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MAIZE SECURITY: THE MISSING LINK IN POULTRY GROWTH



G. N. Ghosh
Managing Editor

The Indian poultry industry is confronting a growing challenge that threatens to undermine its production economics: the rising cost and uncertain availability of maize, its principal energy source in poultry feed. Fluctuating crop output, weather uncertainties, competing industrial demand and supply-chain constraints have exposed the vulnerability of an industry heavily dependent on this single agricultural commodity.

The concern has acquired greater significance with the growing demand for maize from the ethanol and other industrial sectors. With feed ingredient prices escalating, poultry producers, particularly smaller and independent farmers, are finding it increasingly difficult to protect their margins. The consequences are eventually reflected in the cost of eggs and chicken, with implications for both consumers and national protein security.

Interestingly, the recently concluded 1st International Maize Conference 2026, held in Hyderabad from 2nd to 4th November 2026, brought this larger debate into focus. Under the theme 'Maize Revolution for Food, Feed, Fodder, Fuel and Sustainability in the Changing World', the conference emphasised the need to strengthen India's maize ecosystem. ICAR Director General, Dr. M. L. Jat highlighted the ambition to increase national maize production from approximately 55 million tonnes to 75 million tonnes over the next decade. His proposition of expanding the traditional four-F framework to five Fs, placing Farmers at the centre, is particularly relevant.

However, the poultry industry's concerns must find a stronger place in this national conversation. Food, fuel and feed cannot be viewed in isolation. India needs a coordinated maize policy that balances competing demands, encourages productivity, strengthens procurement and storage, and ensures affordable availability for livestock and poultry feed.

India's poultry growth story cannot remain sustainable without feed security. The maize challenge is no longer merely an agricultural concern; it is a national livestock and nutritional security issue.

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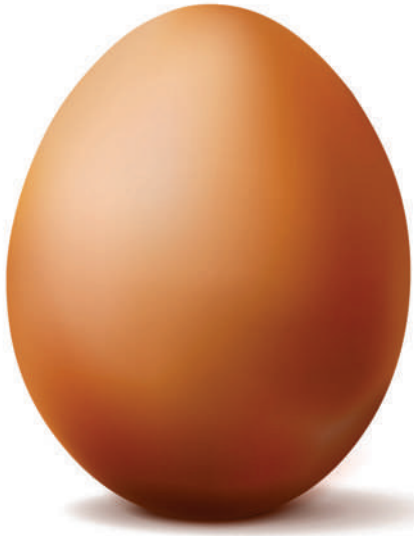
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Article

Maize at the Crossroads in India: Livestock Farmers Face an Uncertain Future



Dr. Amiya Dharmapada Nath
Dy. Country Head,
Japfa Comfeed India Pvt. Ltd.

India's Ethanol Ambition and the Future of Livestock Feed Security

India has made significant advances in foodgrain production, renewable energy, poultry, dairy and aquaculture. Yet a difficult question is emerging at the intersection of these successes: can India secure fuel for its vehicles without putting affordable feed for its animals under increasing pressure?

The concern is not that ethanol is inherently undesirable, or that maize farmers should receive lower prices. It is that maize now serves several important markets—animal feed, human food, starch and other industries, and fuel—without an equally visible, integrated framework for forecasting and managing competing demand. Livestock feed security deserves a place alongside food and energy security in national planning.

A Bigger Maize Crop Does Not Automatically Mean Secure Feed Supplies

The Government of India's Third Advance Estimates place maize production for 2025-26 at approximately 55.09 million tonnes, against about 43.41 million tonnes in 2024-25. This substantial projected increase reflects the work of maize growers and improvements in agricultural output. But production figures alone do not reveal the volume that will reach poultry, dairy, pig and aquaculture feed markets at the right time, quality and price.

Availability depends on opening stocks, regional harvest timing, moisture and storage losses, trade flows, industrial procurement and transport. A large national harvest can coexist with local shortages or sharp price swings. That is why feed-security policy needs a regularly updated national maize balance sheet—not merely an annual production estimate.

For the November 2026–October 2027 ethanol supply year, oil marketing companies sought bids for approximately 1,100 crore litres of ethanol across feedstocks. Industry scenarios have suggested that maize-based ethanol could require around 16 million tonnes of maize, depending on procurement decisions and conversion yields. This figure is a projection, not verified final maize consumption. For perspective, 16 million tonnes would be equivalent to roughly 29% of the 55.09-million-tonne crop estimate; it must not be mistaken for a confirmed diversion of that share.

The policy question is, therefore, not whether all projected ethanol demand will materialise. It is whether feed demand has been explicitly accounted for before additional grain-based fuel demand is committed.

Why Maize Prices Matter So Much to Poultry and Livestock

Maize is a principal dietary energy source in many poultry diets and is used in varying amounts in layer, country chicken, pig, cattle and some aquaculture feeds. Broiler diets may contain approximately 50–60% maize, although actual inclusion depends on the bird's stage, nutritional specification and prevailing ingredient prices.

The arithmetic shows why farmers are exposed. In an illustrative broiler formula containing 55% maize, a Rs. 5/kg increase in maize price raises ingredient cost by Rs. 2.75 per kg of feed, before reformulation. At a feed conversion ratio of 1.7, this represents about Rs. 4.68 extra feed cost per kg of live bird. These are sensitivity calculations, not a claim that all farms have experienced exactly that price increase.

Farm-gate prices do not necessarily move in step with feed costs. A broiler farmer may face an expensive feed cycle while live-bird prices are weak. Dairy farmers may not receive a matching increase in milk procurement prices. Pig farmers face similar cost-price mismatches; fish and shrimp farmers also face disease, survival and feed-conversion risks. Feed mills face the parallel challenge of maintaining nutrition, quality and service while customers struggle with affordability.

If the imbalance persists, farmers may reduce placements, delay stocking, underfeed animals, defer investment or exit production. The consequences travel across hatcheries, veterinary services, logistics, feed mills, agricultural processors and rural employment. A grain-market shock can become a much wider animal-protein supply shock.

