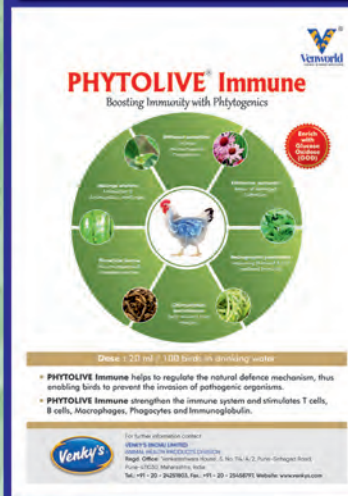
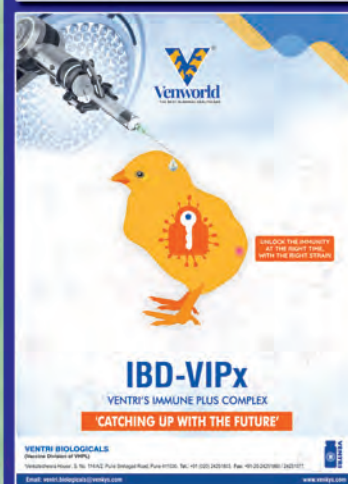


हिंद पोल्ड्री

HIND PULTRY

July 2026

No. 1



ENHANCED PROTECTION AGAINST

HPAI OR LPAI



**ANY
VIRAL OUT BREAKS
IS**



IMMUNOTHERAPY

BY

**INTERMUNE[®]
&
READYMUNE[®]**

**TRUSTED PRODUCTS WITH
EXCELLENT SUCCESS RATE**

How to Get

Contact For details :

Customer Care: +91 11 4004 7455, 4004 7655

e-mail : interfacepharma@gmail.com

website : www.interfacepharma.com



WE'RE HIRING



RESEARCH AND BREEDING
FARM PVT. LTD



TEAM LEADER | SUPERVISOR | FARM INCHARGE

Join Our Growing Poultry Genetics Team



ABOUT US

Venco Research and Breeding Farm Pvt. Ltd. is a leading poultry breeding company specializing in Broiler Breeder, Parent Stock Production, and Hatchery Operations. We are seeking dedicated, motivated and passionate professionals to join our growing team and contribute to excellence in poultry production and farm management.



LOCATION: Maharashtra



KEY JOB RESPONSIBILITIES

- Management of broiler breeder flocks and farm operations.
- Monitoring production performance and maintaining farm records.
- Supervising daily farm activities and workforce management.
- Implementing and maintaining strict biosecurity protocols.
- Managing feed, water, health and vaccination programs.
- Ensuring optimum breeder performance and productivity.
- Maintaining quality standards and operational efficiency.
- Preparing reports and coordinating with management teams.



WHO CAN APPLY?

Bachelor's Degree in Animal Husbandry, Agriculture, Zoology, Biotechnology, Chemistry, or Biology.

Experience: 1+ Year Preferred | Freshers Welcome
Fresh graduates are also encouraged to apply.



WHY JOIN VENCO?

- Attractive Salary Package
- Career Growth Opportunities
- Professional Training & Development
- Supportive Work Environment
- Accommodation Facility



APPLY NOW

Email: vaibhav.deshmukhhr@venkys.com

**VENCO RESEARCH AND BREEDING
FARM PVT. LTD**



MONTHLY POULTRY MAGAZINE

VOL. XXV No. 1 July 2026

EDITORIAL BOARD

M.K.Vyas Chief Editor
Mr. Ricky Thaper
Dr. M.A. Mujeeb Ather,
Dr. S.V. Rama Rao
D. Chandra Sekaran
Dr. V. Ramsubba Reddy

Publisher :

SUGANDHA VYAS

Editorial & Regd. Office

HIND PUBLICATIONS

204, Plot No. 19, Huda Complex,
Saroor Nagar,
Hyderabad - 500 035.
Telangana. INDIA
Phone : 040-40212359
Mobile : 093913 78805
093470 28641

E-mail : hindpoultry@hotmail.com

Website : **www.hindpoultry.com**

YEARLY SUBSCRIPTION :

India Rs. 500/-

OTHER COUNTRY : \$ 60 or Equivalent

Edited, Printed, Published and owned by
M.K. Vyas and Published from
204, Plot No. 19, Huda Complex,
Saroor Nagar, Hyderabad - 500 035. INDIA.

Design and Typesetting
Akshaya Graphics, Hyderabad.

Printed at
Akruti Offset Printers, Hyderabad.

A Magazine of
HIND PUBLICATIONS

RNI No. 7030/2002

Subject to Hyderabad Jurisdiction

ADVERTISEMENT INTERACTION SECTION



7039022416



9810150159



9502159098



020-25448834



020-25448834



020-25448834



020-25448834



8575222224



7997994331



7228846450



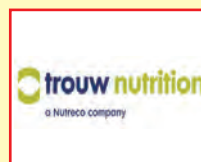
04252-233650



9881133755



8600185552



8600762228



7997994331



+6596200733



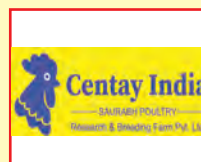
9849059508



9391058963



9490410562



9999887937



9502159098



9691311277



020-25448834



9502159098



Ecolex Presents at One Health Forum, Philippines 2026	09
IPEMA-Poultry India Advocates Stronger Protection	13
Egg white versus egg yolk: Which has more Nutrition and Protein ...	14
PFI Executive Members meet for discussions	17
IPEMA-Poultry India Wins Runner-Up Award	19
CLFMA of India Delegation Concludes U.S.	23
Poultry India Supports VIP's 3rd National Symposium	26
HAIRLINE CRACKS IN HATCHING EGGS	31
International Yoga Day 2026	34
Where Science Meets Performance: A Visit to Dovoy	35
Mitigating Heat Stress	37
Ecolex Animal Nutrition Appoints	41
IPEMA-Poultry India Hosts Successful	43
INFAH National Seminar Charts a New Blueprint	47
Indonesia's Singapore Export Ambitions Intensify	54
Far-UVC Light Breakthroughs Boost	54
Thai Chicken Exports Struggle Amidst	54

ROSS 308 **AP**

cFCR*

1.16

*adjusted to 2kg body weight

PRECISION PERFORMANCE PROVEN

Efficiency that drives your bottom line.
Turning feed into measurable profit.

BREEDING
SUCCESS
TOGETHER



To learn more
about the Ross
308 AP in India

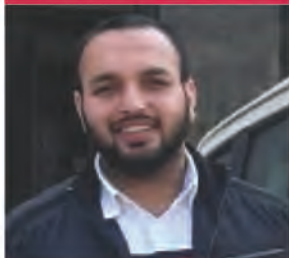


AVIAGEN INDIA POULTRY BREEDING COMPANY

+91 7483721180 | indiasales@aviagen.com | www.aviagen.com

Northern Region

COMPANY: Sampooma Feeds FARMER NAME: Mr. Love Preet Singh	MAY-2026	Top #1
	Farm Type	Open House
	State	PUNJAB
	Chicks Placed	8,836
	Mean Age	36.3
	Avg Body Wt	2,755
	FCR	1.36
	cFCR	1.19
	Livability%	90.6
	Daily Gain	76.0
	EPEF	506


Eastern Region

COMPANY: IB Group FARMER NAME: Mr. Noor Alam	MAY-2026	Top #1
	Farm Type	Open House
	State	BIHAR
	Chicks Placed	1,458
	Mean Age	36.0
	Avg Body Wt	2,395
	FCR	1.35
	cFCR	1.26
	Livability%	95.3
	Daily Gain	66.5
	EPEF	468


Central Region

COMPANY: IB Group FARMER NAME: Mr. Shekh Shahid	MAY-2026	Top #1
	Farm Type	Closed House
	State	MADHYA PRADESH
	Chicks Placed	12,465
	Mean Age	40.0
	Avg Body Wt	3,304
	FCR	1.52
	cFCR	1.23
	Livability%	94.6
	Daily Gain	82.6
	EPEF	512


South Region

COMPANY: IB Group FARMER NAME: Mr. Srinivasulu Reddy	MAY-2026	Top #1
	Farm Type	Closed House
	State	ANDHRA PRADESH
	Chicks Placed	8,255
	Mean Age	34.0
	Avg Body Wt	2,454
	FCR	1.35
	cFCR	1.25h
	Livability%	94.8
	Daily Gain	72.2
	EPEF	504


May 2026 -Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age(Days)	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	14,124	37.0	2,766	1.45	1.28	97.0	74.8	499
North Open House	8,836	36.3	2,755	1.36	1.19	90.6	76.0	506
East EC House	16,981	43.0	3,306	1.58	1.29	96.7	76.9	470
East Open House	1,458	36.0	2,395	1.35	1.26	95.3	66.5	468
Central EC House	12,465	40.0	3,304	1.52	1.23	94.6	82.6	512
Central Open House	2,921	40.0	2,654	1.47	1.33	97.4	66.4	437
South EC House	8,255	34.0	2,454	1.35	1.25	94.8	72.2	504
South Open House	2,678	40.0	2,327	1.44	1.37	95.9	58.2	385

May 2026 -Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	OPEN HOUSE	PUNJAB	8,836	36.3	2,755	1.19	1.17	90.6	76.0	506
Flock 2	OPEN HOUSE	UTTAR PRADESH	5,272	40.0	2,980	1.21	1.17	95.6	74.5	498
Flock 3	OPEN HOUSE	PUNJAB	5,620	34.0	2,485	1.23	1.19	92.2	73.1	503
Flock 4	CLOSED HOUSE	MADHYA PRADESH	12,465	40.0	3,304	1.23	1.20	94.6	82.6	512
Flock 5	OPEN HOUSE	PUNJAB	4,655	34.0	2,476	1.24	1.20	93.0	72.8	501
Flock 6	OPEN HOUSE	UTTAR PRADESH	1,787	42.0	2,793	1.25	1.21	96.1	66.5	446
Flock 7	CLOSED HOUSE	ANDHRA PRADESH	8,255	34.0	2,454	1.25	1.22	94.8	72.2	504
Flock 8	OPEN HOUSE	PUNJAB	9,963	36.1	2,813	1.25	1.22	92.6	77.8	500
Flock 9	CLOSED HOUSE	CHHATTISGARH	10,276	37.0	2,793	1.26	1.22	95.7	75.5	502
Flock 10	CLOSED HOUSE	MADHYA PRADESH	12,360	44.0	3,465	1.26	1.22	95.1	78.8	471

HYGIENE YOU CAN TRUST - VIKRAM SBP

HIGH PERFORMANCE DISINFECTION AND SANITATION AGENT FOR HYGIENE IN POULTRY FARMING

VIKRAM Stable Bleaching Powder (Calcium Hypochlorite) is a powerful disinfectant for poultry farms. It releases chlorine on contact with water, effectively eliminating germs, supporting superior hygiene, and maintaining a clean, safe environment for healthier poultry.

KEY BENEFITS:



Effective Disinfection



Odour Control



Enhanced Poultry Biosecurity



Consistent & Reliable Quality

APPLICATION AREAS

- Poultry sheds & flooring
- Farm surroundings & walkways
- Entry & exit sanitation zones

WHY CHOOSE VIKRAM SBP?

- High active Chlorine content (minimum 34% as per BIS standards)
- Stable formulation
- Easy to apply

**Sold in 5 kg/25 kg Bag
& 50 kg Drum**



***Hazardous product.
Use as per the Material Safety Data
Sheet.**

Contact Us For Sales Enquiries

Contact No: +91 7039022416
Email: rajendra.parab@adityabirla.com
Website: www.adityabirlachemicals.com

Scan to Download Brochure



Immunity

The Overlooked Cost Of Antibiotics

Edward Manchester

Global Business Development Director
Ecolex Animal Nutrition

Ecolex Presents at One Health Forum, Philippines 2026

Global Business Development Director Edward Manchester delivered a keynote on nutrition-driven One Health strategies, citing industry data on antibiotic use and mycotoxin risk across Southeast Asia.

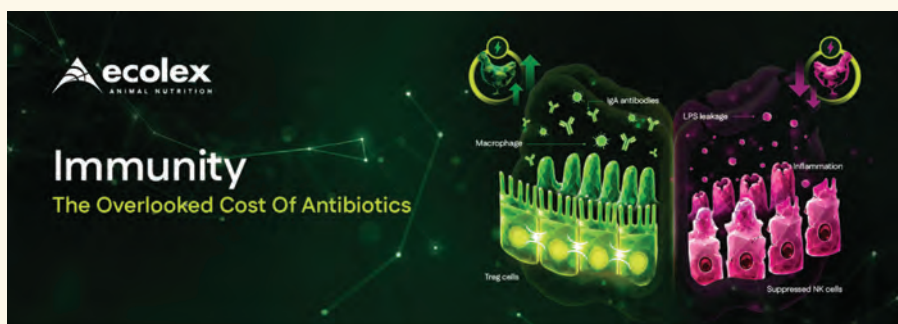
At the “One Health Solutions for Sustainable Livestock Production” Forum during Livestock Philippines 2026, Edward Manchester, Global Business Development Director at Ecolex, reaffirmed the company’s commitment to One Health in his presentation, “Feeding the Future Within the One Health Initiative.” He explained that “One Health,” coined in the early 2000s and now jointly promoted by the WHO, WOA, and FAO, is a coordinated, multisectoral approach linking animal, human and environmental health—one Ecolex champions through practical on-farm interventions.

Manchester’s session, titled “Feeding the Future—One Health Nutrition,” examined how evidence-based nutrition strategies can serve as a frontline tool for achieving One Health outcomes across diverse livestock systems. He pointed to industry projections that global antibiotic use in livestock could rise by around 30% by 2040 if current practices continue, underscoring the urgency for the sector to adopt non-antibiotic interventions that support gut health and reduce pathogen load.

“Nutrition sits at the intersection of animal health, human health, and environmental sustainability,” said Edward Manchester. “This session will show how smarter feed formulation decisions translate into practical, measurable One Health outcomes on farm – regardless of species or market.”

Manchester also highlighted mycotoxins as an often-overlooked threat to animal productivity and food safety, noting that regional data shows positivity rates above 70-90% in key feed ingredients such as corn, rice bran and soybean meal across hot and humid markets in Southeast Asia – contributing to production losses of 5-20% and economic impacts of around 10-15% in the poultry sector.





