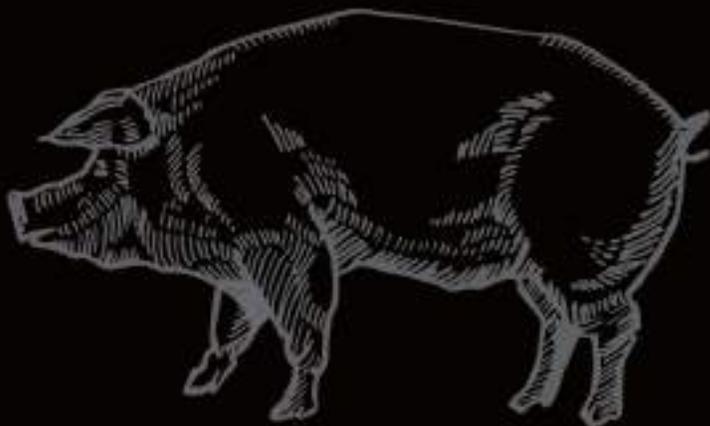




## MAYUR PIGGERY FARM

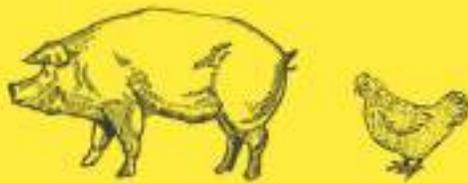


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**PORK & CHICKEN**

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## INTRODUCTION

"Mayur piggery" established its vertically integrated piggery in the year 1978, under the guidance of visionary Mr. Balasaheb Jadhav. Since then it is engaged in manufacturing and sale of raw and processed Pork in domestic and international market. Mayur Piggery sets up its plant with Modern State of art of technology at Punavale, Dehuroad, Pune, 411033. in the year 1993.

With commitment on quality and food safety, it spreads its customer base Pan India, under the brand name of Farmer choice in the year 2008.

Further, "Honesty Foods" is created for Chicken & pork based value added products under the Parent company of Mayur piggery Farm. Quality at processing is maintained by qualified and experienced staff and the factory is governed by Govt. FSSAI norms under the license no. 11512022000355. It produces the product with zero tolerance on quality and assured the same to customers by maintaining cold chain. Currently, Mayur piggery ushered in to new ventures of retailing with option of Franchisee module of business and also in restaurant food business under the banner of Farmer choice.

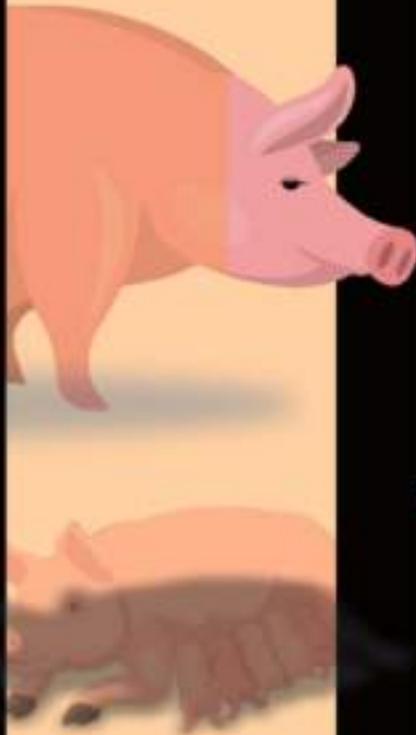
Products packed in retail and bulk packs are supplied to different retailers, trade channels and also to Horeca business.



2008



# COMPANY PROFILE



**1978-85**

- Pig Farming
- Pig Breeding farm
- Fat gainer farm



**1985-2002**

- Trading and slaughtering
- Since then it is engaged in trading raw pork meat.



**2002 till now**

- Meet process started since 2002.
- Cold storage and upgradation of facility by using All European Machinery.



## MAYUR PIGGERY FARM



# FUTURE DEMAND

- Pork consumption stands at around 395 thousand metric tons of pig meat were expected to be consumed in 2018 across India.
- The trend will continue as meat industry is increasing due to demand as it enables a large number of entrepreneurs to become self reliant.
- Pork consumption would exceed 10 million tonnes in next few years .
- Increasing demand from the meat sector is likely to substantially hike Pork consumption by 2020 due to which its production has started growing at a faster pace.



— Webar slicing, Multivac R105 thermoforming —  
packing, Multifresh skin packing and other machines



## Cooking Machines



## Processing Equipments



## Our Products



## Our Packaging



# COLLABORATIVE MARKETING



Collaborative marketing is a marketing strategy that involves working in unison with similar companies to promote brand, minimize costs and increase sales.

It is more than collaborating with other organizations. Modern technology gives us better outreach to capture the voice of your target audience.

Strong collaboration is preceded by a systematic planning of the entire collaboration process. Begin by researching companies that have similar goals, marketing, brand and products.



**MAYUR PIGGERY FARM**

## Contact

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