Ethanol Has Legitimate Benefits—But its Opportunity Cost Matters

Ethanol blending supports energy diversification, agricultural value addition, investment and potential petroleum-import substitution. These are real policy objectives. Ethanol manufacturers, like feed millers, also face commercial risks from feedstock costs and procurement prices. It would be misleading to present the sector as uniformly profitable at the expense of livestock.

Nevertheless, the same tonne of maize cannot be simultaneously sold into all end uses. Where fuel procurement competes with feed, policymakers should assess the incremental value of ethanol against the effects on animal production, rural livelihoods and consumer protein prices. The assessment should include the ethanol plant's co-products, especially distillers dried grains with solubles (DDGS), which can return protein and other nutrients to the feed chain.

DDGS is valuable, but it is not a one-for-one replacement for maize. It differs in fibre, energy, amino-acid profile, digestibility and quality consistency. Inclusion rates must be species-specific, and mycotoxins and other quality risks require controls. Counting every tonne of DDGS as an equivalent tonne of feed maize would exaggerate the relief it provides.

What Happens When Crude Oil Prices Fall?

Maize-based ethanol economics must be considered against changing international crude oil prices. When crude prices are lower, ethanol's direct fuel-cost competitiveness may weaken;

at higher crude prices, import substitution may become more attractive. But a fair comparison cannot be made by placing a litre of ethanol beside a litre of petrol without adjustments: ethanol has lower energy content, and the comparison must include refining, blending, logistics, taxes, foreign-exchange effects and energy-security benefits.

A useful government review would publish scenario analyses across several crude-price and maize-price levels. It should also account for the value of DDGS and other co-products, and the costs or benefits imposed on feed users. This is not a call to abandon ethanol targets whenever oil prices change. It is a call for transparent economic assessment before grain-use decisions create long-lasting pressures elsewhere in agriculture.

Alternative Feed-Energy Sources: Necessary, But Not Unlimited

Feed nutritionists can partly reduce dependence on maize through least-cost formulation. Broken rice can supply energy in poultry and pig diets, but competes with food and industrial demand. Wheat is useful in suitable diets, often with attention to non-starch polysaccharides and enzymes. Bajra (pearl millet) and sorghum (jowar) offer regional opportunities, subject to consistent quality, availability and—in some sorghum varieties—tannin levels.

Cassava or tapioca can supply energy where processing, safety and logistics are viable. Maize and rice DDGS contribute energy and protein, but require nutritional evaluation and quality testing. Vegetable oils and fats can raise energy density in some feeds but are constrained by price and oxidation risks. No single alternative can be substituted mechanically for maize across all species and ages.

There is also a market-wide limitation: if every feed manufacturer simultaneously shifts to broken rice, wheat or millet, those commodities may also become more expensive. Alternative ingredients should, therefore, be supported by crop planning, feeding trials, regional procurement systems, reliable nutrient databases and quality standards—not promoted as a quick universal cure.

Imports, Including GM Maize: Examine the Options Scientifically

When an independently verified deficit threatens essential feed supplies, temporary and calibrated non-GM maize imports may deserve consideration. The timing, tariffs, port logistics and volume should be designed to avoid unnecessary harm to domestic maize growers. Imports are a contingency instrument, not a substitute for improving Indian maize productivity.

A more sensitive option is the possible import of genetically modified maize for restricted industrial ethanol use. GM maize is used in several international markets, but India's applicable biosafety and import rules cannot be bypassed. Any proposal would require statutory approvals, a rigorous risk assessment, secure handling, traceability, prevention of unintended release and enforceable segregation.

The fate of GM-derived DDGS must be evaluated separately: industrial use of a grain does not automatically authorise the resulting co-product for animal feed. Domestic farmer interests, trade implications and enforcement costs also matter. The appropriate first step is an independent feasibility study comparing non-GM imports, tightly controlled GM industrial imports, alternative ethanol feedstocks and domestic productivity gains—not an assumption that one option is already permissible or best.

The Responsibilities of Every Stakeholder

Maize farmers deserve remunerative prices, improved seed and agronomy, drying and storage infrastructure, and dependable markets. Livestock farmers need scientific feeding, better feed efficiency, stronger biosecurity and realistic access to working capital. Feed manufacturers must invest in least-cost formulation, alternative-ingredient validation, quality assurance, procurement discipline and transparent communication of cost pressures.

Traders and processors should improve quality consistency, logistics and market transparency. Ethanol producers should maximise conversion efficiency, disclose realistic feedstock requirements and optimise compliant DDGS utilisation. Industry associations should replace isolated complaints with independently verified evidence on demand, regional prices, margins and farmer viability. The objective is not to make one sector win at another's expense; it is to ensure the entire value chain remains viable.

A Coordinated Government Response is Overdue

The Ministry of Agriculture and Farmers Welfare should lead productivity, storage and crop-demand planning. The Department of Animal Husbandry and Dairying should quantify feed needs and represent livestock economics in grain policy. The Department of Fisheries should represent aquaculture's distinct nutritional and supply-chain requirements. The Ministry of Petroleum and Natural Gas should evaluate ethanol feedstock choices against broader agricultural demand and changing oil economics.

The Ministry of Commerce and Industry should review calibrated trade options and their implications for domestic growers and downstream industries. The Ministry of Finance should assess fiscal costs, credit stress and the wider economic consequences of feed inflation. Where mandates conflict, Prime Minister's Office-level coordination could help establish a shared national framework.

Five practical steps deserve priority: (1) publish a quarterly maize balance sheet covering food, feed, ethanol, industry and stocks; (2) establish a cross-ministerial National Feed Security Task Force; (3) introduce early-warning indicators for ingredient prices and supply deficits; (4) fund alternative-energy-ingredient research and maize productivity improvements; and (5) require a transparent food–feed–fuel impact assessment before major grain-based ethanol allocation changes.

