



## SNEHA FRESH

A REPUTABLE NAME IN BREEDING FARM AND COMMERCIAL CHICKENS PRODUCTION

*Sneha Fresh Pvt. Ltd. is a diversified and well-known company based out of Hyderabad, and has an ever-growing presence in poultry integration, feeds, premixes, solvent extractions & refining of edible oils. The Group has vertically integrated operations to achieve economies in production & processes*

**C**ommenced in 1982 initially as 'Ram Reddy Chicken Market', and rebranded later on as Sneha Fresh Pvt. Ltd., the company has since then treaded on a growth path and has never looked back, creating a robust presence in domestic markets as a result of its focused and passionate approach.

### COMPLETE VALUE CHAIN MANAGEMENT

Receiving an encouraging thrust by the rising demand of fresh, the company came into existence to establish a breeding farm and venture into commercial chicken production, and over the years, through excellent management and value chain efficiency, has taken up production on full steam.

The amazing success in broiler breeding coupled by setting up of commercial broiler production of high-quality fresh chicken has been received well by the consumers as a branded and differentiated product, and has enjoyed immense reputation as preferred items for consumption for discerning customers.

Sneha Fresh has time and again proved that a sustainable poultry integration business model is able to make a drastic change in improving the livelihoods and nutrition of people and at the same time being less reliant on procuring feed from external providers.

### SPIRALLING GROWTH – ONE BUSINESS CREATING ANOTHER

With an aim to provide better quality ingredients for a healthy feed, the company instituted a Soy Solvent Extraction Plant and a Rice Bran Extraction plant to provide pure and quality Soy DOC and DORB, and these facilities in turn generated crude oils providing Sneha Fresh another business opportunity to set up an edible oil refinery with a capacity of 100 TPD and also make its entry into FMCG sector by launching consumer packs in Southern and Central India as different brands.

Sneha Fresh has several business plans to increase its business vertical of processed chicken by commencing a 6000 BPH capacity processing plant at Jadcherla, Telangana, and has exciting business plans for its FMCG segment by

reinforcing and scaling up its operational efficiencies by growing its product lines.

Through its broiler distribution system, Sneha Fresh started its broiler trading around Hyderabad by utilising more than 200 specially designed caged vans for distribution of broilers and with surge in demand, has scaled up the fleet size. Moreover, with a strong supply chain mechanism, encompassing more than 75 retail and wholesale chicken outlets and over 2400 dealer outlets, and a skilled and customer-centric team, the company is able to make timely deliveries to the market.

### GIVING BACK TO THE SOCIETY

Recognising the importance of uplifting socio-economic conditions of rural people, Sneha Fresh has undertaken several initiatives such as to provide safe drinking water to adjoining areas, empowering rural women by imparting training to start various economic activities, contributing to the cause of environmental pollution by planting trees, organising free medical camps and distributing medicines to the needy.