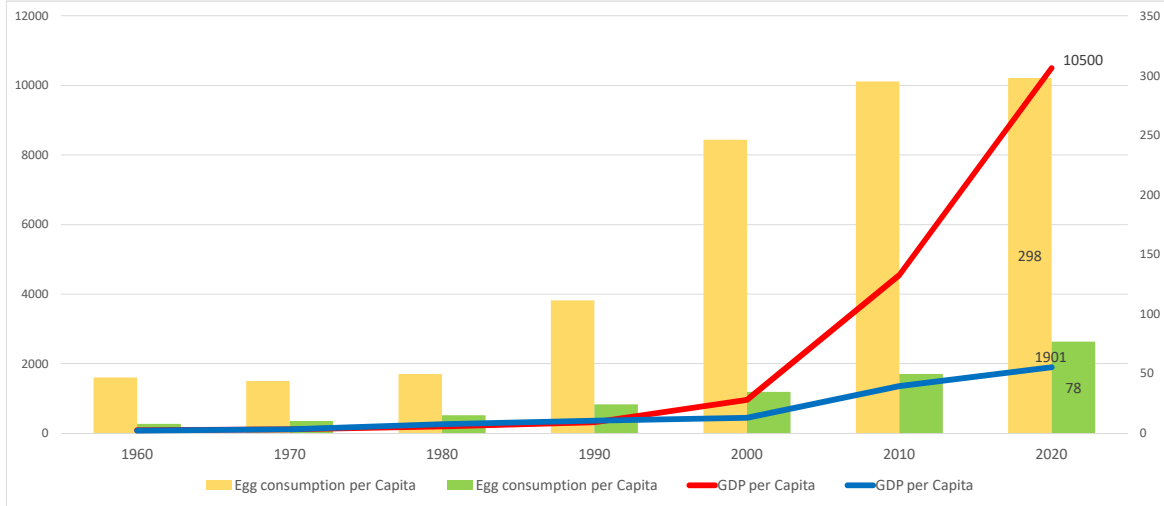
Source: www.faostat.org, www.helgilibrary.com.

Egg consumption 2020



Source: www.marketdata.internationalegg.com.

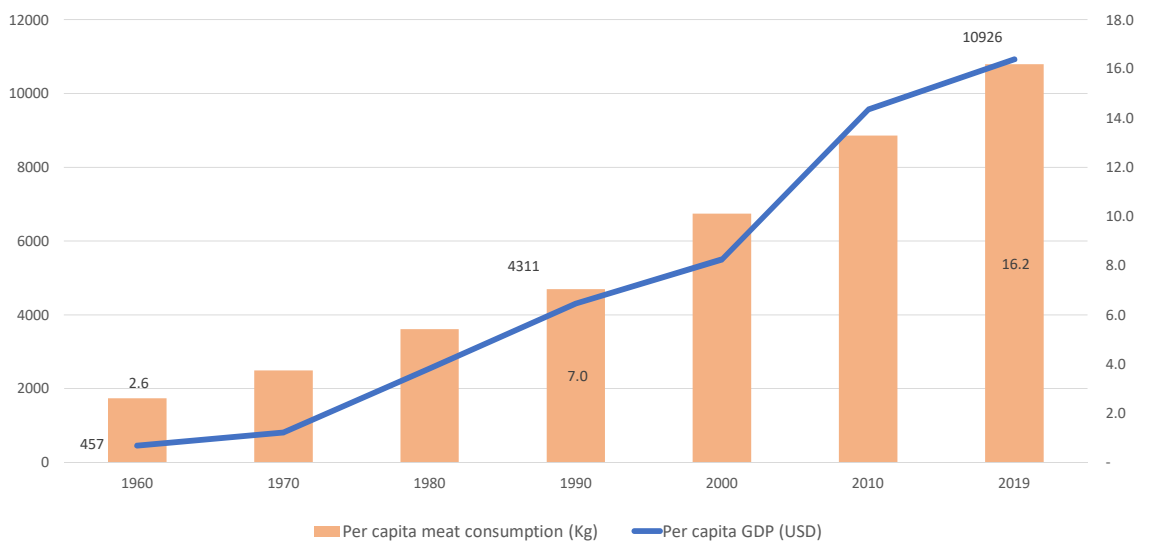
**Per Capita GDP vs Egg consumption
(China vs India)**