A Practical 90-Day Starting Point

Within 30 days, government and industry could reconcile production estimates, opening stocks, expected ethanol procurement and livestock-feed demand. Within 60 days, a technical group could review regional shortages, storage and transport bottlenecks, DDGS quality and any evidence-based trade measures. Within 90 days, the government could publish a food–feed–fuel roadmap with named responsibilities, a review timetable and publicly understandable indicators.

Such a roadmap should protect the legitimate interests of maize growers as carefully as those of feed consumers. It should also distinguish temporary price spikes from structural deficits, and avoid interventions that create unpredictable incentives for the next crop season.

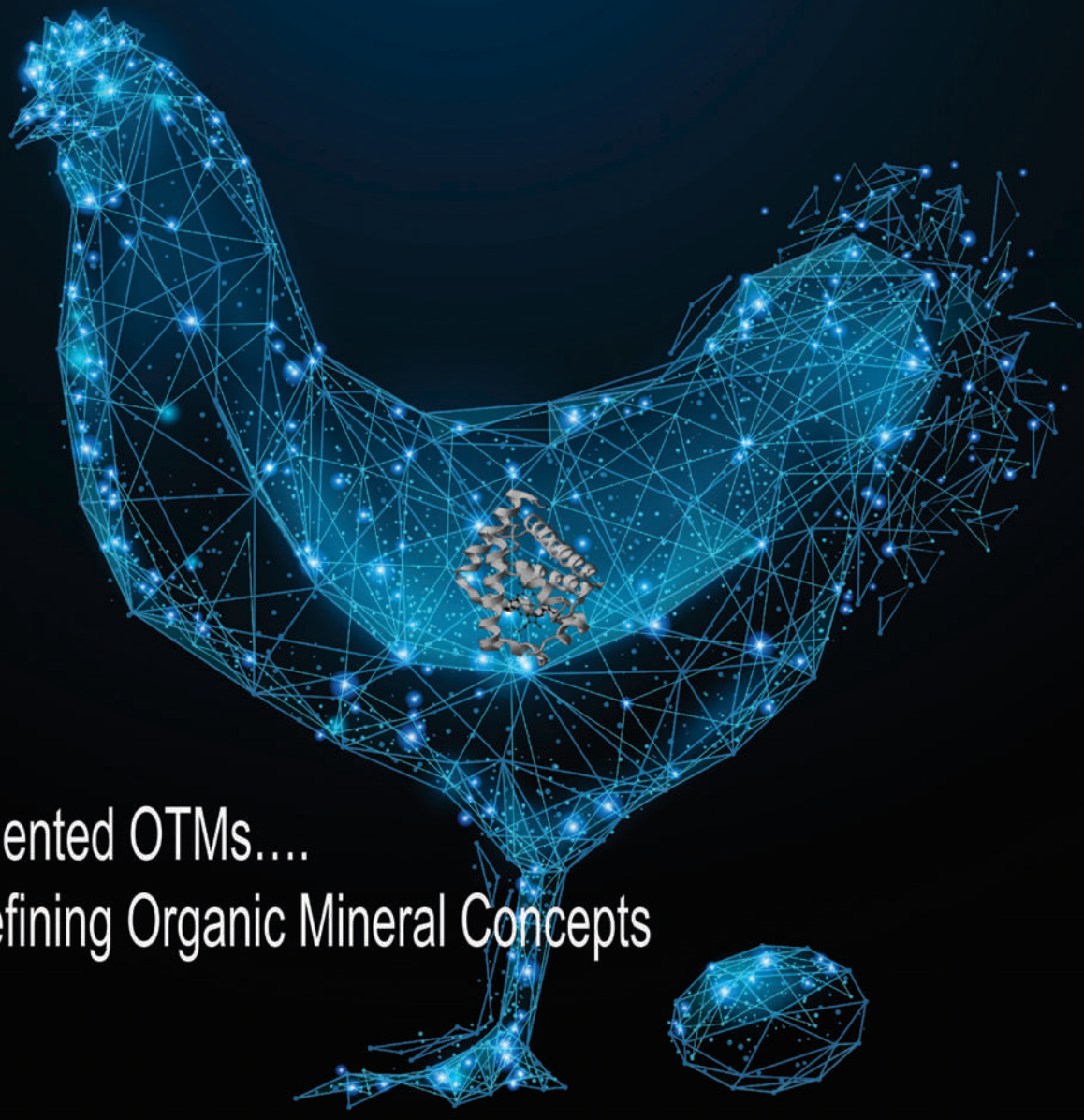
Conclusion - Feed Security Is Nutritional Security

The present maize debate is an early warning about the need for integrated resource planning. A country can achieve higher grain production and still leave livestock farmers exposed if competing uses, distribution and price risks are not managed together. The solution is not to oppose ethanol, suppress maize prices or demand unrestricted imports. It is to make policy decisions with a full view of their consequences.

If India can develop national strategies to secure food for its people and fuel for its vehicles, it should be equally capable of developing a strategy to secure feed for the animals that produce milk, eggs, meat and fish.

Food security, feed security and energy security must advance together. India must feed its people, feed its animals and fuel its economy without sacrificing one for another.

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Article

Vets in Poultry (VIP): Beyond the Flock—Building Leaders, Protecting Health and Shaping the Future of Indian Poultry



Prof. (Dr.) P.K. Shukla
Head, Department of Poultry Science, College of Veterinary Science and Animal Husbandry, Mathura (U.P.), India

"From farm-level problem-solving to scientific advocacy and policy leadership, poultry veterinarians are emerging as one of the most influential forces behind a healthier, safer and more sustainable poultry industry"

The Unsung Professionals Behind Every Healthy Flock

Behind every healthy flock, every efficiently produced egg and every safe chicken meal, there is a science that often remains invisible to the consumer. There are early-morning farm visits, disease investigations, vaccination schedules, biosecurity checks, laboratory reports and countless decisions that determine whether a poultry enterprise thrives or struggles. At the heart of this complex system stands the poultry veterinarian.