Key topics addressed in the session included:

- Strengthening gut health and immunity to reduce disease pressure
- Supporting more responsible antimicrobial use across the production cycle
- Advanced mycotoxin mitigation strategies, including humic acid and enzymatic detoxification
- Improving animal performance while reducing environmental footprint
- Linking feed formulation decisions to practical One Health outcomes at farm level

Drawing on his international field experience, Manchester highlighted how producers and nutritionists can align productivity, profitability, and sustainability through targeted nutritional interventions. He closed by reaffirming that “yesterday’s tools

cannot solve tomorrow’s problems,” calling on stakeholders across the animal protein value chain to collaborate on One Health-aligned programs that protect animals, people and the planet without compromising commercial competitiveness.

More information about Ecolex Animal Nutrition’s One Health solutions is available at www.ecolex.com.

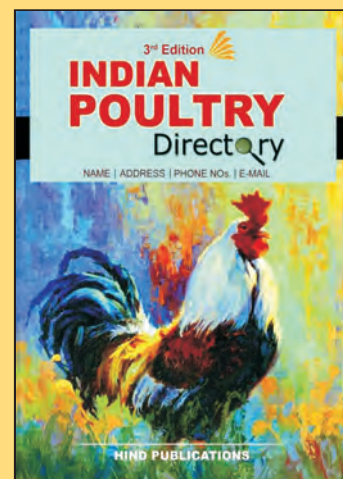
About Ecolex Animal Nutrition

Founded in 2005, Ecolex Animal Nutrition is a global leader in innovative animal nutrition, with expertise embedded in molecular engineering and bioscience. We are dedicated to developing sustainable solutions that enhance productivity while minimizing environmental impact. Ecolex has become established as a leading manufacturer and supplier of specialty rumen bypass and rumen inert fats for the global dairy farming

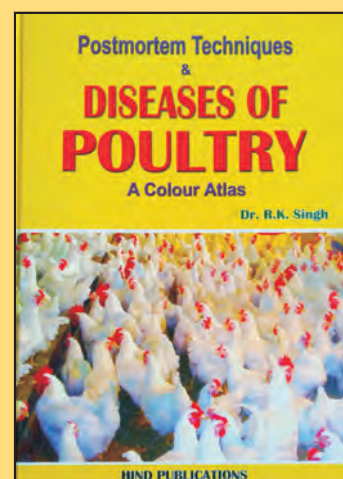
business. From our state-of-the-art production facility near Port Klang, Malaysia, we serve an extensive export market, supplying to more than 35 countries across five continents.



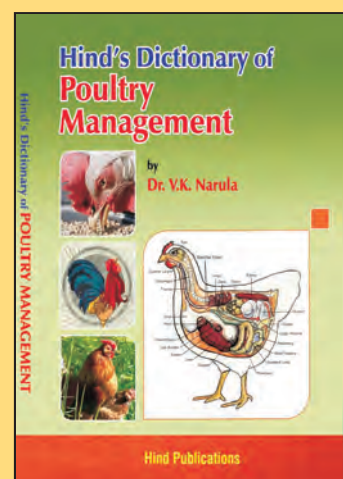
BOOKS FOR SALE



Rs. 1200/-



Rs. 2200/-



Rs. 550/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9502159098 +91-9391378805
www.hindpoultry.com : hindpoultry@hotmail.com

* Postal Charges Rs. 40/- Extra for each book * Postage Free if order is more than 4 books



Best performer water sanitizer



Be assured of pure water
as safe as nature's!



'FOURTH GENERATION QUATS' with

- ◆ Superior germicidal action
- ◆ Increased tolerance to hard water
- ◆ Better performance in high pH



VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED

(An ISO 9001:2015, OHSAS 18001:2007 & GMP Certified Company)

Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030

Tel.: (020) 24251803, Fax: +91-20-24251060/24251077, Website: www.venkateshwarabvbiocorp.com

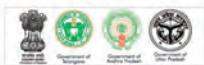


Highlights 2025

- 550+ EXHIBITORS
- 50+ Global Companies
- 35,000 +sqm2 Display Area
- 51,251 Visitors
- 20+ Associations (Indian)
- 20+ Associations (Global)

Empowering Poultry with
Collaboration, Insight & Innovation
Join Us at the
18th Edition of Poultry India Expo 2026!

Supported by



Official Media Partner



National Media Partner



Venue Partner



Organised by:



International Magazine Partners



Supporting Associations



INDIAN POULTRY EQUIPMENT MANUFACTURERS ASSOCIATION

♀ Regd. Office: Unit No. 403, Fortune Monarch Mall, Road No. 36, Jubilee Hills, Hyderabad - 500 033, Telangana.
☎ 7997994331-9 ✉ info@poultryindia.co.in 🌐 poultryindia.co.in



IPEMA-Poultry India Advocates Stronger Protection for Indian Poultry Equipment Manufacturers at CII Roundtable on Poultry and Animal Feed

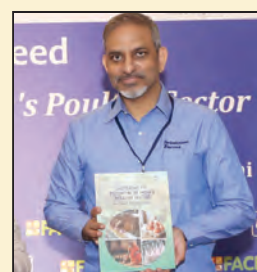
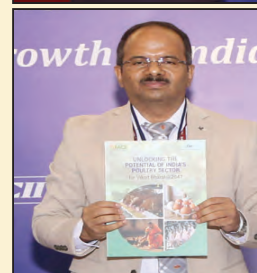


IPEMA-Poultry India actively participated in the Confederation of Indian Industry (CII) Roundtable on “Poultry and Animal Feed: Ensuring Feed Security and Sustainable Growth of India’s Poultry Sector” held at the India Habitat Centre, New Delhi.

Representing IPEMA-Poultry India, Mr. Uday Singh Bayas, President, IPEMA-Poultry India, joined leading industry stakeholders, policymakers, researchers, nutrition experts, and representatives from across the poultry value chain to deliberate on strategies for strengthening India’s poultry sector and advancing the vision of Viksit Bharat 2047.

A key highlight of the event was the release of the CII Study Paper, “Unlocking the Potential of India’s Poultry Sector for Viksit Bharat 2047,” by Chief Guest Dr. Naveena B. Maheshwarappa, Animal Husbandry Commissioner, along with industry leaders including Mr. Uday Singh Bayas, Mr. Suresh Chitturi, Dr. Harshakumar Shetty, and Dr. Ravindra Kumar Jaiswal.

During the roundtable, Mr. Uday Singh Bayas, President of IPEMA-Poultry India strongly emphasized the urgent need for the Government of India to impose a ban or levy additional import duties on poultry-keeping machinery being dumped into India from China. He highlighted that such imports adversely impact Indian MSME manufacturers and poultry farmers who often end up purchasing low-quality equipment with poor durability and performance.





His intervention received strong support from industry participants, and he requested CII to make appropriate representations to the Government of India. Responding to the concerns raised, Dr. Naveena B. Maheshwarappa assured IPEMA-Poultry India of the necessary support.

The roundtable highlighted the importance of India's poultry sector, valued at approximately Rs. 2.7 lakh crore annually and supporting nearly 6 million livelihoods. Discussions emphasized collaborative efforts between government and industry to build a resilient, sustainable, and globally

competitive poultry sector contributing to Viksit Bharat 2047. IPEMA-Poultry India expressed its appreciation to Ms. A. V. Rajamany, Director, CII Food and Agriculture Centre of Excellence, and the CII team for organizing the insightful roundtable and facilitating meaningful dialogue among stakeholders. 

Egg white versus egg yolk: Which has more Nutrition and Protein

How to eat egg white and egg yolk right: When it comes to highly nutritious and versatile foods enjoyed by people worldwide, the first name that pops up in mind is "egg." Eggs are a powerhouse of nutrients and contain a wide range of essential nutrients, including protein, vitamins, minerals, healthy fats, and more. Eggs consist of two parts-egg white and egg yolk, and there is always a debate about which has more nutrition and protein. Scroll down to read the details.

Nutritional value of egg white: One large egg white, which is around 33-35 g contains 17 calories, 3.6 g protein with all essential amino acids, 0 fat, 0.2 g carbs, 0 mg cholesterol, 55 mg sodium, 54 mg potassium, and 0 g sugar.

Benefits of egg white: According to a study, in egg whites, ovotransferrin binds metal ions, ovomucin has antiviral properties, and lysozyme disrupts the cell walls of Gram-positive bacteria. It is important to remember that egg whites contain protease inhibitors that might decrease amino acid digestibility. However, these can be easily destroyed by heat, highlighting the importance of cooked eggs being a better source of bioavailable protein. It is also proven that egg whites offer antioxidant, anti fatigue, visceral fat reduction, muscle-building, and gut health benefits. Also, egg whites do not contain cholesterol, which may be beneficial for individuals with high cholesterol levels or heart disease risk factors.

Nutritional value of egg yolk: One large egg yolk, which is approx. 17 g contains 55 calories, 2.7 g protein 4.5-5 g fat, 0.6 g carbs, 185 mg cholesterol, 8 mg sodium, and 0 g sugar.

Benefits of egg yolk: It is said that one egg yolk contains around 55 calories along with other essential nutrients, including vitamins (A, D, E, K, B vitamins), minerals (iron, phosphorus, zinc), and healthy fats, such as omega-3 fatty acids. Also, egg yolks are one of the best dietary sources of choline, a nutrient important for brain health, liver function, and metabolism. As per experts, one egg yolk provides 147 mg of choline. As per a study titled Egg Yolk as a New Source of Peptides with Antioxidant and Antimicrobial Properties, egg yolk is rich in bioactive peptides and proteins such as phosvitin, lysozyme, and cystatin, which have antioxidant, antimicrobial, antihypertensive, immunomodulatory, and anti-cancer activities. It is also mentioned in the study that eggs are traditionally considered as a natural source of compounds with antioxidant properties, including several proteins, phospholipids, and certain micronutrients such as vitamin E, vitamin A, selenium, and carotenoids. It is mostly known from lecithin, which is widely used as a lubricant, surfactant, and emulsifying agent. Egg yolk can also provide lysozyme, cystatin, avidin, phosvitin, and phospholipids.

Poultry
Knowledge[®]
Day
24th Nov. 2026



Knowledge that Strengthens
the Future of Poultry

1700+
KNOWLEDGE
DAY DELEGATES



**Driving Poultry
Innovation,
Networking & Growth**

Supported by



Official Media
Partner



National Media Partner



Venue
Partner



Organised by:



International Magazine Partners



Supporting Associations



INDIAN POULTRY EQUIPMENT MANUFACTURERS ASSOCIATION

Regd. Office: Unit No. 403, Fortune Monarch Mall, Road No. 36, Jubilee Hills, Hyderabad - 500 033, Telangana.

7997994331-9 | info@poultryindia.co.in | poultryindia.co.in

RAVIOTIL™ 25

TILMICOSIN 25% W/V ORAL SOLUTION
Advanced Antimycoplasmal Macrolide



TARGETED ANTIMYCOPLASMAL ACTION THAT CLEARS LUNGS AND RESTORES FLOCK PERFORMANCE.

Easy
administration
via drinking
water

Reduces
mortality
and improves
performance

Higher efficacy
against resistant
Mycoplasma
strains

Effective against
both chronic &
acute infections

Short
treatment
duration

Rapid absorption
and excellent
lung tissue
penetration

Highly effective
for CRD control
& air sac
diseases

High efficacy
against
Mycoplasma



Corporate office : 121-A, S.R. Compound,
Lasudia Mori, Dewas Naka, Indore - 452010 (MP), India
Phone : +91 731 4236309
Email: contact@raviozabiotech.com

Liaison Office : G/15, Neelkanth Udyog Bhavan,
Sakinaka Junction, Andheri Kurla Road,
Mumbai, 400072 (MH), India
www.raviozabiotech.com



PFI Executive Members meet for discussions on upcoming AGM on September 23-24, 2026 at Kochi (Kerala)

All India PFI Executive Members had a meeting for discussions on upcoming AGM on September 23-24, 2026 at Hotel Grand Hyatt, Kochi (Kerala). This important meeting witnessed active participation from EC members from all over India, who shared valuable insights and practical inputs for upcoming initiatives. The sponsoring companies details were shared and it was suggested to encourage more companies to actively participate by confirming their sponsorships.

To invite Chief Guest and Guest of Honour was discussed. The technical presentation topics were finalised. It was suggested two Panel discussions on Alternative Sources of raw material and Vaccination Practices in the country. Identification of keynote speakers, panelist's and moderators.

The activities to promote the Second Edition of VIV Select India 2027 in partnership with the Poultry Federation of India and VIV worldwide to be organised on April 21-23, 2027 at the Yashobhoomi Convention Centre in New Delhi,

were also discussed in detail. VIV Select India 2027 is expected to be a landmark event for the Indian and global poultry industry.

In the meeting it was discussed that all the stakeholders associated with the Indian poultry sector are to be encouraged to actively participate in the VIV Select India 2027, which would sustain their company's growth in the coming years. VIV Select India 2027 is a chance to engage deeply with industry leaders, understand emerging trends and explore how we can build lasting part-ner-ships that drive real value across the livestock sector

During the meeting, Mr. Ranpal Dhanda, President PFI, updated on the recent meeting with Dr. Naveena B Maheswarappa, Animal Husbandry Commissioner and other Animal Husbandry officials and the discussions to allow the import of Highly Pathogenic Avian Influenza (HPAI) Inactivated (Killed) Vaccine. The companies who are interested to import HPAI Vaccines can send their application to CDSCO. The

empowered committee on animal health (ECAH) shall look into applications and bridging studies shall be done. HPAI vaccine manufacturing will be also allowed to manufacture in India after trials and approvals. The bridging studies against circulating field strains will be carried under the guidance of high security lab in Bhopal. There will be regulatory review and approval prior to commercialisation and the vaccine suppliers has to share the data with Animal Husbandry Department.

During the meeting it was also discussed about the establishment of a laboratory for the welfare of farmers and the Poultry Sector. The land has already been purchased in Panipat for this proposed Lab. It was decided that the laboratory will function as a Feed Analytical and Pathogen Diagnostic Laboratory, catering to quality assurance and disease diagnostics for the poultry sector. The Poultry Federation of India Core Team expressed its sincere appreciation to all the Executive Committee members for dedicating their precious time and contributing their valuable inputs. 

GT MAX (ws)

Probiotics That Perform - Naturally

GT MAX (ws) is our premium multi-strain probiotic, *Saccharomyces Boulardii* & prebiotic FOS to enhance gut microbiota stability.