❖ With the GDP expanding, egg consumption in India is set to increase

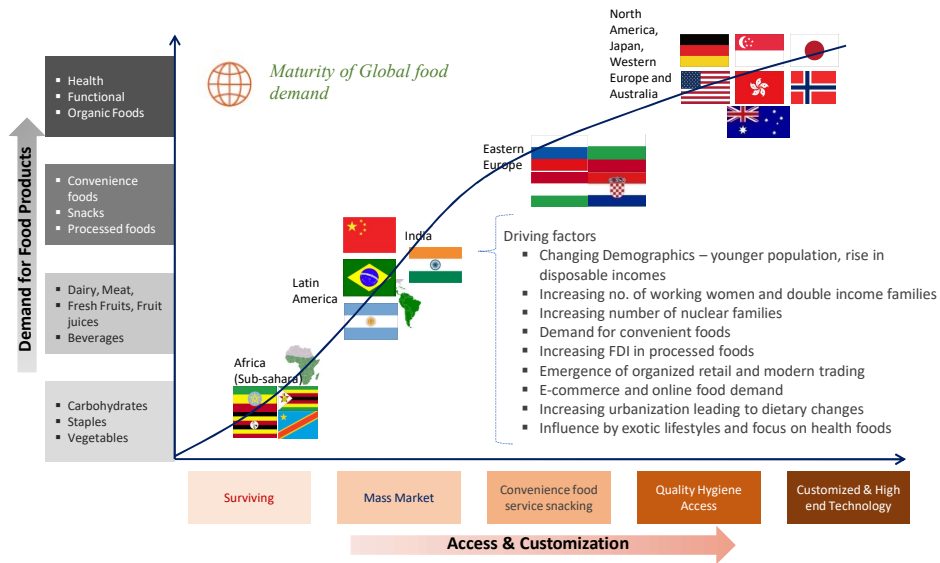
Source: IEC, World Bank, DAHD

Global per capita GDP vs per capita Meat Consumption



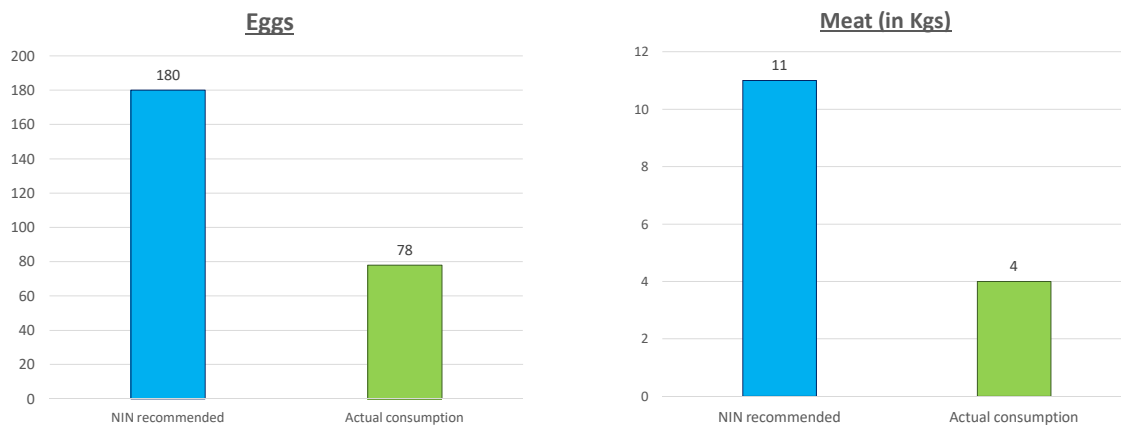
Source:- www.ourworldindata.org, www.data.worldbank.org,