Yet, the role of a poultry veterinarian extends far beyond treating sick birds. Today's poultry veterinarian is a flock-health manager, disease detective, nutrition adviser, biosecurity strategist, farmer's counsellor, industry consultant and scientific communicator. Increasingly, veterinarians are also called upon to engage with policymakers, address public misconceptions, promote responsible production and help the industry navigate economic, technological and environmental challenges.

India's poultry sector has grown into a major contributor to affordable animal-protein availability, employment and agricultural enterprise. Sustaining this progress requires more than modern farms, improved genetics and advanced equipment. It requires skilled professionals who can translate scientific knowledge into practical solutions and bring together the diverse stakeholders who shape poultry production.

This is where Vets In Poultry (VIP) assumes particular significance. Its journey illustrates an important idea: when veterinary professionals connect, share knowledge and work collectively, their influence extends well beyond individual farms. They become a stronger professional community, a more credible scientific voice and a meaningful partner in the development of the poultry sector.

The Changing Face of the Poultry Veterinarian

The poultry veterinarian of today is very different from the conventional image of a clinician responding to disease outbreaks. Modern commercial poultry production demands a



preventive, analytical and multidisciplinary approach. A successful veterinarian must understand not only the disease affecting a flock but also the conditions that allowed the problem to emerge.

Was the outbreak associated with inadequate biosecurity? Was vaccination properly administered and did it generate the expected protection? Could poor ventilation, water quality, nutritional imbalance or environmental stress have contributed to the problem? Are the clinical findings supported by laboratory evidence? What corrective measures will prevent recurrence?

These questions demonstrate why poultry veterinary practice is as much about investigation and prevention as it is about treatment.

The veterinarian must interpret mortality patterns, feed and water consumption, growth performance, egg production, vaccination records and laboratory findings. Decisions must be timely because delays in identifying a problem can result in substantial biological and economic losses. At the same time, interventions must be scientifically justified, commercially practical and consistent with animal-welfare and food-safety requirements.

Young veterinarians may also be uncertain about career opportunities in poultry. The sector offers diverse pathways in farm practice, technical services, pharmaceutical and vaccine development, feed and nutrition, hatchery management, research, teaching, business development and industry leadership. Without adequate exposure and career guidance, talented graduates may find it difficult to identify their strengths or plan their professional development.

Bridging this gap requires a closer partnership between veterinary universities, research institutions, industry and professional associations. Practical internships, farm-based training, diagnostic case discussions, technical workshops and mentorship can help young professionals acquire the confidence required for independent decision-making.

Equally important is access to experienced colleagues who are willing to share their successes, failures and lessons from the field. Real professional learning often occurs when a young veterinarian can ask a question without hesitation and receive guidance grounded in experience.

This principle lies at the heart of the VIP initiative: connecting knowledge with experience and young professionals with those who have travelled the path before them.



The profession is, therefore, evolving from a service-oriented function into a strategic component of poultry enterprise management. Veterinarians help protect biological assets, reduce avoidable losses, improve production efficiency and maintain confidence in the products reaching consumers.

The modern poultry veterinarian does not merely treat disease; the veterinarian helps prevent losses, protect livelihoods and secure the future of the flock.

From the Classroom to the Farm: Closing the Experience Gap

Veterinary education establishes the scientific foundation of professional practice. However, the transition from classroom learning to commercial poultry production can be challenging. A textbook may explain the pathogenesis of a disease, but a veterinarian in the field must decide what to investigate first, which samples to collect, how to interpret incomplete information and what advice to give a farmer facing mounting losses.

The challenge is not a lack of scientific knowledge alone. It is the development of professional judgement—the ability to apply knowledge under real-world conditions.

Vets In Poultry: A Small Beginning, a Larger Purpose

Every meaningful professional movement begins with a need. In the case of VIP, that need was to create a platform where poultry veterinarians could connect, exchange practical knowledge and support one another.

As per the records available, Vets In Poultry began on 17th May 2014 as a WhatsApp group of just 50 poultry veterinarians. The idea was simple but powerful: geographical distance should not prevent professional interaction, and a veterinarian facing a field challenge should not have to work in isolation.

The initiative gradually expanded beyond its original digital group. VIP developed five dedicated WhatsApp groups and established a presence across social media platforms. The presentation reports a network of more than 1,700 active poultry veterinarians globally and over 450 registered lifetime members. On 5th February 2019, the organisation was registered as a non-profit society under the Department of the Charity Commissioner,



Pune, Maharashtra.

These milestones represent more than organisational growth. They reflect the value of professional solidarity in a specialised and rapidly changing sector.

A question raised by one veterinarian may generate useful insights from several others. An emerging field problem can become an opportunity for collective learning. A young professional can gain access to experienced colleagues, while a practitioner in one region can learn from observations made in another.

The wider lesson is compelling: a connected veterinary community is better equipped to learn, respond and lead than a collection of isolated professionals.

VIP's journey demonstrates how accessible digital communication, when supported by a shared professional purpose, can become the foundation of a broader knowledge-sharing and leadership platform.

The Power of Mentorship and Shared Knowledge

In poultry production, experience is invaluable—but experience becomes even more valuable when it is shared.

Mentorship helps young veterinarians understand the practical realities that cannot always be fully conveyed through formal instruction. An experienced professional can explain how to approach a difficult disease investigation, assess competing diagnostic possibilities, communicate an unwelcome finding to a farmer or make a decision when immediate laboratory confirmation is unavailable.

Mentorship also builds professional confidence. It encourages young veterinarians to ask questions, acknowledge uncertainty and seek evidence rather than rely on assumptions. Such an environment promotes learning while reinforcing professional responsibility.

VIP's technical gatherings, webinars, symposia and digital interactions provide opportunities for this exchange of knowledge. Its webinar programmes have covered subjects including feed-price fluctuations, poultry immunity and health, and the relationship between chicken and egg consumption and human health.

The organisation's national symposia have further created opportunities for professional interaction and discussion. These programmes are particularly valuable when they connect scientific developments with field-level problems rather than treating technical education as an abstract exercise.