GT MAX (ws) is a combination of probiotics and prebiotics, are essential in animal nutrition for maintaining gut health and a balanced microbiome. Probiotics, comprising beneficial bacteria, support gut function by suppressing pathogens, enhancing nutrient absorption, and boosting immunity. Prebiotics act as a nutrient source for probiotics, promoting their growth and activity. This synergy improves digestion, optimizes feed conversion ratios (FCRs), and minimizes gastrointestinal issues. GT MAX (ws) is especially valuable during stressful periods like weaning or diseases outbreaks, ensuring better health, resilience, and productivity in animals.

Composition:

- ◆ *Bacillus clausii*
- ◆ *Bacillus subtilis*
- ◆ *Bacillus velezensis*
- ◆ *Bacillus velezensis* (2nd strain)
- ◆ *Bacillus coagulans*
- ◆ *Bacillus altitudinis*
- ◆ Probiotic fructooligosaccharides (FOS)
- ◆ *Saccharomyces Boulardii*



Bacterial Concentration:

5 billion CFU/gm of the product

Advantages:

- ◆ Reduce loose droppings
- ◆ Enhance gut health
- ◆ Improve nutrient absorption
- ◆ Minimized pathogen proliferation
- ◆ Reduction in antibiotic use
- ◆ Promotes natural resistance to intestinal infections

Usages:

Feed: 100 gm / tonne of feed

Drinking Water: 20 gm - 50 gm / 1000 birds daily

Consult your veterinarian for dose adjustment.

Presentation:

1 kg



Centay India

— SAURABH POULTRY —
Research & Breeding Farm Pvt. Ltd.

B-1/5, Glaxo Apartments, Mayur Vihar, Phase-1 Ext., Delhi-110091, INDIA.

E-mail: centay2001@gmail.com, saurabhpoultries@gmail.com  www.centaysprbf.com



IPEMA-Poultry India Wins Runner-Up Award for 'Exhibition Expansion of the Year' at EEA 2026

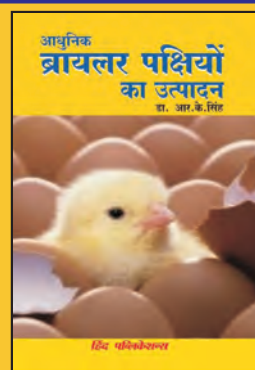
IPEMA-Poultry India is proud to announce that it has been honored with the Runner-Up Award for "Exhibition Expansion of the Year" at the prestigious 10th Anniversary Edition of the Exhibition Excellence Awards & Summit (EEA 2026), held on 12 June 2026 at the CIDCO Exhibition & Convention Centre, Navi Mumbai. Recognized as India's premier annual gathering for the exhibition, conference, and MICE (Meetings, Incentives, Conferences, and Exhibitions) industry, EEA 2026 marked a decade of celebrating excellence, innovation, leadership, and best practices across India's exhibition ecosystem. The milestone event brought together industry leaders, government institutions, exhibition organizers, venue operators, and businesses to discuss the future growth of the sector.

The award recognizes the remarkable growth, international reach, and continued success of the Poultry India Expo, widely regarded as the World's Largest Poultry Exhibition. The recognition highlights Poultry India's expanding global footprint, industry impact, and its role as a leading platform connecting stakeholders from across the poultry value chain. Prior to the awards ceremony, Mr. Uday Singh Bayas, President, IPEMA-Poultry India, participated in the Leadership Roundtable titled "India @2X: Scaling the Exhibition Industry for the Next Five Years." The high-level discussion focused on critical themes including infrastructure development, technology adoption, sustainability, and global growth opportunities for India's exhibition industry. Speaking on the occasion, Mr. Uday Singh Bayas emphasized the importance of world-class exhibition platforms in driving industry growth and strengthening India's position as a global exhibition destination.

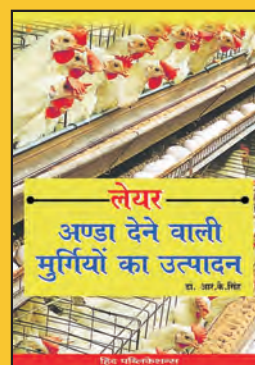
Expressing gratitude for the recognition, IPEMA-Poultry India thanked its members, exhibitors, partners, vendors, delegates, and stakeholders whose continued support has contributed to the success and expansion of the Poultry India Expo. The association remains committed to further strengthening the exhibition, fostering innovation, and creating new opportunities for the global poultry industry through the upcoming 18th edition of Poultry India Expo 2026. 

Visit : www.hindpoultry.com

BOOKS FOR SALE



Rs. 260/-



Rs. 325/-



Rs. 325/-



Rs. 185/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

☎ +91-9391378805 📞 +91-9502159098

🌐 : www.hindpoultry.com ✉ : hindpoultry@hotmail.com

* Postal Charges Rs. 40/- book Extra * Postage of more than 4 books is Free



**Zero discharge solutions for
Poultry Processing Plants &
Waste Rendering Plants**

Process plants exported to 24 countries

Get in Touch



www.dhopeshwar.in



sales@dhopeshwar.in



+91 93910 58963 | +91 96521 58908

Poultry Processing Plant

For Highest Hygiene and Best Quality Meat

Different Capacities: 1000 to 16000 birds per day

For dressed birds: With skin and without skin

- ✓ Fully conveyorised
- ✓ Hybrid Conveyor
- ✓ Dressing Equipment
- ✓ Retail dressing Equipment



Fully Conveyorised



Hot Water Scalding

Poultry Waste Rendering Plants

Eliminate Waste | Advanced Odour Control System

Different Capacities: 250 to 4000 kg per batch

- ✓ Layer / Breeder Manure
- ✓ Hatchery Waste
- ✓ Slaughter Waste
- ✓ Farm Mortality



Digester- Cooker- Dryer



Odor Control System



Visit : www.hindpoultry.com



July 2026 | 21



NATURAL PROTECTION

 The gut and its resident bacterial flora play an important role in the development of the immune system and resistance to disease 

Under natural brooding conditions chicks obtain their gut flora from their mother & the environment

WHAT ABOUT
ARTIFICIAL
INCUBATION



AVIFLORA
Unique natural microflora for avian species



CLFMA of India Delegation Concludes U.S. Learning Tour Focused on the Animal Agriculture Value Chain



- CLFMA of India delegation undertook a U.S. learning tour focused on the animal agriculture and feed value chain.

- The programme included visits to leading industry facilities and interactions with industry stakeholders across New Orleans and Iowa.

- The delegation gained insights into global agri supply chains, grain movement, quality assurance, soy processing, oilseed processing, and sustainable farming practices.

The Compound Livestock Feed Manufacturers Association (CLFMA) of India successfully concluded its U.S. delegation visit, bringing together industry representatives to gain insights into global best practices across the animal agriculture and feed value chain. The learning tour provided exposure to international approaches in trade, logistics, grain movement, processing technologies, feed manufacturing, quality assurance and sustainable farming through a series of industry interactions, academic engagements and site visits.

The delegation comprised:

- Divya Kumar Gulati – Chairman, CLFMA of India
- Sumit Surekha – Deputy Chairman
- Naveen Pasuparthi – Deputy Chairman
- Abhay Shah – Deputy Chairman
- Suresh Deora – Immediate Past Chairman
- Nissar F. Mohammed – Honorary Secretary
- R. Ramkutty – Treasurer
- Sameer Chotai – President – East Zone

The programme commenced in New Orleans, where the delegation visited the Cargill Reserve Export Terminal to gain exposure to trade, logistics and global agri supply chains. A Mississippi River tour, along with interactions with Russell Marine Group and Eurofins, provided insights into the systems supporting international grain movement, inspection and quality assurance.

The delegation then travelled to Iowa, where members interacted with the Secretary of Agriculture, Iowa, reinforcing CLFMA of India's focus on global dialogue and strengthening collaboration across



the animal agriculture value chain through **industry and policy-level exchanges.**

The Iowa programme also included a visit to the Iowa Soybean



Association Office, where delegates participated in sessions featuring introductions, insights into Iowa Soy, and discussions with Mid-Co Commodities. The sessions facilitated knowledge sharing, collaboration and stronger industry connections.

As part of the Iowa programme, the delegation also visited the Iowa State University Feed Mill and Grain Science Complex, where members gained first-hand exposure to modern feed manufacturing processes, grain handling systems and research-led innovations supporting the feed industry. On the final day of the learning tour, delegates attended expert lectures and technical sessions, further strengthening their understanding of advancements in animal nutrition, feed technology and global industry best practices. The learning tour concluded with visits to Insta-Pro International, where delegates explored advanced soy processing technologies and value-added

protein solutions, and the Cargill Crush Plant, which provided insights into large-scale oilseed processing and its role in supporting the feed industry. The programme also included a farm visit, where delegates witnessed farming practices, management and sustainable production at the ground level.

Commenting on the visit, Divya Kumar Gulati, Chairman, CLFMA of India, said, "The U.S. learning tour provided valuable exposure to different aspects of the animal agriculture value chain. The interactions and site visits offered important insights into trade, logistics, grain movement, quality assurance, soy processing, oilseed processing and farming practices, while creating opportunities for knowledge sharing and industry engagement." The learning tour highlighted different aspects of the global animal agriculture ecosystem, providing exposure to practices across supply chains, processing, quality assurance and on-farm production. Through interactions with industry stakeholders and visits to key facilities, the programme supported continued knowledge exchange across the animal agriculture and feed value chain. 

40th Edition

THE GLOBAL SHOW FOR ALL ANIMAL FARMING



15.16.17
SEPT. 2026
RENNES - FRANCE

Discover the
exhibition in video



#SPACE2026
@SPACERennes

VIP's 3rd National Symposium



IPEMA-Poultry India Supports VIP's 3rd National Symposium on Building a Future-Ready Poultry Industry

IPEMA-Poultry India proudly supported and participated in the 3rd National Symposium 2026 organized by Vets in Poultry (VIP) at the Sheraton Grand, Rajajinagar, Bengaluru.

The symposium, themed 'Future Ready Poultry: Managing Risks, Maximizing Resilience,' brought together leading poultry industry stakeholders, veterinarians, academicians, researchers, policymakers, entrepreneurs, students, and international delegates.

Representing IPEMA-Poultry India, Mr. Uday Singh Bayas, President, IPEMA-Poultry India, actively participated in discussions focused on the future growth and transformation of the poultry industry. A key highlight was the interaction between Chief Guest Mr. Arjun Devaiah Theethamada, South Asian Games Gold Medallist, nine-time National Champion and CEO of Abhimanyu Academy, and Mr. Uday Singh Bayas, reflecting the shared values of resilience, leadership, discipline, and innovation.

The symposium featured expert-led technical sessions and a panel discussion titled 'Future Ready Poultry - Survival to Scale,' addressing sustainability, scalability, farmer profitability, exports, innovation, biosecurity, leadership, and future growth opportunities.

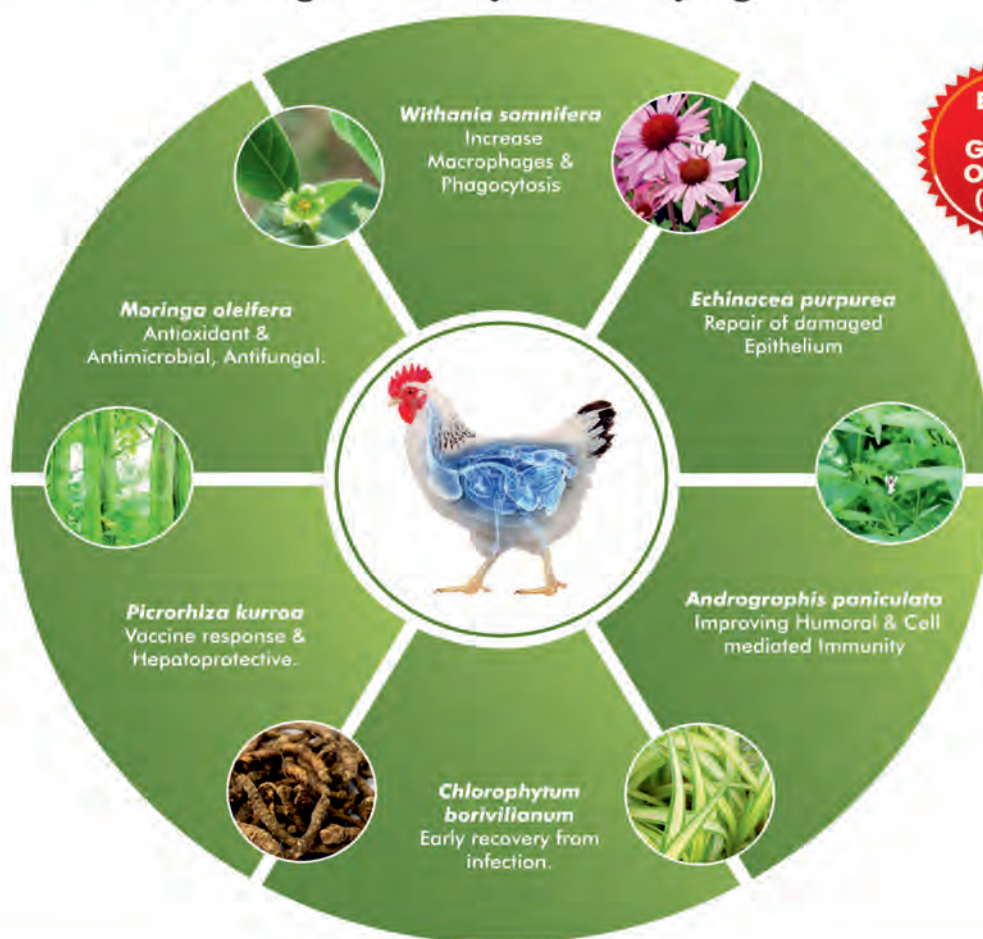
During the discussion, Mr. Uday Singh Bayas emphasized the importance of industry associations in fostering collaboration and addressing common sectoral challenges through collective action. The IPEMA-Poultry India information table witnessed strong visitor engagement and footfall throughout the symposium, providing an excellent platform for networking, stakeholder engagement, knowledge exchange, and strengthening relationships across the poultry value chain.

IPEMA-Poultry India congratulates the VIP leadership team, organizing committee, speakers, sponsors, and participants for successfully hosting a highly impactful symposium dedicated to advancing India's poultry sector.



PHYTOLIVE[®] Immune

Boosting Immunity with Phytogenics



Dose : 20 ml / 100 birds in drinking water

- **PHYTOLIVE Immune** helps to regulate the natural defence mechanism, thus enabling birds to prevent the invasion of pathogenic organisms.
- **PHYTOLIVE Immune** strengthen the immune system and stimulates T cells, B cells, Macrophages, Phagocytes and Immunoglobulin.