India is rapidly rising on the maturity of food demand



Source: Amarthi Consulting, Ministry of Food Processing Industry, Govt. of India

National Institute of Nutrition Recommendation

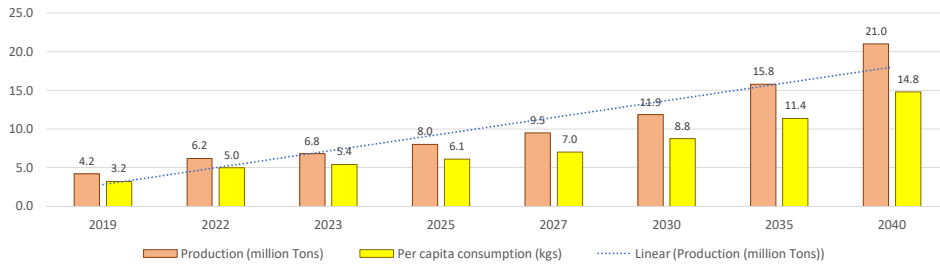


1 egg increase in per capita consumption= 35000 jobs

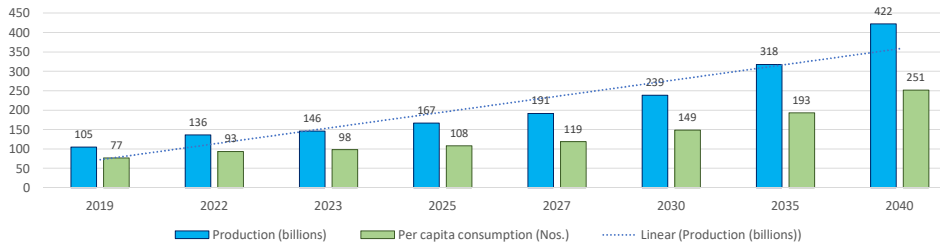
Source:- www.dahd.nic.in, www.nin.res.in.



Poultry Meat Projections



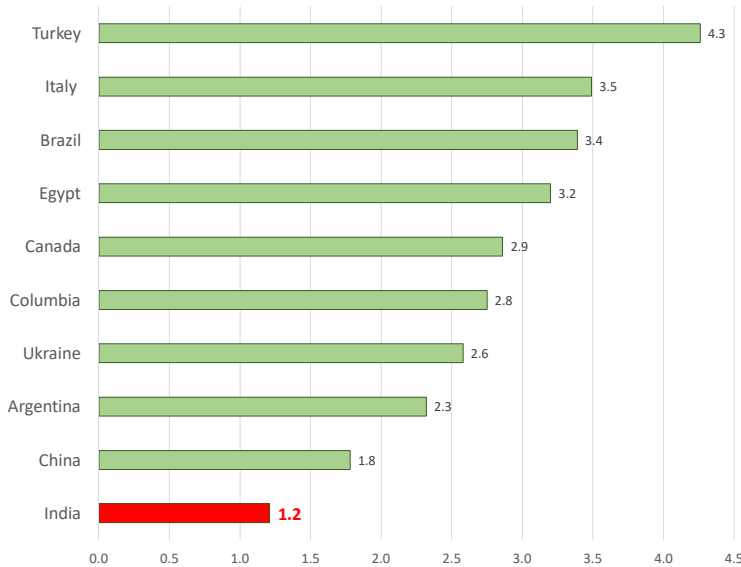
Eggs Projections



- ❖ By 2040, Indian population is projected to reach 1.6 billions (160 Crores)
- ❖ Conservative estimates shows a 5 fold increase in meat production and 4 fold increase in egg production

Source: Amarthi Consulting, Department of Animal Husbandry and Dairying in projections

Soyabean Yields (Tons per hectare)