The launch of Poultry Pulse, VIP's technical magazine, on 15th August 2024 added another dimension to this effort. A technical publication can preserve professional knowledge, communicate emerging developments and provide readers with a continuing source of learning.

Looking ahead, structured mentoring programmes, regional case discussions and specialised training modules could further strengthen this foundation. The goal should be to create a culture in which knowledge is not guarded as an individual asset but shared as a collective professional resource.

Guardians of Flock Health: Prevention Is Better Than Crisis Management

Disease prevention is one of the most important contributions veterinarians make to poultry production. In a commercial flock, a health problem can develop rapidly and affect thousands of birds. By the time visible clinical signs become widespread, the opportunity for early intervention may already have narrowed.

The poultry veterinarian must, therefore, think ahead of the disease.

Effective flock-health management begins with an understanding of farm history, production conditions, disease risks and vaccination protocols. It requires consistent attention to farm hygiene, ventilation, litter management, water quality, pest control, visitor movement and the separation of birds according to age and health status.

Biosecurity, in particular, must be understood as a daily discipline rather than a document displayed in the farm office. Even the most sophisticated vaccination programme may fail to deliver its intended benefits if birds are repeatedly exposed to preventable infectious challenges or if management deficiencies compromise their health.

Veterinarians also play a critical role in disease surveillance and diagnosis. Clinical observations must be interpreted alongside



laboratory results, flock records and epidemiological information. Timely investigation can help distinguish infectious diseases from nutritional, environmental and management-related disorders.

Beyond individual farms, veterinary professionals contribute to outbreak investigation, early warning systems and the communication of disease risks to relevant authorities. Their ability to recognise unusual patterns and respond appropriately is essential to protecting poultry populations and reducing wider economic disruption.

Ultimately, the value of a poultry veterinarian is often most evident in the losses that never occur: the outbreak prevented, the mortality avoided, the vaccination programme improved and the flock that completes its production cycle successfully.

Responsible Medicine Use: Protecting Both Animal and Human Health

The success of poultry production cannot be measured by productivity alone. It must also be judged by how responsibly animal health is managed and how effectively public-health risks are controlled.

Antimicrobial resistance is an important challenge at the interface of animal, human and environmental health. Poultry veterinarians have a key responsibility to ensure that antimicrobial medicines are used judiciously and only when justified by appropriate clinical assessment.

Good antimicrobial stewardship begins with prevention. Effective biosecurity, sound vaccination programmes, appropriate nutrition, hygienic housing and timely disease diagnosis can reduce the occurrence of infections and the need for treatment. Where antimicrobials are indicated, their selection and use must follow applicable veterinary guidance and regulatory requirements.

Veterinarians must also ensure that prescribed treatments are administered appropriately, withdrawal periods are observed and medication records are maintained. These measures help protect animal health while supporting the safety and credibility of poultry products.

Professional networks such as VIP can reinforce this responsibility by facilitating discussion of emerging disease challenges and promoting evidence-based practices. Digital information exchange, however, must complement rather than replace appropriate diagnosis and veterinary oversight.

A responsible poultry industry recognises that medicine effectiveness is a shared resource. Protecting it requires informed decisions at the farm level, professional accountability and collaboration across the entire production chain.

Chicken and Eggs: Replacing Myths with Science

Veterinary responsibility does not end when poultry products leave the farm. Public understanding of chicken meat and eggs also influences consumer confidence, nutritional choices and the social acceptance of poultry production.

Chicken meat and eggs are important sources of dietary protein and other nutrients. Their contribution to nutrition, however, depends on the overall dietary context, safe production and appropriate handling. Public communication must therefore be scientifically accurate, balanced and accessible.

Misinformation can create unnecessary concern, undermine consumer confidence and distract attention from legitimate food-safety issues. At the same time, effective advocacy must never dismiss genuine questions about animal health, production practices, medicine use or food safety. Trust is built through evidence and transparency, not simply through promotion.

VIP has identified scientific advocacy for chicken and eggs as one of its core objectives. Its activities include public engagement, World Egg Day celebrations, chicken and egg promotion initiatives and media outreach. A notable example was the national press conference held in New Delhi on 15th April 2026 under the theme "Chicken & Eggs: Fiction Vs Facts—Setting the Record Straight."

Such initiatives illustrate how veterinarians can bring scientific

expertise into public conversations. By explaining nutritional evidence, addressing misconceptions and communicating food-safety principles, they can help citizens make informed decisions.

The profession should increasingly engage with schools, colleges, nutrition educators, journalists, community organisations and policymakers. The message must remain consistent: public confidence in poultry is best earned through safe practices, credible evidence and honest communication.

From Farm Concerns to Policy Conversations

The poultry industry operates within a policy environment shaped by taxation, feed availability, disease-control regulations, vaccination policy, food-safety requirements and government nutrition programmes. Decisions in these areas can have significant consequences for producers, consumers and the wider agricultural economy.

Veterinarians possess an important advantage in policy discussions: they understand both the scientific dimensions of poultry production and the practical difficulties encountered in the field. Their contributions can help policymakers assess how proposed decisions may affect disease prevention, production costs, farmer livelihoods and access to affordable protein.

The VIP documents several examples of engagement with government authorities. These include correspondence concerning a draft bird-flu amendment in 2021, maize imports in 2023, GST and H5N1 vaccine-related matters in 2025, and the reported discontinuation of eggs in West Bengal's mid-day meal programme in 2026.

These activities reflect the breadth of issues that may require professional representation. They also demonstrate that the responsibilities of poultry veterinarians can extend into areas traditionally considered outside clinical practice.

Effective policy advocacy requires reliable evidence, a clear understanding of regulatory frameworks and constructive engagement with decision-makers. Professional organisations can consolidate field experiences, identify shared concerns and communicate technically sound recommendations through appropriate channels.