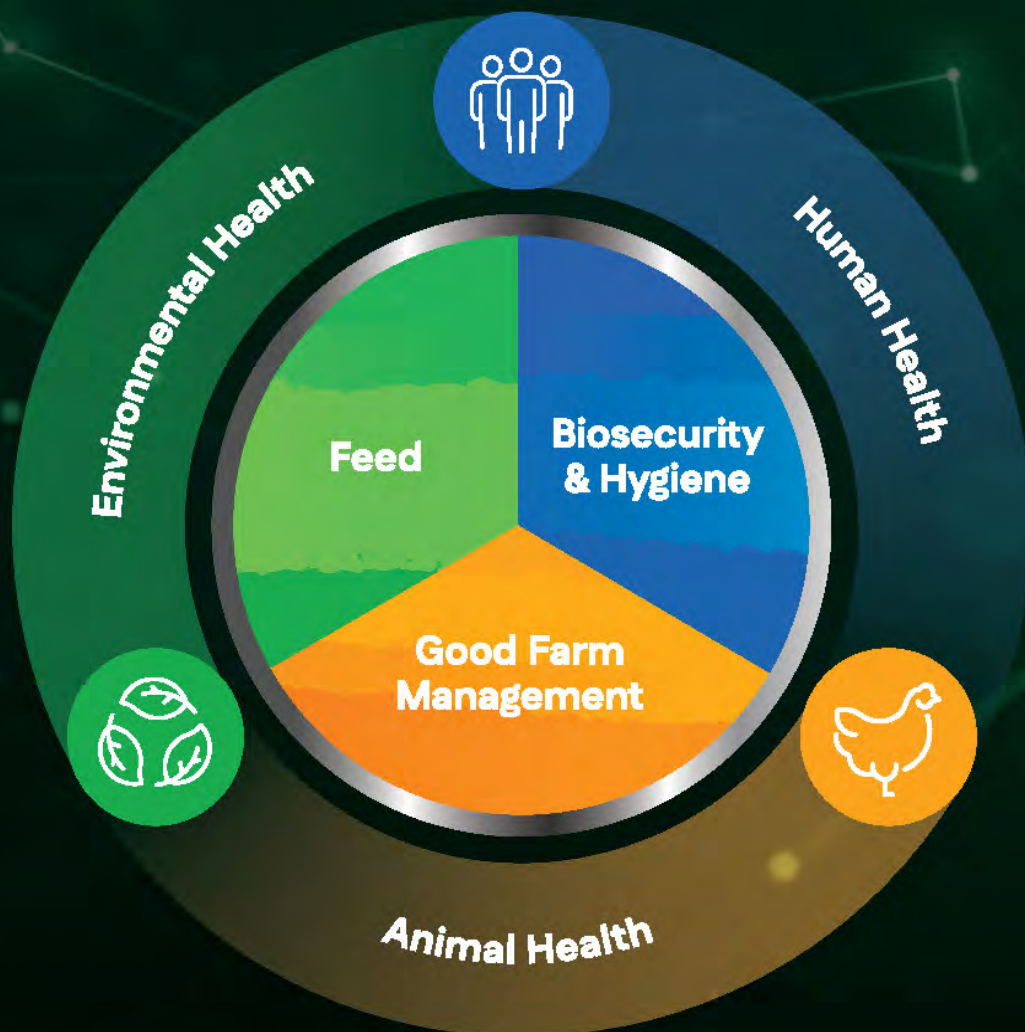
For further information contact

VENKY'S (INDIA) LIMITED
ANIMAL HEALTH PRODUCTS DIVISION

Regd. Office: 'Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road,
Pune-411030, Maharashtra, India

Tel.: +91 - 20 - 24251803, Fax.: +91 - 20 - 25458797, Website: www.venkys.com

Partnering for Progress



Aligning feed, farm management and biosecurity & hygiene
with One Health goals through collaboration.



**PRECISION
ENGINEERED
SOLUTIONS**



**DIFFERENTIATED
ADJACENT
TECHNOLOGIES**

Pillars of Competence



FUNCTIONAL LIPIDS

Lipids are not only a concentrated source of energy but also play a key role in enhancing animal production. We specialize in developing fatty acid applications that improve animal health and feed efficiency.



HEALTH & ENVIRONMENT

We enhance animal health and production efficiency while minimizing environmental impact. Our solutions optimize livestock metabolism, reducing the carbon footprint and enabling higher production with less environmental impact.



PERFORMANCE SOLUTIONS

Our innovative solutions boost animal productivity and health. Using advanced emulsification, we improve nutrient bioavailability, maximizing feed benefits, promoting growth, and supporting sustainable farming.



ALTERNATIVE INGREDIENTS

With a deep understanding of the animal nutrition industry, we explore alternative ingredients to enhance nutritional profiles and support sustainable sourcing, aligning with the trend toward eco-friendly practices.

Connect with us



eclex.com



**BREAKTHROUGH PROTECTION
AGAINST NEWCASTLE DISEASE!**

HuveShieldTM NDK

**RANIKHET DISEASE VACCINE INACTIVATED
(LETOGENIC STRAIN, LASOTA) IP**



**India's Most Advanced
ND Killed Vaccine**

Long-Lasting Immunity

Safety Assured

Proven Efficacy

www.huvepharma.com

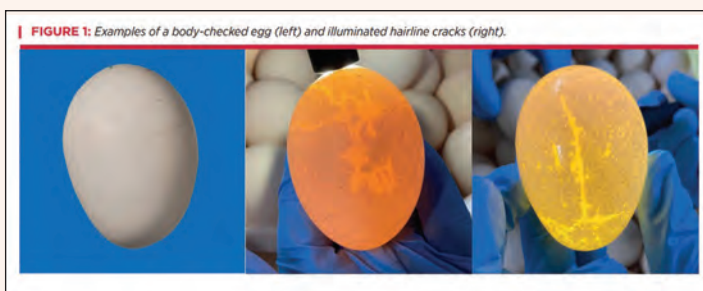
HAIRLINE CRACKS IN HATCHING EGGS



Hatching eggs with hairline cracks pose a hidden threat, reducing the embryo's ability to hatch and increasing the risk for contamination. A normal hatching egg leaves the hen without cracks. From the moment of lay, the egg is exposed to manual or automated egg collection, sorting, packing, and movement on the breeder farm, followed by transportation to the hatchery, and, in some cases, transfer from plastic or pulp trays to setter trays.

During this journey, rough egg handling may cause hairline cracks in the egg shell and possibly disrupt the underlying shell membranes. These hairline cracks may not be immediately visible to the naked eye and do not leave a trace of the exact moment of impact. Because of this, hairline cracks are often missed when doing quality checks during egg collection at the breeder farm. On arrival at the hatchery, hairline cracks that have occurred on the breeder farm are visible, but not consistently recognized, removed, and discarded. Egg quality analysis, conducted by Aviagen incubation specialists at customer hatcheries, revealed that the percentage of hairline cracks can be as high as approximately 7% for certain flocks.

This article focuses only on hairline cracks. It does not address body-checked eggs that were cracked and repaired inside the hen's reproductive tract. These eggs typically have a crack covered by a layer of calcium, making the crack appear as a ridge or band (Figure 1).



HOW TO FIND HAIRLINE CRACKS?

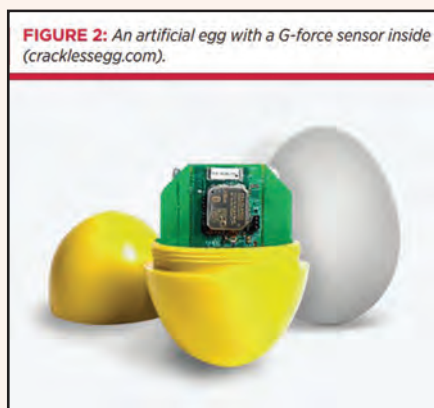
Hairline cracks only become apparent after a few days when moisture from the air has had time to penetrate the crack and produce a faint gray line at the shell surface. When searching for hairline cracks in an egg pack, pick up and inspect each egg with a flashlight, as the crack may be located at the bottom or on the other side. A flashlight makes it easier to detect the moisture that has entered the crack becomes illuminated (Figure 1).

HOW TO LOCATE THE POINT OR LOCATION OF IMPACT?

Hairline cracks are often caused by collisions with other eggs or hard materials in the egg collection system. Whether an eggshell cracks depends on the speed of the impact and the quality of the eggshell. High impact speed (G-force) and weak shells increase the likelihood of cracks.

The location of impact can be found in several ways. A quick check can be done by using your eyes and ears to detect the sight and sound of colliding eggs before or during egg collection, and by looking for sharp edges or rough transitions. Start from the laying nest and work down the egg collection system. Another method is to collect eggs after each transition point, store them for two days, and examine them for hairline cracks using a flashlight.

However, modern technology allows us to use a more sophisticated approach. An artificial egg with G-force sensors inside can be used to track the egg's journey from laying until arrival at the hatchery. Each transition point should be checked several times, and real-time data provides information on the range of impact and the corresponding time. There are several artificial eggs on the market, for example: Wireless EggNode, Crackless egg, Mach-sens Egg Tracker and Gregg Smart Egg (Figure 2).



HAIRLINE CRACK PREVENTION

Gentle egg handling

Minimize the use of harsh or overly automated equipment, and train staff and drivers on the importance of delicate egg handling.

Transport safeguards

Use shock-absorbent materials and avoid jarring motions during egg transportation from the farm to the hatchery.

Routine hatchery inspection

Candle samples from every batch of eggs immediately upon arrival at the hatchery, and track the hairline crack trends overtime.

Routine breeder management evaluation

Any condition that makes the egg shell weaker

will increase the likelihood of cracks. This could be related to heat stress, nutrition, water quality, disease, or birdage.

Routine egg journey inspection at the breeder farm

Check the basics. Every nest must have a nest mat in good condition and, in the case of automation, a nest mat that is positioned correctly so that the eggs roll gently onto the belt without colliding with the nest walls or conveyor belt structures. The collection frequency should be a minimum of 4 times per day to prevent egg-to-egg collisions on the conveyor belt.

CONSEQUENCES OF HAIRLINE CRACKS

CONTAMINATION RISK

A cracked egg leaves the door open for bacteria to penetrate and possibly cause contamination. This risk increases when a hairline crack is caused while the egg is still in the cooling-down phase, just after lay, combined with a (slightly) dirty eggshell. Egg contents shrink when cooling down from the hen's body temperature to storage temperature. This shrinking process facilitates bacterial penetration through cracks, as the slight under pressure pulls anything outside the egg into the egg. Usually, the shell and inner membrane act as a natural barrier for microbes or bacteria; however, when the shell and membrane are cracked and disrupted, the embryo is at risk. Eggshell cleanliness, affected by breeder house management, plays an important role in determining whether an egg with a hairline crack has to face a bacterial challenge. Research shows that losses due to contamination increase by a factor 5 to 6 (Figure 3).

REDUCED HATCHABILITY

Eggs with hairline cracks have reduced hatchability, as they are more vulnerable to contamination and dehydration. Reduction in embryo viability doubles or triples across all stages of incubation compared to a normal shell (Figure 3). A cracked egg will lose more weight due to increased moisture loss during incubation. Egg weight loss is, therefore, higher, and this will consequently lead to a lower chick yield (Figure 4). Chick yield is, however, less affected, as late dead embryos and dehydrated cull chicks are not included in the chick yield parameter. Overall, chicks hatched from cracked eggs have a lower quality, if they manage to hatch, resulting in more culled chicks (Figure 5).

FIGURE 3: Hatch debris analysis (Aviagen trials 2025 and 2026). Letters show statistical differences between normal eggshells compared to shells with a hairline crack.

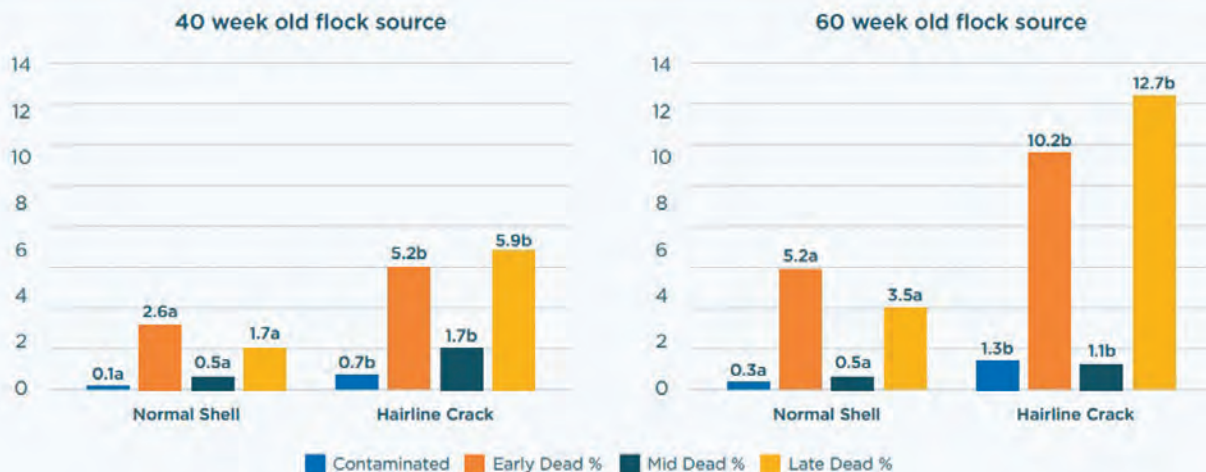
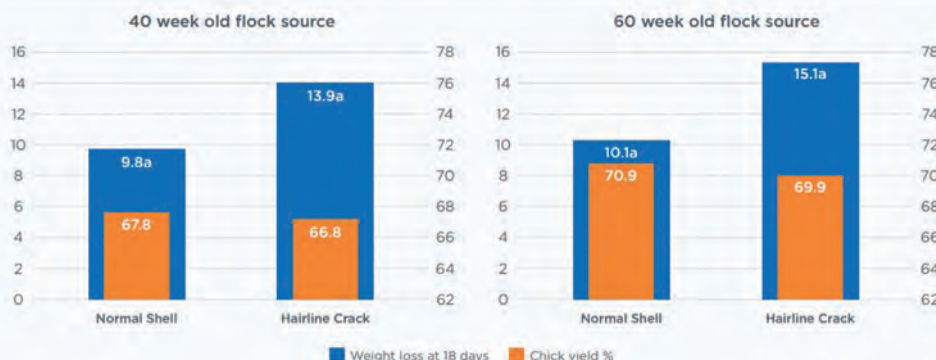


FIGURE 4: Weight loss and chick yield % (Aviagen trials 2025 and 2026). Letters show statistical differences for weight loss of normal eggshells compared to shells with a hairline crack. No significant difference was seen for chick yield, as all trays were close to or within target, and incubation time was variable.



means 5,000 chicks are lost weekly. On a yearly basis, this translates to a loss of 260,000 chicks.