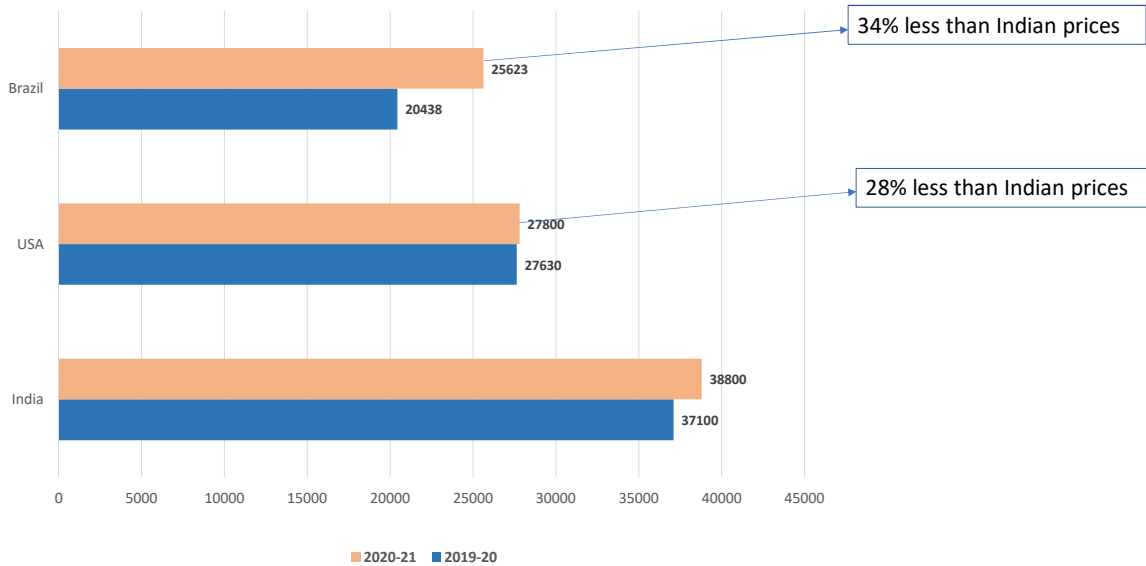


- ❖ In terms of Soyabean yields, India lags the world.
- ❖ Opportunity to increase yield 3-4 times

Time to look at suppliers productivity

Source:- www.ourworldindata.org

Soymeal prices



Source: www.indexmundi.com

Advantages of GM crops



- ❖ Globally GM crops have allowed an average increase in agricultural yield by 22 percent and increased farmers' profits by 68 percent
- ❖ Increased global production of corn by 357.7 million tons, and soyabean by 180.3 million tons.
- ❖ Significantly reduced the use of agricultural land due to higher productivity
- ❖ Globally, farmers received an average of \$3.33 for each dollar invested in GM crop seeds which is almost 233% jump in net profit
- ❖ GM soybean crops produced a net value of \$208.42 per planted acre, while other crops produced a value of \$191.56 per planted acre

Source:

<https://www.ers.usda.gov/>

<https://allianceforscience.cornell.edu/blog/2018/02/gmo-crops-increasing-yield-20-years-progress-ahead/>

<https://www.farmprogress.com/issues/gmo-crops-benefit-environment-farmers-developing-countries>

Emergence of alternate proteins

- ❖ Fluctuating commodity prices a threat to the poultry industry
- ❖ Feed contributes about 70%-80% of the total production cost in poultry
- ❖ Poultry sector is looking at alternative protein sources in feed to make it more stable

**Srinivasa[®]
Farms** investment in  String Bio

- ❖ Converts methane into high quality protein
 - ❖ Disruptive technology that uses a chemical reaction without any genetic modification
 - ❖ Can be used in feed to decrease the dependency on Soya for protein requirement
 - ❖ Helps in decreasing dependency on fluctuating commodity prices
- Industry is also evaluating other alternatives like Algae, Duckweed, Brewer's dried distillates etc.

**Srinivasa[®]
Farms**



THANK YOU!