Veterinarians should not simply react to policy decisions after they are announced. They should contribute relevant scientific and field-based perspectives during policy formulation, implementation and review.

A strong veterinary voice can help ensure that animal health, scientific evidence, food safety and nutritional considerations receive appropriate attention in decisions affecting the poultry sector.

Building Bridges Across the Poultry Value Chain

Poultry production is an interconnected system involving farmers, veterinarians, nutritionists, geneticists, feed manufacturers, pharmaceutical companies, hatcheries, processors, distributors, researchers and policymakers. A weakness in one part of the chain can affect performance elsewhere.

Veterinarians are uniquely positioned to connect these stakeholders because their work intersects with animal health, production management, product safety and regulatory compliance.

VIP's engagement with academic institutions, research bodies, government authorities, entrepreneurs, pharmaceutical and feed companies, farmers, producers and other stakeholders reflects this collaborative approach.

Such partnerships can improve the translation of research into practice. Researchers gain insights into field-level constraints, industry professionals receive opportunities to discuss emerging scientific developments, and veterinarians can communicate the practical requirements of disease prevention and flock management.

However, collaboration must be guided by transparency and scientific independence. Technical recommendations should be based on evidence and professional judgement, with appropriate consideration of commercial realities and animal welfare.

The objective is not merely to bring stakeholders into the same room. It is to encourage them to work towards shared goals: healthier flocks, more efficient production, responsible resource use, safer food and a more resilient poultry economy.

Empowering Veterinarians to Become Leaders

A profession becomes stronger when its members are equipped not only to perform technical duties but also to lead change.

Poultry veterinarians have opportunities to become entrepreneurs, researchers, technical heads, educators, administrators, industry advisers and policy contributors. Their scientific background provides a strong foundation, but leadership also requires communication, strategic thinking, negotiation, team management and the ability to understand broader economic and social priorities.

VIP's emphasis on leadership, professional equality, transparency and veterinarian welfare recognises that professional progress depends on more than technical competence. Veterinarians need an environment in which they can exchange ideas, develop confidence and contribute to collective decisions.

Young professionals should be encouraged to organise technical programmes, participate in professional associations, lead local initiatives and engage constructively with industry stakeholders. Experienced veterinarians, in turn, can help create pathways for emerging talent through mentorship and opportunities for responsibility.

Professional welfare also deserves attention. Demanding working conditions, urgent field situations and commercial pressures can challenge even experienced practitioners. A supportive professional community can provide access to guidance, shared experience and opportunities for continuing development.

The long-term objective should be to cultivate a generation of veterinarians who are confident in their science, ethical in their decisions, effective in their communication and prepared to assume leadership across the poultry sector.

The Digital Future: Connecting Knowledge with Action

The digital transformation of professional communication has created new possibilities for veterinary learning and collaboration. VIP's development from a WhatsApp group into a wider professional network demonstrates how accessible technology can connect practitioners who might otherwise remain separated by geography and institutional boundaries.

Digital platforms can facilitate technical discussions, continuing education, the exchange of field observations and rapid access to professional guidance. They can also help identify recurring problems that require further research or specialised training.

Future opportunities include structured digital learning resources, moderated case discussions, searchable technical archives and expert-led educational programmes for young poultry veterinarians. Such initiatives could help transform scattered professional knowledge into a more organised and accessible resource.

Nevertheless, digital connectivity must be accompanied by scientific discipline. Information should be verified, confidential farm data protected and clinical recommendations made with due regard to the limitations of remote assessment. Speed of communication must never take precedence over accuracy or professional accountability.

The greatest potential of digital networking lies not in the



number of messages exchanged but in the quality of decisions it helps professionals make.

Technology connects veterinarians; scientific integrity gives that connection its value.

VIP's Road Ahead: From Professional Network to Trusted Industry Voice

The vision of VIP is to become a central and trusted voice of the Indian poultry sector. Its stated priorities include guiding young professionals, supporting evidence-based policymaking, upholding scientific integrity and promoting sustainable and responsible industry growth.

Achieving these objectives will require sustained commitment to professional education, scientific communication, collaborative engagement and inclusive leadership. Its technical magazine, symposia, webinars and outreach programmes provide a foundation for further development.

Future priorities could include expanding structured mentorship, strengthening collaboration with veterinary universities, promoting regional knowledge-sharing initiatives and developing practical resources on biosecurity, disease surveillance, antimicrobial stewardship and food safety.

The impact of these activities should ultimately be assessed through tangible outcomes: better access to professional guidance, stronger academia–industry partnerships, wider adoption of sound flock-health practices, improved public understanding and more effective representation of veterinary perspectives in policy discussions.

As the poultry sector responds to technological change, emerging health threats, feed-cost pressures and sustainability requirements, professional organisations will have an increasingly important role in connecting knowledge, experience and collective action.

VIP's long-term strength will depend on maintaining the principles that underpin a credible professional institution: inclusiveness, transparency, scientific integrity, constructive engagement and a commitment to the welfare of the profession and the development of the sector.

Stronger Veterinarians, Stronger Poultry, Stronger India

The story of poultry veterinarians is ultimately a story of responsibility. It is about protecting the health of birds, supporting the livelihoods of farmers, safeguarding public health and helping ensure that safe and affordable protein remains accessible to consumers.

The role has expanded far beyond clinical intervention. Today's poultry veterinarian must be a scientist in the laboratory, a problem-solver on the farm, a mentor to young professionals, a communicator in the public domain and a constructive contributor to industry and policy.

Vets In Poultry demonstrates how these responsibilities can be supported through professional solidarity. From its beginning as a small digital group in 2014 to its development into a registered organisation with a broad professional network, VIP has highlighted the importance of connecting veterinarians, sharing experience and creating a collective voice for science-based poultry development.

Its journey also offers a wider lesson for the profession: individual excellence becomes more influential when strengthened by collaboration. A well-informed veterinarian can improve a flock; a network of well-informed veterinarians can strengthen an industry.