CONCLUSION

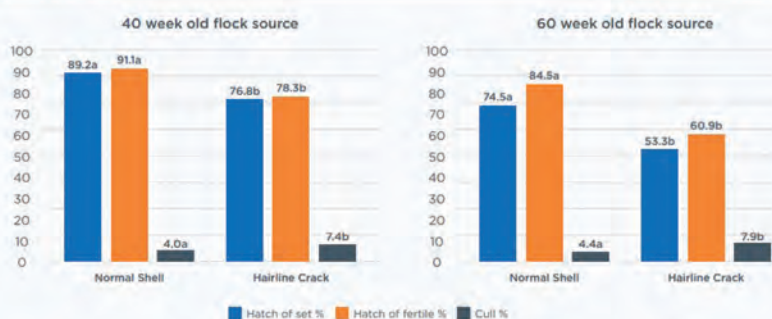
Eggs with hairline cracks are inferior compared to eggs without hairline cracks in terms of hatchability and chick

However, results may differ if using in-ovo vaccination.

The Aviagen research presented below, with an average specific gravity above 1,080 for both flock ages (Figure 5), illustrates the drop in hatchability when comparing clean, normal eggs to those with hairline cracks. Experiments conducted by other researchers, for example, Barnett et al. (2004), show significantly larger drops in hatchability, which may be related to the origin of the eggs and eggshell cleanliness.

As a commercial example, an average hatchery that sets 1 million eggs per week, with 4% hairline cracks in their egg pack, loses 0.5% hatchability. Assuming that hairline cracked eggs under hatch at a rate of 12.4%, this

FIGURE 5: Hatch of set, hatch of fertile, and cull %. Hatch of set and hatch of fertile have culs removed. (Aviagen trials 2025 and 2026). Letters show statistical differences for weight loss between normal eggshells compared to shells with a hairline crack.



quality, and cause an economic loss. Hairline cracks are detectable and mostly visible after a few days of storage at either the breeder farm or hatchery. There are multiple ways to find the cause, and therefore, eggs with hairline cracks are an unnecessary loss that should be avoided.



International Yoga Day 2026 Celebrated at IPEMA–Poultry India

IPEMA–Poultry India celebrated the 12th International Day of Yoga at its office in Madhapur, Hyderabad, bringing together staff, management, and President Uday Singh Bayas in a collective effort to embrace health, wellness, and mindfulness through yoga.

The programme was organized in line with the official theme of International Yoga Day 2026, “Yoga for Healthy Ageing,” highlighting the importance of yoga in promoting physical fitness, mental well-being, emotional balance, and healthy living across all age groups.

Echoing the vision of Prime Minister Narendra Modi, who describes yoga as an invaluable gift of India’s ancient tradition that unites mind and body and serves as a universal “pause button” for humanity to find peace, the event emphasized yoga’s role as a holistic path to physical health, mental well-being, and active ageing.

The yoga session was conducted by Ms. Sreeja Gaddam, a Certified Classical Hatha and Ashtanga Yoga Trainer (YTTC 500 Hours, Pre & Post Natal Yoga Teacher and SBTET Yoga Certified Instructor). Through a series of guided asanas, breathing exercises, and wellness practices, she encouraged participants to incorporate yoga into their daily lives for improved health and longevity.

The session witnessed enthusiastic participation from the IPEMA–Poultry India team, reinforcing the organization’s commitment to fostering a healthy and positive work environment.

In recognition of her valuable contribution towards promoting health and wellness, Ms. Sreeja Gaddam was felicitated by the President of IPEMA–Poultry India, Uday Singh Bayas, along with other management staff during the programme.

Speaking on the occasion, the participants reaffirmed the significance of yoga as a timeless practice that nurtures both body and mind. The celebration served as a reminder that a healthier self contributes to a healthier society and a better future for all.

Through such initiatives, IPEMA–Poultry India continues to encourage holistic well-being and healthy lifestyle practices among its employees and stakeholders.





Where Science Meets Performance: A Visit to Dovoy

It was a pleasure to visit the Gurgaon office of Dovoy Chemicals India Pvt. Ltd., a biotechnology-driven company that has been delivering innovative solutions to industries worldwide. With a strong presence across Asia, Africa, and the Middle East, Dovoy has established itself as a trusted partner in animal health, nutrition, grain processing, food ingredients and industrial solutions. During my visit, I had the opportunity to interact with Mr. Amit Kaushik, Director, Dovoy Chemical India Pvt. Ltd.; Mr. Duttie Bing, General Manager – ASPAC & EMEA, Dovoy Inc. Singapore; Dr. Vipul Gohel, Director, MIV Biosolutions and Channel Partner for Dovoy; Mr. Anand Singh, Business Head – Animal Health; Dr. Sumit Raja, Technical Manager – Animal Health; Mr. Shyam Sunder Sharma, Business Head – DGP; Ms. Dhanashri Shitole, Zonal Sales Manager-South & Maharashtra and Ms. Akanksha Sethi, Dovoy.

Mr. Amit Kaushik highlighted that what truly differentiates Dovoy is its unwavering commitment to innovation, research, and quality. The company operates advanced ISO 17025:2017 accredited laboratories where product development, quality assurance, enzyme assays, thermostability testing, and customized solution development are carried out to meet the evolving needs of modern industries. Mr. Kaushik further emphasized that Dovoy's vision extends beyond supplying products. The company is focused on delivering holistic solutions and value-added services to customers. Complimentary amino acid profiling services, supported by their ISO 17025 accredited laboratory, provide customers with greater confidence in feed quality and nutritional accuracy. Dovoy's state-of-the-art laboratory is equipped with sophisticated technologies including the Agilent HPLC 1260, advanced spectrophotometers, Kjeldahl Distillation systems, Class-II Biosafety facilities, biodigesters, and Neogen Raptor platforms. These capabilities support quality assurance and the development of innovative biotechnology solutions across multiple sectors.

According to Mr. Shyam Sunder Sharma, Dovoy's expertise in proximate analysis, protease enzyme thermostability testing, aflatoxin reduction solutions, microbial load analysis, amino acid profiling, and advanced enzyme assay testing provides a significant competitive edge. The company adheres to globally recognized standards including ISO, GMP, REACH, Halal, FSSAI, Kosher, ZDHC, and D&B certifications. In the Animal Health & Nutrition sector, Dovoy offers a comprehensive portfolio of feed additive solutions including enzymes, organic trace minerals, yeast-based products, antioxidants, immune modulators, gut health solutions, toxin binders, acidifiers, and lipid metabolism enhancers. These technologies are designed to improve nutrient utilization, gut health, productivity, and overall farm profitability, as shared by Mr. Anand Singh and Dr. Sumit Raja. For more details on Dovoy products, kindly visit their website: www.dovoyinc.com;

The visit was followed by an engaging podcast hosted by Ms. Dhanashri Shitole and Ms. Akanksha Sethi, where I shared my thoughts on the "Future of the Indian Poultry Feed Industry." The visit provided valuable insights into how biotechnology, innovation, and scientific excellence are shaping the future of animal nutrition and sustainable livestock production. It was inspiring to witness Dovoy's commitment to developing practical, performance-oriented solutions backed by robust research and field validation. 

**CELEBRATING
MORE THAN
90 YEARS
OF FEEDING
THE FUTURE**



For producers

Empowering producers to make the most out of their resources.



For the planet

Joining forces to efficiently produce the best quality meat, eggs and milk from the existing resources.



For everyone

Setting for ourselves the ambitious goal of feeding 9 million people by 2050.

Our Innovative Products Range

TOXO®-XL | TOXO® | TOXO®-MX | Fylax® | Fysal®

Selko®-pH | Selacid® GG | Fytera Perform

IntelliMin | IntelliOpt | Optimin® | IntelliBond®

Trouw Premixes | maxcare



Scan the
code for
latest updates

Trouw Nutrition India Pvt. Ltd
Unit no. L4 04, SLN Terminus, Beside Botanical Garden,
Gachibowli, Hyderabad, Telangana – 500032 T. +91 40 2988 0258
E: customercareindia@trouwnutrition.com W: www.trouwnutrition.in

Mitigating Heat Stress: Comprehensive Nutritional and Management Approaches for Poultry



Dr. Vaani Shreeya
(Nutritionist)



Dr. Himasree Kancharapu
(Formulator)

Poultry farming is one of the most rapidly growing industries of livestock sector, significantly contributing to food security and offering accessible, high-quality protein, especially in developing nations. The global population is projected to reach 10 billion by 2050, resulting in a substantial increase in the demand for animal-based products. However, maintaining productivity under these circumstances is progressively challenged by environmental stressors, with heat stress being one of the most significant.

Poultry are particularly susceptible to heat stress because of their higher metabolic rate, dense feather coat, and lack of sweat glands, which restrict their capacity to release excess heat. In high temperature and humid conditions, birds experience difficulty in maintaining thermal equilibrium, resulting in physiological stress. The issue is further exacerbated in modern commercial strains, where selection for higher productivity has reduced inherent thermotolerance.

Heat stress is no longer a seasonal concern but a recurring challenge in many production systems. Even short-term exposure to elevated temperatures can lead to noticeable declines in feed intake, growth rate, egg production, and overall flock performance. Addressing this requires a well-integrated approach combining nutrition, environmental management, and long-term adaptive strategies.

Effects of Heat Stress on Performance and Physiology

Physiological and Metabolic Changes

Heat stress induces a sequence of physiological modifications that disturb standard metabolic functions. Birds accelerate their respiratory rate (panting) to improve heat dissipation, which causes an excessive loss of carbon dioxide, leading to respiratory alkalosis. This imbalance affects bicarbonate availability, which is crucial for adequate eggshell development.

Electrolyte imbalances concerning sodium, potassium, and chloride additionally influence hydration, cellular functionality, and metabolic equilibrium. Heat stress impairs thyroid hormone activity at the hormonal level, resulting in a decreased metabolic rate, while simultaneously elevating

corticosterone levels associated with the stress response.

These alterations redirect the avian metabolism from growth and reproduction to survival. Protein synthesis decreases, fat accumulation increases, and overall nutrient utilization become less efficient, leading to reduced performance.

Impact on Productive Performance

One of the earliest and most consistent responses to heat stress is a reduction in feed intake, as birds attempt to minimize metabolic heat production. At elevated environmental temperatures, feed consumption may significantly decrease, typically by 15-30% under extreme conditions resulting in reduced nutrient availability for growth and production.

In broilers, this results in reduced body weight gain, lower feed conversion, and alterations in carcass composition, including

increased fat deposition and reduced muscle yield. Heat stress in laying hens adversely impacts egg quantity and quality, resulting in decreased egg output, reduced egg weight, and poor shell strength. With rising temperatures, feed consumption diminishes progressively, thereby restricting nutrient availability for egg production.

Gut Health, Immunity and Welfare

The gastrointestinal system is particularly susceptible to thermal stress. Disruption to the intestinal lining impairs nutrient absorption and increases permeability, allowing the entry of pathogenic organisms into the circulation. This increases vulnerability to diseases and adds to foodsafety concerns.

Concurrently, immunological function is impaired, characterized by inadequate antibody synthesis and increased oxidative stress. Birds display behavioural reactions include panting, wing spreading, decreased activity, and higher water consumption, all indicating thermal discomfort. Overall, heat stress adversely affects productivity, health, and welfare.

Mitigation Strategies

Feeding and Nutritional Management

Nutritional strategies remain one of the most effective tools for managing heat stress. Feeding during cooler parts of the day, such as early morning and late evening, helps improve feed intake, while avoiding feeding during peak heat reduces metabolic load. The use of highly digestible ingredients further minimizes heat production during digestion.

Feed form also plays an important role under heat stress conditions. Pelleted feed is generally preferred, as it improves feed intake, nutrient digestibility, and energy utilization while reducing physical activity and heat production during feeding. However, particle size must be optimized; while coarse particles may support gut development, excessively coarse feed can increase heat load due to greater digestive effort.

Increasing dietary energy density is a widely adopted approach to compensate for reduced feed intake. In practice, fat inclusion is typically maintained in the range of 2-5%, as fats generate less metabolic heat and improve feed efficiency.

In practice, focusing only on crude protein is not sufficient under heat stress conditions as excess protein contributes to heat production. Instead, diets should be more effectively formulated using a well-balanced amino acid profile, increasing essential amino acids density by around 5-10%, adjusted for reduced intake and higher maintenance demand to sustain productivity in heat-stressed flocks.

Methionine (Met), being the first limiting amino acid in most practical diets, needs close attention during such periods. In field conditions, adequate Met levels help sustain protein deposition and reduce tissue breakdown. This is supported by its influence on pathways related to protein synthesis (IGF1, GHR, PI3KR1) and reduced expression of proteolytic markers such as atrogin1 and CTSL2. In addition, its role in antioxidant systems becomes more relevant as

oxidative stress increases with high environmental temperatures.

Arginine (Arg) also plays a functional role under heat stress. Besides supporting protein accretion through polyamine synthesis, it contributes to creatine formation, which is important for energy buffering in muscle. More importantly, Arg is the only nitrogen donor for nitric oxide synthesis, and this can support vasodilation, helping birds dissipate heat more effectively under field conditions.

Threonine is another amino acid that should not be overlooked, particularly due to its role in maintaining gut integrity and immune competence both of which are often compromised during heat stress. Similarly, tryptophan and branched-chain amino acids can help stabilize the stress response and support overall physiological balance.

From a formulation standpoint, reduced feed intake also means that even non-essential amino acids can become limiting. Glycine is a common example in practical diets, and its inclusion (or glycine equivalents) may be necessary to maintain performance and metabolic efficiency during prolonged heat stress.

Electrolytes, Vitamins and Minerals

Maintaining electrolyte balance is a primary nutritional intervention during heat stress, as increased panting leads to loss of carbon dioxide and disruption of acidbase equilibrium. Under practical feeding conditions, diets are typically adjusted to a dietary electrolyte balance (DEB) of 220-250

mEq/kg, commonly using sodium bicarbonate (1.5-2.5 kg/ton). This helps restore blood pH, improves water intake, and supports overall physiological stability in birds exposed to high environmental temperatures.

