



WORLD FISHERIES DAY 2021 AWARDS



Best Fisheries Enterprise – Anmol Feed Private Limited

BACKGROUND:

Anmol Feeds Limited is an ISO 9001:2015 company started its journey with foray into animal feed Industry in Muzaffarpur, Bihar in the year 2000. Since then, it has traversed two decades in the business establishing its corporate office at Kolkata with manufacturing units in Bihar, Haryana, Uttar Pradesh and West Bengal. In the last 20 years of its business, the organisation has spread its business across India covering more than 20 states and manufacturing and selling poultry feed and fish feed in East, North, North East & Southern part of the country. Recently, it has entered into international markets of Bangladesh, Nepal & Bhutan. The organization believes that customer is the king and based on that principle it has been able to produce and supply quality feed at affordable rates.



Picture 1: Anmol Feeds Private Limited Manufacturing plant

Anmol Feeds Pvt Ltd. has been focusing on manufacturing and supplying of high quality livestock/fish feed by steadily expanding its production capabilities and helping farmers to get high returns. At present, Anmol Feeds has 7 state-of-the-art feed mills across five states namely Bihar, Jharkhand, West Bengal, Uttar Pradesh, and Jammu & Kashmir. Anmol Feeds Pvt Ltd are now the pioneers of pellet feed manufacturers in Indian poultry/dairy/Aquaculture sectors with a cumulative production capacity of 1,300 MT per day.

BUSINESS ACTIVITIES AND PRODUCT LINE:

Anmol Feeds ventured into the fish feed manufacturing segment during 2017. It currently manufactures 40,000 tonnes of fish feed and catering to 10,000 fish farmers across the country. The company maintains strict quality standards at all levels of



production and distribution. Raw materials and packing materials are subjected to vigorous quality checks and finished product is analysed for set parameters before it is despatched to the farmers through distributors.

Anmol Feeds supplies a wide range of fish feeds under the brand name of “**MATSYA BANDHU**” which include floating fish feed - best suited for Pangasius, Roopchand, Magur, sinking fish feed - best suited for Catla, Rohu, Mrigal. Anmol Feeds is helping farmers to feed their fish with scientifically formulated feeds which not only help to keep the fish well-nourished but also helps in maintaining the water quality, thereby, minimizing the risk of disease outbreaks.

The Anmol Feeds entered into shrimp feed business in the year 2019 in order to meet the growing demand for quality shrimp feed. The company now supplies “**LATIS GOLD SHRIMP FEED**” of various pellet sizes according to the size and stage of shrimp life cycle.

STRATEGIES ADOPTED:

With an objective to supply world class aqua feed produce with 100% customer satisfaction, Anmol Feed ensures that all the raw materials are pre-audited and procured from approved suppliers. The Company maintains close coordination with all the vendors and in order to ensure quality at all stages, an audit of vendor facilities is carried out by its dedicated team. The company enters into long term contracts with the dealers in order to maintain competitive price schedules. The Company also provides opportunity to give vendor ratings and gives awards to the best rated dealers which is not only promoting healthy competition but also helping to develop professionalism in the trade.



Picture 2: Products of Anmol Feed Pvt Ltd under different brands

IMPACT CREATED:

Through its business and operations, Anmol Feed has employed more than 90 people and providing indirect employment to 10,000 people across its value chain. The company has conducted 9 awareness programmes, organised 22 exposure visits to farmers and it has participated/represented in various seminars and workshops during the last 3 years. The company intends to increase its market share of compound feed by delivering nutritionally rich and value-for-money products which will in turn result in higher profits for all its stakeholders.



Picture 3: Outreach programme by Anmol Feed Pvt Ltd

AWARDS & RECOGNITIONS:

Anmol Feed Private Ltd. has bagged several awards in various national and international fora for its performance in the feed manufacturing business. The summary of awards received is presented as below.

- ✚ “Excellence in Best Practices in Manufacturing sector” awarded by Bengal Chamber of Commerce & Industry in 2013 & 2016.
- ✚ “Emerging Asian Feed Miller Award 2013” held at VIV Asia, Bangkok.
- ✚ “Rising Brand of Asia” awarded by Herald Global at Dubai in 2018.
- ✚ “Best Upcoming Fish Feed Miller Award” by Aqua International in 2018.
- ✚ “Best Employer Brand of West Bengal” by CHRO Asia in 2018.
- ✚ “Brand of the Year” by the CEO Magazine in 2019.
- ✚ “Times Best Livestock Feed Manufacturer” for the contribution to Rural Entrepreneurship in 2020