As India advances towards its long-term development aspirations, poultry veterinarians will remain essential to nutritional security, rural enterprise, disease prevention and sustainable food production. Their contribution will be measured not only in healthier birds or better production performance but also in stronger institutions, more informed policies and greater public confidence.

The future belongs to veterinarians who combine scientific knowledge with practical wisdom, professional independence with collaboration, and technical excellence with leadership.

Article

Phytase, an Important Tool for Sustainable Livestock Production

Lode Nollet
Huvepharma

Animal production is under increasing pressure to reduce its environmental footprint while maintaining productivity and economic viability. Feed production accounts for a substantial share of the greenhouse gas (GHG) emissions associated with poultry and pig production. Improving the efficiency of nutrient utilisation from feed is, therefore, an important strategy for reducing emissions per kilogram of animal product. One nutritional tool contributing to this objective is phytase, one of the most widely used feed enzymes worldwide.

Phytases were introduced in Europe more than 30 years ago to reduce P excretion and comply with increasingly stringent environmental standards, rather than to reduce feed cost. P is mainly stored in seeds as phytate-P, which animals cannot digest. Phytase unlocks this plant-bound P, making it accessible to the animal and reducing the need to add inorganic P sources to the feed. Including phytase in the feed improves P digestibility, reducing P excretion in the manure (by up to 80%) and the risk of soil and water eutrophication.

Table 1: Reduction in carbon footprint (CFP, kg CO_2 eq/kg BW) with different doses of phytase in broilers and pigs

	Trial Location	Dosis (FTU/kg)	% Difference in CFP (kg CO_2eq/kg carcass)
Broilers	Poland	0->1000	-4,1
	Indonesia	0->1000	-4,4
	Poland	0->2000	-3,6
	Belgium	0->2000	-1,5
Pigs	Belgium	500 ->1000	-3,1
	Belgium	500 ->1000	-6,8
	France	500 ->1000	-1,6

The benefits associated with lower P excretion should be separated from the carbon-footprint effect. Lower P excretion does not necessarily directly reduce CO_2-equivalent emissions. Phytase inclusion affects the carbon footprint of animal production in two ways: reducing the carbon footprint of the feed and improving animal performance.

Reducing the Carbon Footprint of the Feed

Inorganic P sources — especially phosphate rock- derived feed phosphates — have a relatively high carbon footprint because producing them requires several energy- and resource-intensive processing steps. Using phytase at increasing doses reduces or even eliminates the inclusion of inorganic P sources in the feed, lowering the feed's carbon footprint. At the same time, removal of inorganic P sources from the feed formulation creates space for other ingredients or higher levels of feed materials that contribute protein and energy to the formulation. Both influence the feed's carbon footprint, which can be reduced by 2 to 5%.



Improving Animal Performance

Today, the use of phytase has shifted from simply reducing P excretion to also enhancing protein, energy and micromineral utilisation by breaking the phytate antinutritional effect (the so-called 'extra- phosphoric effect'). This translates into improved nutrient efficiency and, therefore, better animal performance, as well as lower excretion of protein and other nutrients.

What to Expect?

Table 1 summarises calculations based on animal studies with different inclusion levels of OptiPhos Plus phytase in broilers and pigs. In broilers, the combined effect of lowering feed carbon footprint and improving performance reduced the carbon footprint by 1.5 to 4.4%. In pigs, increasing the inclusion rate from 500 to 1,000 FTU/kg feed reduced the production carbon footprint by 1.6 to 6.8%.

Conclusion

Besides reducing feed costs, phytase is a key tool for efficient nutrient use, improved performance, reduced nutrient excretion, and a lower overall carbon footprint, leading to more sustainable livestock production.