Heat stress also elevates oxidative stress, making antioxidant supplementation essential. Although poultry can synthesize vitamin C, endogenous production is insufficient under heat stress; supplementation helps modulate corticosteroid levels and improves stress tolerance. Vitamin C is widely used at 200-500 mg/kg in feed or 0.5-1 g/L in drinking water to alleviate stress and improve feed intake. Vitamin E (100-200 mg/kg) protects cell membranes from oxidative damage and enhances immune function, while also supporting lipid transport in laying birds. Since it cannot be synthesized, it must be supplied through feed. Vitamin A (10,000-15,000 IU/kg) supports epithelial integrity and overall health.

Mineral nutrition becomes increasingly important during heat stress due to reduced intake and increased excretion. Calcium and phosphorus are critical for maintaining eggshell quality and bone metabolism, both of which decline at elevated temperatures. Heat stress reduces calcium intake and impairs vitamin D₃ activation, along with lowering calbindin levels, thereby limiting calcium absorption. Under these conditions, simply increasing dietary calcium is not effective and may reduce feed intake. Instead, it is more practical to provide coarse calcium sources such

as limestone or oyster shell grit (around 1 g/bird) during the afternoon to support eggshell formation during peak demand.

Electrolytes such as sodium, potassium, and chloride continue to support osmotic balance and cellular function. Trace minerals are equally important in stress adaptation. Zinc supports antioxidant defence and immune function through enzyme systems such as superoxide dismutase and metallothionein. Copper (5-8 ppm) contributes to antioxidant activity and is essential for eggshell membrane formation, with deficiencies often reflected in poor shell quality. Iron supports oxygen transport and immune competence, which are particularly important under stress conditions.

Chromium improves glucose utilization through insulin action, enhancing energy efficiency when metabolic demand is high. Manganese supports enzyme systems, lipid metabolism, and eggshell formation, while iodine is essential for thyroid hormone synthesis, regulating metabolism and thermoregulation both of which are affected under heat stress.

Selenium (0.2-0.3 mg/kg) plays a central role in antioxidant defence and works synergistically with vitamin E to protect cell membranes from oxidative damage. It also supports immune response, improves nutrient utilization, and helps maintain intestinal and pancreatic integrity under stress conditions.

Overall, under field conditions, a coordinated approach addressing electrolyte balance, antioxidant support, and mineral

nutrition is essential to sustain performance and resilience in heat-stressed poultry.

Feed Additives and Gut Health

Functional feed additives provide additional support to birds experiencing heat stress. Betaine is typically incorporated at approximately 0.5-1 kg/ton, functioning as an osmolyte to preserve cellular hydration and minimize energy expenditure related to ion homeostasis. It additionally promotes intestinal integrity and nutrient absorption.

Managing gut health is particularly important during periods of heat stress. Prebiotics are generally utilized at 0.5-1 kg/ton, whereas probiotics are incorporated at concentrations of 10⁷-10⁹ CFU/g feed to stabilize gut flora and enhance nutritional absorption. Synbiotics, typically incorporated at 0.25-1 kg/ton, have synergistic advantages, improving gut morphology and immunological function. Postbiotics, often utilized at 0.25-0.5 kg/ton, offer consistent antioxidant and anti-inflammatory benefits.

Furthermore, phytochemical compounds and bioactive molecules enhance oxidative balance, digestive efficiency, and overall performance in stressful conditions. Lycopene (from tomato and watermelon), resveratrol (present in foods such as grapes and peanuts), epigallocatechin gallate (EGCG) from green tea and curcumin from turmeric are natural bioactive compounds that help poultry cope with heat stress by improving antioxidant defence, immune

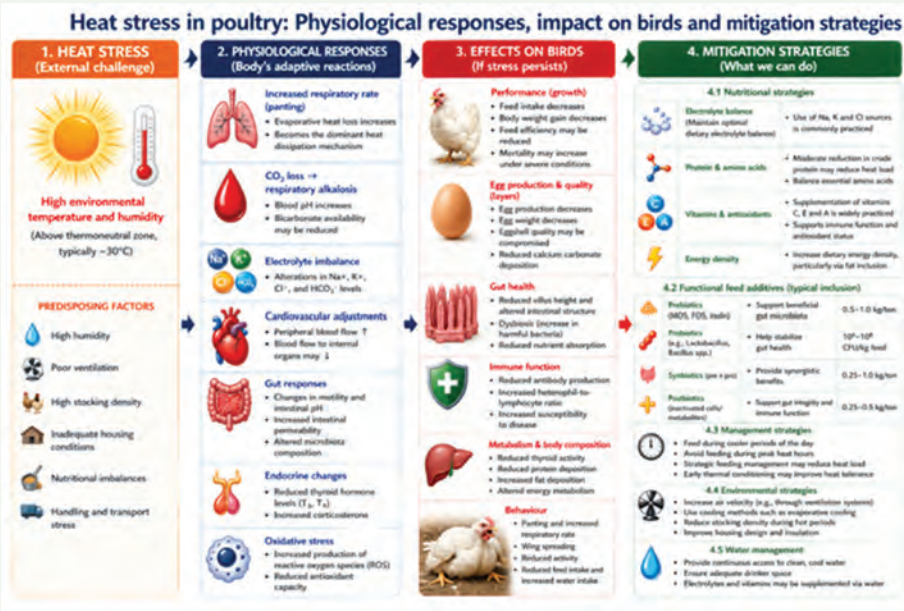
function, and overall performance.

Water, Environment and Long-Term Approaches

Water management is the most immediate intervention during heat stress, since avian species may augment their water consumption two to threefold relative to typical conditions. Uninterrupted access to clean, cool water, preferably maintained at 20-25°C, is crucial, accompanied by sufficient drinking space and appropriate flow rate.

Environmental regulation is necessary for mitigating heat load in poultry housing. Increasing air velocity in ventilation systems, especially tunnel ventilation, improves heat dissipation, with air speeds generally maintained at 2-3 m/s. Cooling systems, including evaporative pads, foggers, and sprinklers, effectively lower ambient temperature, although their efficiency may fluctuate in conditions of elevated humidity. Decreasing stocking density by around 10-20% during elevated temperatures enhances airflow and birds' comfort, while appropriate housing design, insulation, and shading additionally facilitate thermal regulation.

Long-term strategies emphasize enhancing thermotolerance. Early thermal conditioning of chicks can improve their capacity to manage heat in later stages of life. Genetic strategies, like selection of heat-tolerant breeds like naked neck and frizzle birds, offer persistent benefits by minimizing metabolic heat generation.



Emerging techniques such as in Ovo feeding of bioactive compounds are also being explored to improve resilience from initial stages of development.

Conclusion

Heat stress continues to pose a significant concern in poultry production, impacting avian health, welfare, and productivity, and is anticipated to worsen due to evolving climatic circumstances. Although it cannot be entirely eliminated, its effects can be significantly mitigated with a comprehensive strategy that incorporates enhanced nutrition, deliberate feeding techniques, appropriate water and environmental management, and sustained genetic advancements.

Among all approaches, nutrition and feeding management are the most immediate and effective measures, directly affecting the bird's capacity to withstand thermal stress. When supported by efficient

housing and management methods, these strategies sustain performance even in adverse conditions.

As global temperatures continue to rise, the emphasis needs to shift from only addressing heat stress to developing resilient poultry production methods. Producers employing proactive and scientifically informed strategies will be better positioned to sustain productivity, safeguard bird welfare, and attain long-term profitability.

SUBSCRIBE

HIND POULTRY



Ecolex Animal Nutrition Appoints : Regional One Health Solutions Director

Veterinary scientist and regional commercial leader Dr. Loi Chia Fei joins to strengthen Ecolex's One Health-driven approach across Asia Pacific

Ecolex Animal Nutrition is pleased to announce the appointment of Dr. Loi Chia Fei as Regional One Health Solutions Director, effective June 2026. This newly created role reflects Ecolex's commitment to moving beyond product supply toward integrated, science-led partnerships that serve the health of animals, people, and the planet — the foundation of its One Health philosophy.

Dr. Loi holds a Doctor of Veterinary Medicine (DVM) from Universiti Putra Malaysia and brings over 15 years of experience in food animal health and nutrition, with his greatest depth in poultry nutrition and regional commercial leadership. Beginning his career in food animal practice and product management — including working with leading principal companies across both Malaysia and Singapore — Dr. Loi went on to build a distinguished track record in the poultry sector, progressing through technical veterinary and commercial roles at Cargill Feed & Nutrition and CJ Bio. What sets him apart, however, is his exceptional ability to build and sustain commercial partnerships at scale: across successive regional roles at Eastman Chemical, Manuka Biotech, and CJ Bio, he has established distributor and partner networks spanning more than 18

countries — from Southeast Asia and South Asia to the Middle East and Northeast Asia.

It is precisely this combination — a veterinary scientist who has spent his career in poultry nutrition and animal health, paired with a proven ability to build and manage commercial partnerships at scale across Asia Pacific — that makes Dr. Loi uniquely suited to lead Ecolex's One Health Solutions agenda. In his new role, he will work closely with producers, nutritionists, distributors, and industry partners to translate Ecolex's science-backed portfolio into integrated solutions that address the interconnected challenges of animal performance, biosecurity, and sustainable production.

"The One Health approach is not a concept we simply endorse — it is the framework through which we believe animal agriculture must evolve. Dr. Loi's veterinary foundation, combined with his proven ability to build commercial impact across Asia Pacific, gives him a rare ability to translate One Health thinking into real outcomes for our customers and partners. I am genuinely excited to have him on board. Together, I believe we can move from advocacy to action at a scale that makes a meaningful difference for the industry."

— Edward Manchester, Global Business Development Director, Ecolex Animal Nutrition

"I am excited to join Ecolex at such a pivotal moment. The One Health framework is not just a brand narrative — it is the most meaningful lens through which we can serve the animal nutrition industry. I look forward to working with our partners across the region to demonstrate how science-led nutrition can create real, measurable impact for animals, producers, and communities."

— Dr. Loi Chia Fei, Regional One Health Solutions Director, Ecolex Animal Nutrition

About Ecolex

Founded in 2005, Ecolex Animal Nutrition is a global leader in innovative animal nutrition, with expertise embedded in molecular engineering and bioscience. We are dedicated to developing sustainable solutions that enhance productivity while minimizing environmental impact. Ecolex has become established as a leading manufacturer and supplier of specialty rumen bypass and rumen inert fats for the global dairy farming business. From our state-of-the-art production facility near Port Klang, Malaysia, we serve an extensive export market, supplying to more than 35 countries across five continents





SAI KRISHNA

POULTRY EQUIPMENTS

Manufacturers of Innovative Poultry Equipments

Innovating Poultry Solutions for a Better Tomorrow



We Manufacture

- All Kinds of Manual Poultry equipment
- Automatic Pan Feeding System
- Environmental Control System
- Heating Systems
- Automatic Nipple Drinking System
- Poultry transportation System
- Curtain winching Systems
- Cooling Systems



SAI KRISHNA PLASTIC INDUSTRIES

Factory : IP Kondapur, Kondapur Village, Medak Dist-502336,TG.

Factory : Behind Petrol Bunk, Padma Nagar, Karimnagar-505002,TG.

Sales Depot : Mamatha Nagar, Nagole, Hyderabad, TG.

☎ Mobile : 94404 06200, 98490 59508, 92466 59508, 9030059508

✉ E-mail : info@saikrishnapoultry.com, Web : www.saikrishnapoultry.com



IPEMA–Poultry India Hosts Successful 2nd Vendor Appreciation Meet at HITEX, Hyderabad

Hyderabad, 13th June 2026: The Indian Poultry Equipment Manufacturers Association (IPEMA) – Poultry India successfully hosted its 2nd Vendor Appreciation Meet – “Meet • Connect • Celebrate” at Hall 4, HITEX Exhibition Centre, Hyderabad, bringing together industry leaders, MICE sector experts, venue partners, exhibition professionals, and valued vendor partners associated with the Poultry India Expo.

The event served as a platform to recognize and celebrate the invaluable contributions of vendors who have played a significant role in the continued growth and success of the Poultry



India Expo. A total of 54 registered vendors were felicitated with mementos and certificates in appreciation of their dedicated support and commitment.

The gathering was graced by several distinguished guests from the exhibition and MICE industry, including Shri Sooraj Dhawan, President, IEIA; Dr. Surat Singh Malhotra, Founder & Managing Director, Namdhari Events & Promotions; Ms. Nidhi Sharma, Executive Director, IEIA; Shri

Satyendra Mehra, Group Director, NuernbergMesse India Pvt. Ltd.; Shri Sudhir Dhawan, CEO, R.E. Rogers; Shri Ubaid Ahmed, Vice President, BIEC Bengaluru; Shri Srikanth T.G., Business Head, HITEX; Shri Dharampal Singh Malhotra, Executive Director, Namdhari Group; Shri Prithvi Anand, Director – Sales & Marketing, Novotel; and Mrs. Priyanka Reddyar, Venue Sales Head, HITEX, along with all the esteemed vendor partners who have been integral to the success of the Poultry India Expo.

Addressing the gathering, Uday Singh Bayas, President, IPEMA–Poultry India, expressed his appreciation to the vendor



community and emphasized that their dedication, professionalism, and unwavering support have been instrumental in establishing the Poultry India Expo as the World's Largest Poultry Exhibition.

The meet also provided an excellent opportunity for networking and collaboration among industry stakeholders, IEIA leaders, MICE professionals, venue partners, and service providers. Discussions focused on strengthening partnerships, exchanging ideas, and aligning



efforts for the successful execution of the upcoming 18th edition of Poultry India Expo.

IPEMA-Poultry India extends its sincere gratitude to all vendor partners, industry

associates, and stakeholders for their continued support and contribution towards making the Poultry India Expo a globally recognized platform for the poultry industry.

IPEMA-Poultry India warmly invites the global poultry fraternity to participate in the 18th Poultry India Expo 2026, scheduled from 25th to 27th November 2026 at HITEX Exhibition Centre, Hyderabad, India, and be part of the world's largest poultry industry gathering. 



GET THE POWER OF **PROTEIN** WITH **CHICKEN** AND **EGG**



**Boost Your Mood with Better Nutrition.
Proper Nutrition Brings Happiness.**



RR VETERINARY HEALTH CARE PVT. LTD.

