

**Sashimi Foods Private Limited: ‘A Pioneer in Retail Supply chain’**

*Serving Indigenous to International markets*



Sashimi Foods Enterprise Private Limited is owned by Mr Kedarnath Reddy, who hails from Nellore district, East coast of Andhra Pradesh. His father was into shrimp culture producing Vannamei and other species.

### Background:

The journey began when Mr Kedarnath Reddy went to Bangalore for graduation in MS Ramaiah Engineering College in 2001. While staying with friends, his frequent visits to local Fish & Shrimp market during weekends made him understand the supply and demand of sea food. He noticed that the market price of fish & shrimp is much higher than the actual price because of the middlemen in the supply chain. To gain hands-on experience on market prices he made his first move by selling shrimp for Rs.150/kg to an agent. These shrimps were brought from his father’s farm and sold in a single day. He continued trading at the same price and gradually increased the quantity. After few months, the agent did not make timely payments and started exploitation.



Fig 1. Shrimp

There was a stage when Mr. Kedarnath Reddy brought 70 kg of shrimp out of which 20kg was left with him as the agent refused to buy the whole lot. Pondering upon the selling strategy, he approached the local restaurants to sell his stock at Rs.180/kg. The quality of the shrimps sold was good and the price at which it was offered was economical for the local restaurants. That was when he realised that there is an opportunity to explore retail market.

### Genesis:

To begin with, Mr. Kedarnath Reddy started a proprietary firm in 2001 by name “Farm Fresh Prawns”. He started distributing pamphlets in local newspapers to create awareness about his firm. The firm delivers farm fresh prawns to households, restaurants, retail stores, etc.

In 2003, the firm started supplying to one of the world’s biggest modern retail customer, ‘Metro Cash and Carry’, Germany. Since then, it shipped bulk orders of quantity 50 kg, priced at Rs. 330/kg for Vannamei & Rs.350/kg for Black Tiger. Plastic drums were used to transport the shrimp to international market. Later, Lufthansa modern carrier LSG included big size shrimp in its in-flight meals. Modern retailers like SPAR, Hypermarket and more than 70 restaurants tied up with “Farm Fresh Prawn”.

### Rise and Fall:

In 2008, marine fish was introduced by the firm and ensured availability of *Tilapia* 365 days. Sea food value added products namely prawn crunch ready to cook was introduced in the same year. First outlet with ready to cook items was set up at New BL Road in Bengaluru. By 2013, it became a well-known brand by marking its presence in Bengaluru (16 outlets) and Hyderabad (3 outlets). Simultaneously, new business line was set up in E-commerce serving online customers through ‘FreshFarmOnline.com’ & ‘Buyfish.in’. As it got bigger, the problems started to surface out. Handling the outlets became difficult because of the increasing overheads. The number of customers stepping into the outlets declined and tuned out to be non-profitable. All the outlets were closed in 2015-16.



Fig 2. Processed Fish packing

But the journey did not end there. Mr. Kedarnath Reddy keeping up his spirit, started food truck to save on the overheads. Mobile food trucks became successful amongst college students and employees. It became a one stop eatery and drive in point to gather with friends and families. The income generated was utilised to expand the business. In addition to that, a sum of Rs 95 Lakhs was received from Bank and Rs 57 Lakhs through subsidy. After transferring assets and liabilities, the firm converted to Private Limited Company in 2015. Sashimi Foods Private Limited is in Yeshwanthpur suburb region of Bangalore, Karnataka. The plant is spacious with well-equipped staff.

### Stabilization:

Currently, Sashimi Foods exports chilled fish to European countries. There are more than 40 landing centres in India including Lakshadweep and Andaman. The company has 18-19 handling centre across India for Tuna and other species. Apart from EU countries, it also exports to China, Hong Kong, UAE, Srilanka, Taiwan, Kuwait etc. The annual turnover of the company for the year 2020-21 accounts to Rs 710 Lakhs with a profit of Rs 5 Lakhs. The products are known for the quality which is achieved by maintaining controlled environment hygienic handling and food grade ice usage. Initiated the concept of 'Ice from Boat to Factory' to ensure first grade fish.

Sashimi Foods Private Limited employed 8 women and 13 men, white collared staff and the labour employed are much higher who work in the plant. It has an inhouse laboratory with a microbiologist and technical person. There are 2 plants to serve both indigenous and international markets, they have a processing capacity of 15 tonnes/day and 5 tonnes/day respectively. They have a crumbling line to bread the fish and shrimp and it processes 2000 pieces/hr. The company have trained 150 fishermen in Lakshadweep on Tuna handling by gill and gut removal. This ensures the freshness of the fish and avoids contamination during transport.



Fig 3 & 4. Packaged stack and plant facility

### Conclusion:

Sashimi Foods strives to mark its presence in worldwide market with bigger volumes and train people on best practices for fish and shrimp handling. The endeavour in delivering quality product through world class hygienic practices makes them ace the supply chain in retail sector. Its objective is to train as many people as possible across the nation to make India one of the leading exporters in the world.

## HIGHLIGHTS

Annual Turnover of  
Rs 712 Lakhs in 2020-2021



Domestic plant has a  
processing capacity of  
3000kg/day/annum



Financial assistance received  
from government Rs.152  
Lakhs



State of the art equipment to  
process and bread sea food



Employment generated to 260  
Fisherwomen



Serving 3000 retail customers