An ISO 9001:2015 Certified Company

18

YEARS OF
UNBLEMISHED
QUALITY
SERVICE



For further details
Please contact :

Y. Ram Mohan Rao
Managing Director (Mob: +91 94904 10562)

Dr. Sreekanth Devalraju
Manager (Mob: +91 94410 31794)

Admin Office: # 5-5-81/5/1, 5th Floor, Sai Baba Colony, Kukatpally, Telangana, - 500 072,
INDIA. Ph: +91 94904 10562. info@rrveterinary.in, www.rrveterinary.in, www.rrvhc.in

WE ARE HIRING

National Sales Manager

Assistant Business Development Manager

Zonal Sales Manager

South Zone

(Vijayawada, Tanuku, Anaparthi, Vizag, Chittoor,
Hyderabad, Bengaluru, Hospet, Coimbatore)

Forward your resume to: careers@rrveterinary.in



INFAH National Seminar Charts a New Blueprint for India's Animal Health and Nutrition

Polymakers and Industry Leaders Convene in New Delhi to Drive Regulatory Harmony, Innovation, and Manufacturing Leadership

The Indian Federation of Animal Health Companies (INFAH) successfully hosted its landmark National Seminar today at the India Habitat Centre, New Delhi.

Anchored in the theme “Reimagining Animal Health & Nutrition in India: Driving Ease of Doing Business, Innovation & Leadership,” the seminar brought together a gathering of policymakers, leading veterinary scientists, corporate leaders, and academic stalwarts to map out a resilient growth trajectory for the country’s animal healthcare and livestock ecosystem.

The seminar underscored INFAH’s core mission, “Healthy Animals, Healthier India,” demonstrating the critical link between high-standard veterinary healthcare, rural farmer prosperity, national food safety, and public health. Key discussions focused on advancing ease of doing business through modern regulatory

frameworks, collaborative governance, and scalable technological innovation.

Fostering Regulatory Vision & Ease of Doing Business

The technical programme was opened by Dr. Vinayak Surve, Joint Secretary, INFAH, reaffirming INFAH’s guiding mission: “Healthy Animals, Healthier India.” This was followed by a welcome address by Dr. Manoj Sood, General Secretary and a national perspective presentation by Mr. Vijay Teng, President, INFAH. Mr. Teng outlined the sector’s macroeconomic contributions and set strategic benchmarks for the sector’s growth.

Delivering the keynote on the regulatory roadmap, Dr. Praveen Malik, CEO of Agrinnovate India and former Animal Husbandry

Commissioner (Govt. of India), highlighted the need for a seamless government-industry partnership. Dr. Malik detailed how proactive and transparent governance is turning administrative ease into commercial reality, enabling rapid market launches for vital veterinary therapeutics.

Addressing National Priorities: Disease Mitigation and Food Security

Emphasizing systemic public health resilience, Dr. J.P.S. Gill, Vice Chancellor of GADVASU, delivered a keynote on national disease mitigation. Dr. Gill outlined actionable approaches to reduce the livestock disease burden and championed a comprehensive ‘One Health’ framework to counter antimicrobial resistance (AMR) and zoonotic vulnerabilities.





A major highlight was the felicitation of Dr.Naveena B. Maheswarappa, Animal Husbandry Commissioner at DAHD, following his election as Chairperson of the FAO COAG Subcommittee on Livestock. In his address, *“India’s Opportunity through Reform & Innovation,”* Dr.Naveena presented a roadmap demonstrating how the animal health industry serves as an engine for GDP growth and *Atmanirbhar Bharat*.

Dr.Raghvendra Bhatta, Deputy Director General (Animal Sciences) at ICAR, presented animal nutrition as a strategic national priority, outlining how optimized livestock health and nutrition enhances productivity, secures consumer food safety, and directly elevates smallholder farmer incomes across rural India.

Publications Launch and Multi-Sectoral Policy Dialogues

During the event, Dr.ArunAtrey and Dr. Nitin Bhatia, alongside senior dignitaries, officially released INFAH’s comprehensive report on Indian animal healthcare antibiotic usage in 2025.

Distributed as part of official delegate kits, the publication

highlights that while India’s livestock sector’s steady annual growth rate is over 5%, prevalent infectious diseases remain a critical productivity challenge. In 2025, total antibiotic consumption reached 1,075 tons, reflecting a 5.7% growth over 2024’s 1,017 tons. Fluoroquinolones were found to be the country’s most utilized antimicrobial class. Overall annual industry usage has grown at a stable five-year CAGR of 2.8%. This full report is available for download from the official INFAH website.

Following a global macro-perspective virtual address by Carel du MarchieSarvaas, Executive Director of HealthForAnimals, the seminar moved into four technical policy panel sessions:

Policy Session 1: Regulatory Framework for Animal Health

Drugs and Biologicals – Chaired by Dr.Naveena B. Maheswarappa and co-chaired by Dr.ArunAtrey, with panellists Dr.Rubina Bose, Dr.Aruna Sharma, Dr. P. Dhar, Dr. M. Kalaivani, Dr. Vijay Makhija, and Dr. Sanjay Gavkare. The session examined science-based regulatory alignment with CDSCO, DAHD, IVRI, and IPC for fast-tracked, compliant approvals.

Policy Session 2: Animal Health and Nutrition as a National Priority – Chaired by Dr.Ashis Kumar Samanta (ADG, ICAR) and co-chaired by Mr. Deepak Khosla, with panellists Dr. N.K. Mahajan, Dr.Gagan Garg, Dr.Hundal, Mr. Pradeep Sharma, Mr. Arun Sharma, and Dr. Raja Mukherjee. Discussions centred on BIS standards and enhanced livestock nutrition.



Policy Session 3: From Reform to Leadership – Chaired by Dr. Praveen Malik and co-chaired by Dr. Yash Goyal, with panellists Dr. Sindura Ganapathi, Dr. Annie Jacob, Ms. Pushpa Vijayaraghavan, Mr. Gaurav Marathe, and Mr. Rajaram Narayanan. The session built an industrial blueprint to accelerate infrastructure development and high-value domestic manufacturing under 'Make in India'.

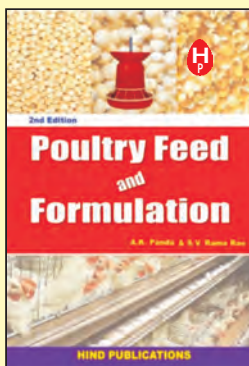
Policy Session 4: Innovation and Focus on Ayurveda and Phyto-genics – Chaired by Dr. Ashok Kumar (Former ADG (AH), ICAR) and co-chaired by Dr. Anup Kalra, with panellists Dr. Raman Singh, Dr. Hari Kumar, Dr. Shivi Maini, and Dr. Divya Divakaran. The session pioneered integration of traditional Indian scientific knowledge with modern validation methods for global export excellence.

The seminar culminated in a Valedictory Session and a Vote of Thanks delivered by Dr. Nitin Bhatia, who acknowledged the collective commitment of government ministries, academic institutions, and private organizations in advancing veterinary standards across India.

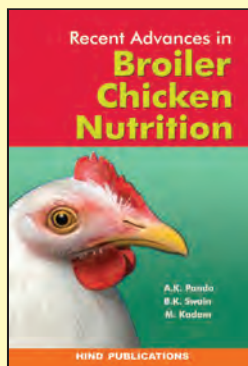
About INFAH

The Indian Federation of Animal Health Companies (INFAH) is the apex industry body representing the animal health, therapeutics, and biologicals sector in India. Dedicated to its mission of "Healthy Animals, Healthier India," INFAH bridges government bodies, research institutes, regulatory authorities, and industry to advance world-class veterinary care, ease of doing business, and science-based nutrition.

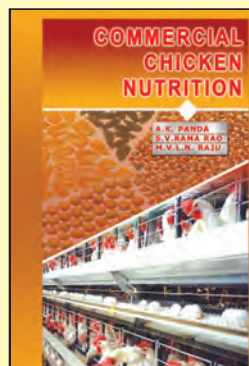
BOOKS FOR SALE



Rs. 450/-



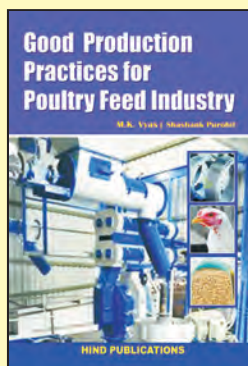
Rs. 760/-



Rs. 445/-



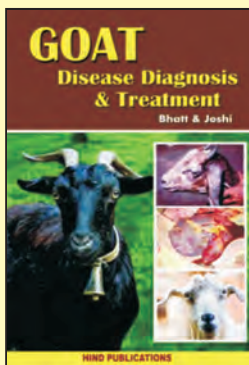
Rs. 499/-



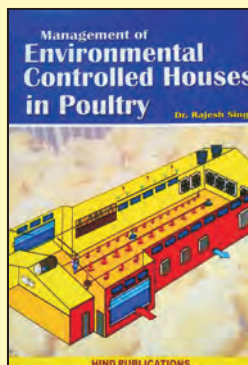
Rs. 305/-



Rs. 245/-



Rs. 325/-



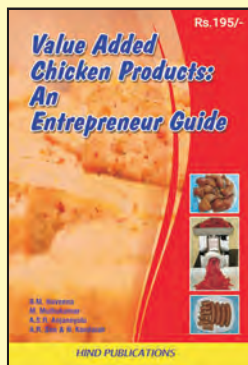
Rs. 210/-



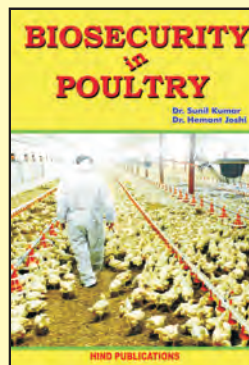
Rs. 80/-



Rs. 395/-



Rs. 325/-



Rs. 225/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

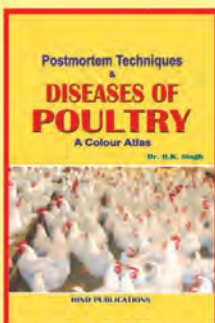
+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

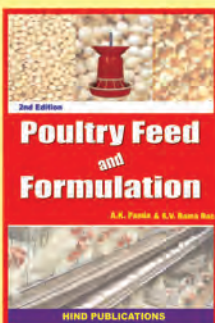
* Postal Charges Rs. 40/- Extra for each book * Postage Free if order is more than 4 books



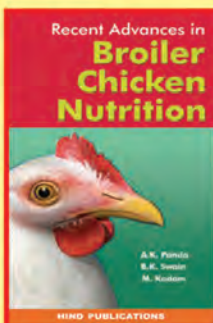
Rs. 445/-



Rs. 2,200/-



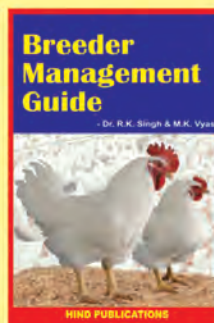
Rs. 595/-



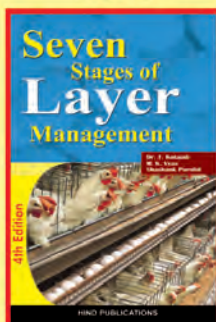
Rs. 760/-



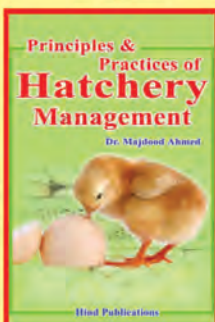
Rs. 450/-



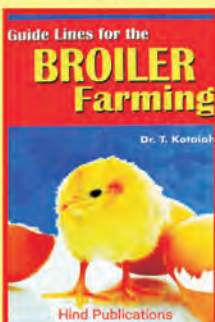
Rs. 295/-



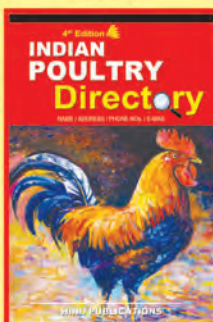
Rs. 250/-



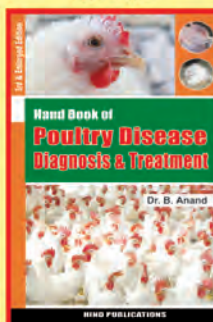
Rs. 495/-



Rs. 200/-



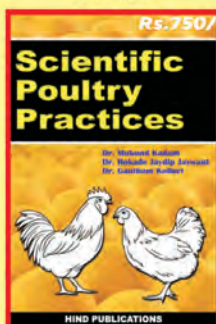
Rs. 1200/-



Rs. 350/-



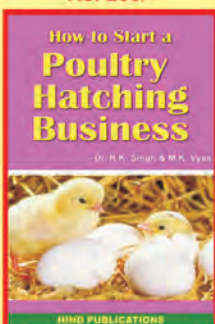
Rs. 395/-



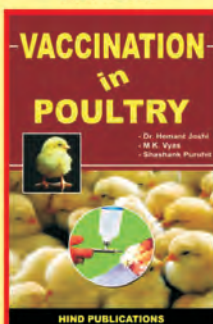
Rs. 750/-



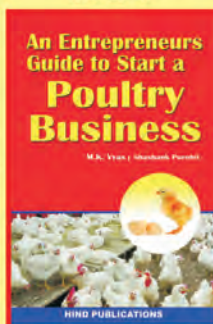
Rs. 195/-



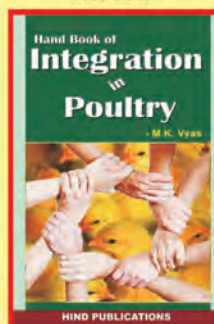
Rs. 250/-



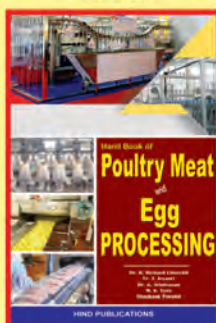
Rs. 495/-



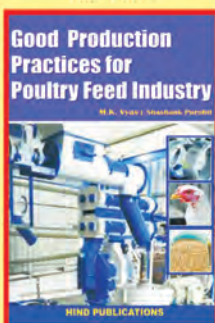
Rs. 450/-



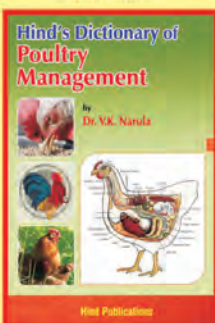
Rs. 250/-



Rs. 595/-



Rs. 300/-



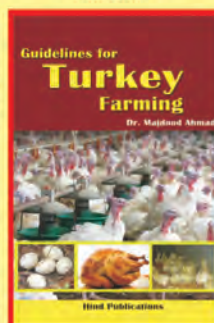
Rs. 550/-



Rs. 395/-



Rs. 250/-



Rs. 850/-

Published by : **HIND PUBLICATIONS**
 # 204, Plot No. 19, Huda Complex, Saroor Nagar,
 Hyderabad - 500 035. Telangana. INDIA
 Mobile: +91-93913 78805, +91-9502159098
 E-mail : hindpoultry@hotmail.com
 Website : www.hindpoultry.com

Marketed by : **ARCHANA PUBLISHING HOUSE**
 # 304, Plot No. 19, Huda Complex, Saroor Nagar,
 Hyderabad - 500 035. Telangana. INDIA
 Mobile : +91-9390243539 +91-94408 37109
 E-mail : archanapublishers@outlook.com
 Website : www.poultrydairyfeed.com



Rs. 260/-



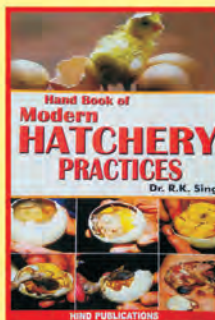
Rs. 325/-



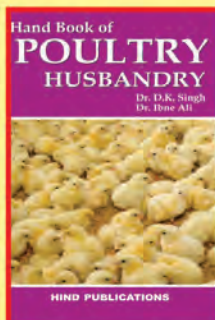
Rs. 325/-



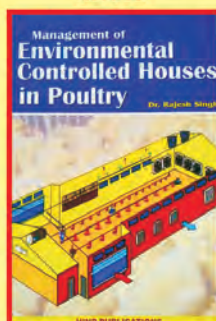
Rs. 185/-



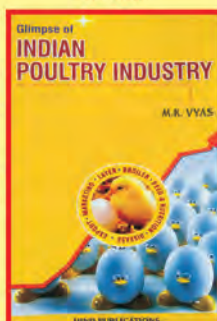
Rs. 325/-



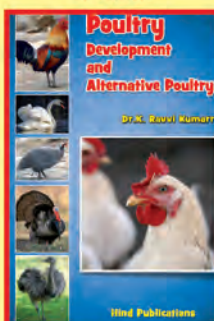
Rs. 395/-



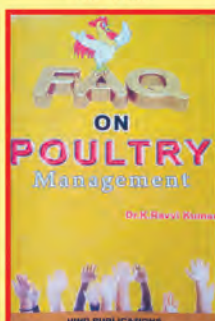
Rs. 210/-



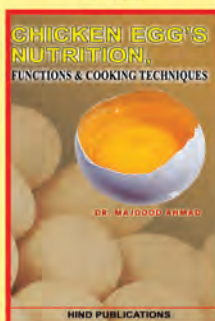
Rs. 235/-



Rs. 295/-



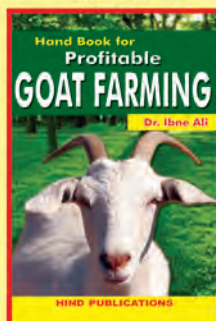
Rs. 225/-



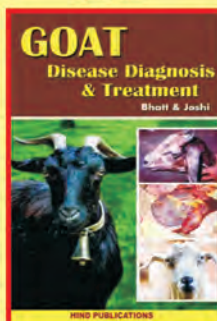
Rs. 345/-



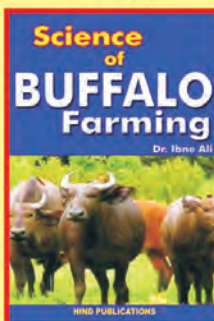
Rs. 330/-



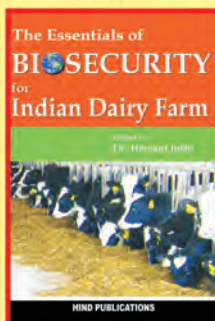
Rs. 275/-



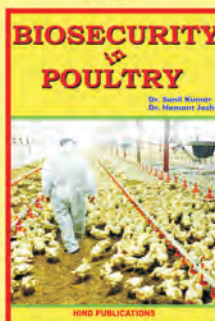
Rs. 395/-



Rs. 295/-



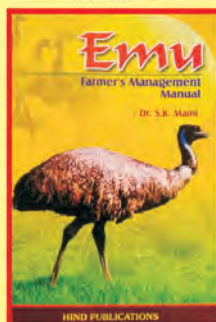
Rs. 245/-



Rs. 355/-



Rs. 395/-



Rs. 395/-



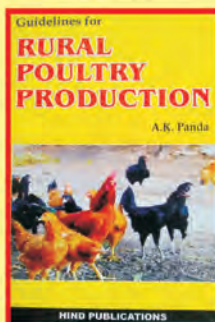
Rs. 335/-



Rs. 295/-



Rs. 325/-



Rs. 295/-



Rs. 795/-

Published by : **HIND PUBLICATIONS**

204, Plot No. 19, Huda Complex, Saroor Nagar,
Hyderabad - 500 035, Telangana, INDIA
Mobile: +91-93913 78805, +91-9502159098
E-mail : hindpoultry@hotmail.com
Website : www.hindpoultry.com

Marketed by : **ARCHANA PUBLISHING HOUSE**

304, Plot No. 19, Huda Complex, Saroor Nagar,
Hyderabad - 500 035, Telangana, INDIA
Mobile : +91-9390243539, +91-94408 37109
E-mail : archanapublishers@outlook.com
Website : www.poultrydairyfeed.com



POULTRY FEDERATION
OF INDIA

POULTRY FEDERATION OF INDIA (PFI)

Invitation for Sponsorship &
Delegate Registration

37th ANNUAL GENERAL MEETING (AGM)

23-24 SEPTEMBER 2026 | GRAND HYATT, KOCHI, KERALA



Dear Sir/Madam,

Greetings from the Poultry Federation of India (PFI)!

The Poultry Federation of India (PFI), the apex body representing poultry farmers, breeders, feed millers, equipment manufacturers, pharmaceutical companies, and all allied sectors of the poultry industry, is pleased to announce its 37th Annual General Meeting (AGM) to be held on **23-24 September 2026 at Grand Hyatt, Kochi, Kerala.**

The AGM serves as a premier platform bringing together industry leaders, entrepreneurs, policymakers, researchers, and stakeholders to discuss emerging opportunities, key challenges, technological advancements, and future growth strategies for the poultry sector.



SPONSORSHIP INVITATION

We cordially invite your esteemed organization to participate as a Sponsor for this prestigious event. Your valuable support will contribute significantly to the success of the AGM while providing exceptional visibility and networking opportunities with key decision-makers and industry leaders from across the country.

SPONSORSHIP CATEGORIES & BENEFITS

Category	Sponsorship Amount (₹)	Complimentary Registrations	No. of Tables	Speaking Opportunity
Super Platinum	10,00,000	12	2	15 Minutes (Day 1)
Platinum	5,00,000	10	2	10 Minutes (Day 1)
Diamond	4,00,000	8	2	—
Gold	3,00,000	6	1	—
Silver	2,00,000	4	1	—
Bronze	1,50,000	2	1	—



DELEGATE REGISTRATION

Registration Category	Fee (₹)	Registration Period
Online Registration (Early Bird)	7,000	Up to 30 June 2026
Online Registration	9,000	01 July – 31 July 2026
Online Registration	10,000	01 August – 15 August 2026
Online Registration	12,000	16 August – 10 September 2026
On-Spot Registration	15,000	During the Event



BANK DETAILS FOR SPONSORSHIP & REGISTRATION

Account Name : Poultry Federation of India
Account Number : 672110110006234
Bank : Bank of India
Branch : Rai, Sonipat (Haryana)
IFSC Code : BKID0006721
PAN : AATP0444K



CONTACT INFORMATION

Mr. Jagdish Kadyan
Mobile: +91 85752 22224
Email: poultryfederation@gmail.com



ADDITIONAL SPONSOR BENEFITS



Prominent display of company branding through standees, banners, and other promotional materials at strategic locations throughout the venue.



Dedicated table space at the entrance of the main hall and key networking/exhibition areas for enhanced visibility and delegate interaction.



Sponsor logos featured prominently on AGM invitation cards, welcome signage, event backdrops, promotional materials, and official communications.



Formal recognition and felicitation during the AGM proceedings.



Sponsors confirming Silver Category sponsorship or above on or before 30 June 2026 will be entitled to one complimentary room during the AGM.



ACCOMMODATION AT GRAND HYATT, KOCHI

PFI has reserved 240 rooms at Grand Hyatt, Kochi, Kerala, for AGM delegates at special discounted rates:

Single Occupancy: ₹10,000 + 18% GST
per room per night (including complimentary breakfast)

Double Occupancy: ₹11,000 + 18% GST
per room per night (including complimentary breakfast)

Important Note:

These special rates are subject to availability and will remain valid only until the reserved room inventory is exhausted. Grand Hyatt has a total inventory of 264 rooms, of which the majority have been booked by PFI for AGM delegates.

Rooms will be allotted strictly on a first-come, first-served basis and confirmed only upon receipt of full payment. Once the rooms reserved by PFI are fully booked, PFI will not be able to arrange or guarantee accommodation at the venue hotel.



We look forward to your enthusiastic participation and generous support. With the collective cooperation of the entire poultry fraternity, we are confident that the 37th AGM of PFI will be a grand success and a memorable gathering for the poultry industry.

With warm regards,

Poultry Federation of India (PFI)



WHY TO ASSOCIATE WITH US?

HIND POULTRY

POULTRY 
Today & Tomorrow **Means Profit**

- With more than 15,000 Readers Globally

- Media Partner & exhibitor in more than 15 global Poultry & livestock Exhibitions

- India's largest publisher of Books on Poultry with more than 75 titles under the flagship name "Hind Publications"

- 26 Years oo serving Indian & South Asian Poultry Industry



Fastest Growing Youtube Channel on Poultry

Hind Publications

204/19, HUDA Complex, Saroomagar, Hyderabad India
TEL: +91- 9391378805, 9502159098 | E- mail: hindpoultry@hotmail.com

www.hindpoultry.com

Indonesia's Singapore Export Ambitions Intensify

In mid-2026, Indonesian agribusiness leaders, supported by the Ministry of Agriculture, accelerated their efforts to meet the rigorous safety and logistical standards mandated by the Singapore Food Agency. For years, Malaysia has been the primary supplier of fresh shell eggs to Singapore, but recurrent production challenges and domestic price volatility have opened a strategic window of opportunity for Indonesian producers.

The Indonesian strategy relies on achieving scale through modernized, vertically integrated operations that can produce high volumes at competitive costs.

However, for Malaysian exporters, the threat is tangible; they are now facing a competitor that is geographically close and rapidly improving its logistical infrastructure. As Indonesia continues to scale its investment in processing and cold-chain logistics throughout the remainder of 2026, the battle for the Singaporean market is expected to sharpen, likely leading to more competitive pricing and a greater emphasis on supply-chain resilience for all involved regional players.



Far-UVC Light Breakthroughs Boost Biosecurity Prospects

As the global poultry industry grapples with the persistent threat of Highly Pathogenic Avian Influenza (HPAI), new research in mid-2026 has brought the potential of Far-UVC light technology to the forefront of biosecurity innovation. Unlike traditional UVC light, which can be harmful to live birds and humans, Far-UVC (operating at a wavelength of 222 nanometers) is being tested for its ability to effectively inactivate airborne viruses within occupied, active poultry houses. Industry trials conducted in early July 2026 showed significant promise in reducing viral loads, offering a potential "game changer" for mitigating the risk of massive, house-wide infections.

The integration of Far-UVC light into commercial environments would represent a departure from reactive, post-outbreak sanitation methods toward a proactive, continuous, and airborne defense strategy.

Thai Chicken Exports Struggle Amidst Market Realignment

Thai poultry exports, long a benchmark for global quality and safety, experienced a sustained downturn through mid-2026, marking the fifth consecutive month of declining volumes. This prolonged slide is primarily attributed to intense pricing competition from China, which has aggressively entered Thailand's traditional export markets in Asia and the Middle East. Thai producers, who have traditionally commanded a premium price based on their reputation for superior biosecurity and value-added processing, are finding it increasingly difficult to compete against the sheer price-volume capacity of Chinese industrial players.

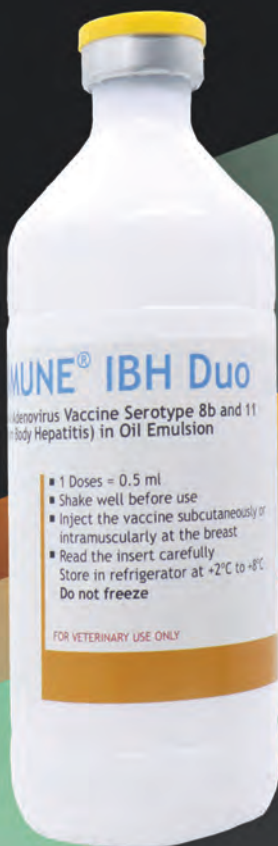
The economic consequences for Thailand's sector are significant, as margins have narrowed to historical lows. Analysts suggest that the "China factor" has fundamentally altered the competitive landscape, forcing Thai firms to reconsider their reliance on commodity-grade exports. In response, several of Thailand's industry leaders have begun a strategic pivot toward "premiumization."



NEW ARRIVALS

VAKSIMUNE® IBH Duo

Protect
Poultry
Against
Inclusion
Body
Hepatitis



Inherit Health, Ensure Safety against
Inclusion Body Hepatitis

VAKSIMUNE® CORYZA COLI



COMPREHENSIVE CARE
CORYZA AND *E. COLI* VACCINE SOLUTION

"ALL-ROUND RESILIENCE"
4 Strains Coryza and 3 Strains *E. coli*

A Division of
JAPFA-Indonesia

vaksindo®
Research Based Vaccines

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.

Telengana- 500070. Tel: +91 40 35858744, Customer Care No: +91 4029364722 ® Registered Trademark



UNLOCK THE IMMUNITY
AT THE RIGHT TIME,
WITH THE RIGHT STRAIN

IBD-VIPx

VENTRI'S IMMUNE PLUS COMPLEX

'CATCHING UP WITH THE FUTURE'

VENTRI BIOLOGICALS
(Vaccine Division of VHPL)

'Venkateshwara House', S. No. 114/A/2, Pune Sinhgad Road, Pune 411030. Tel.: +91 (020) 24251803, Fax: +91-20-24251060 / 24251077.

Email: ventri.biologicals@venkys.com



www.venkys.com