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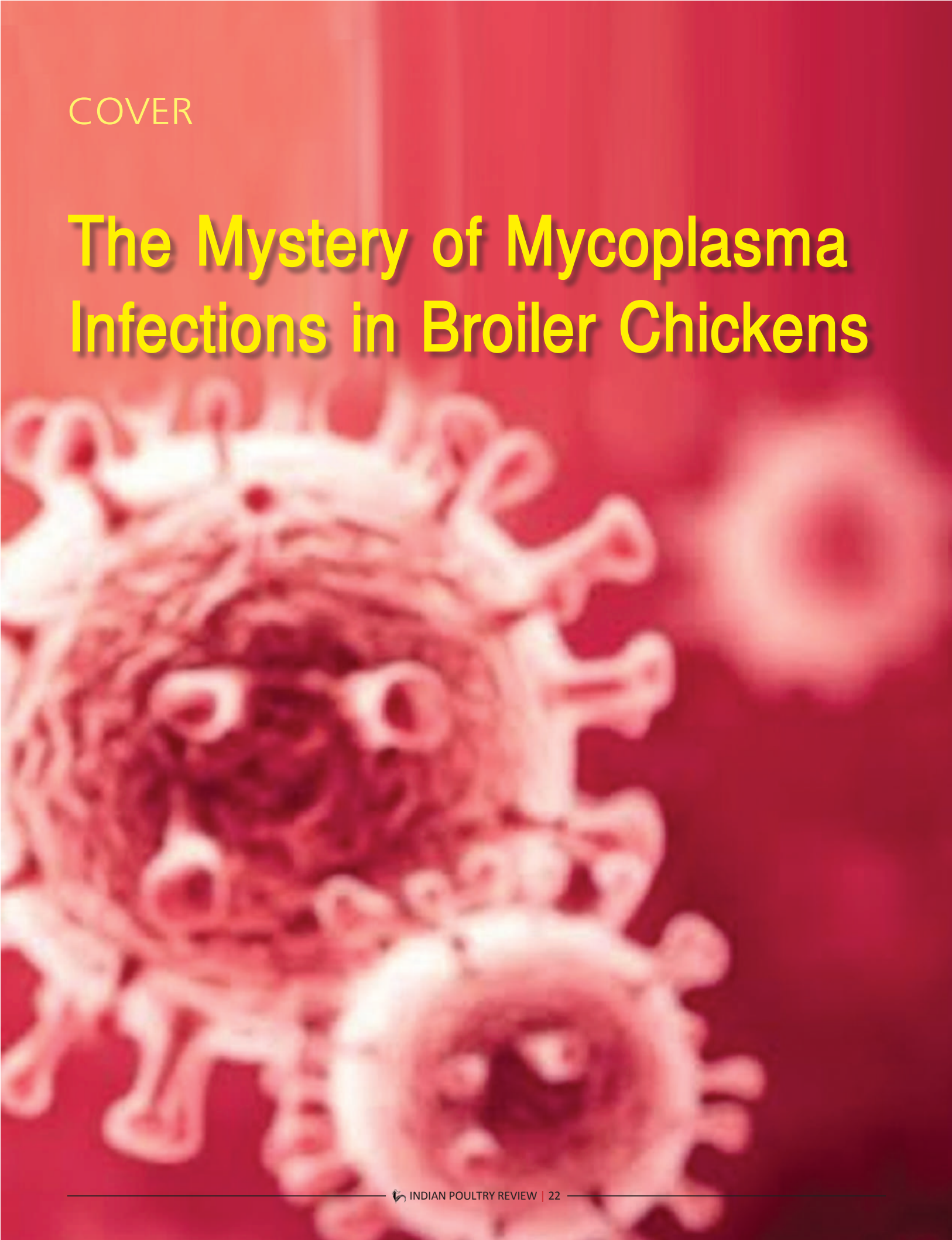
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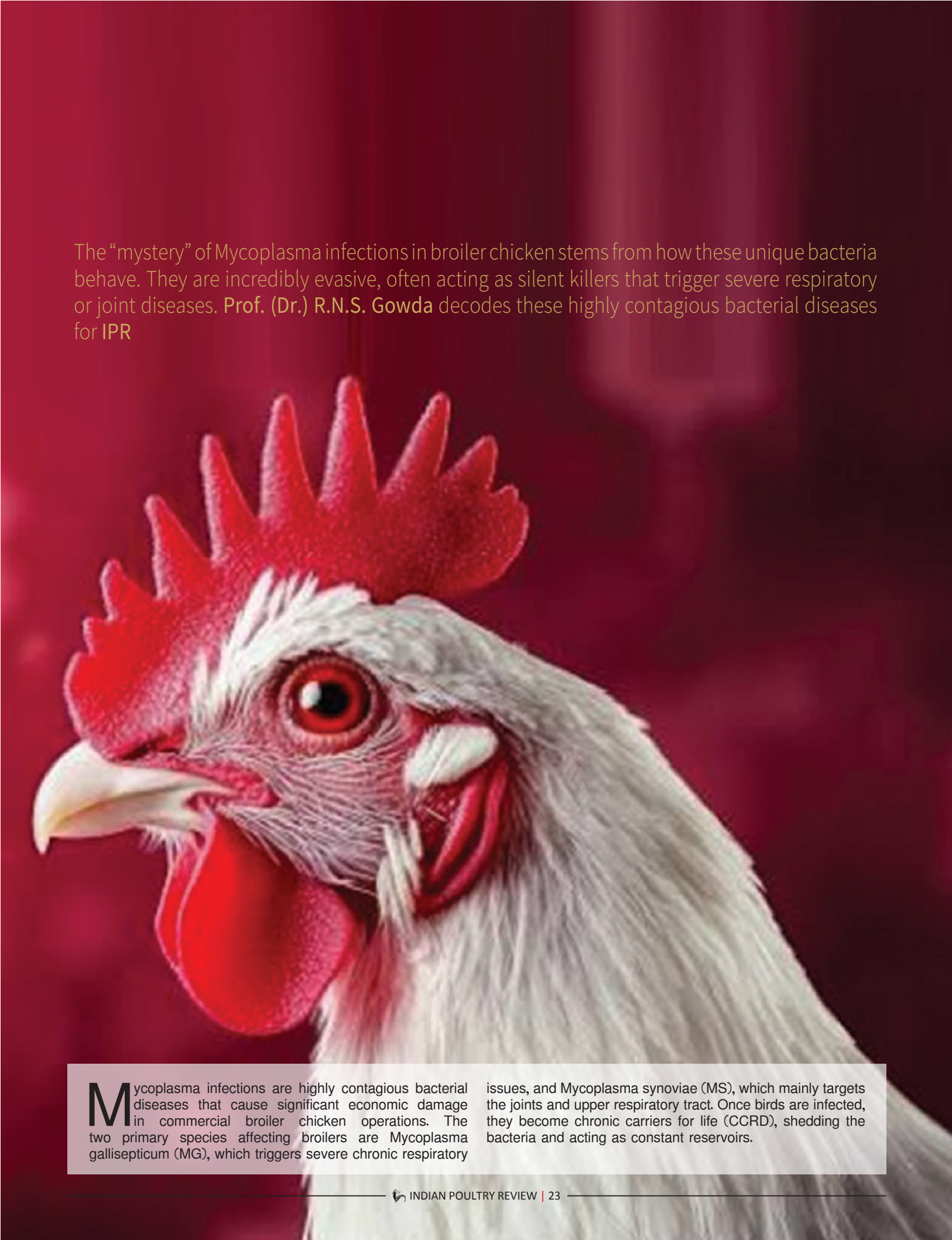
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The Mystery of Mycoplasma Infections in Broiler Chickens



The "mystery" of Mycoplasma infections in broiler chicken stems from how these unique bacteria behave. They are incredibly evasive, often acting as silent killers that trigger severe respiratory or joint diseases. **Prof. (Dr.) R.N.S. Gowda** decodes these highly contagious bacterial diseases for **IPR**



Mycoplasma infections are highly contagious bacterial diseases that cause significant economic damage in commercial broiler chicken operations. The two primary species affecting broilers are Mycoplasma gallisepticum (MG), which triggers severe chronic respiratory issues, and Mycoplasma synoviae (MS), which mainly targets the joints and upper respiratory tract. Once birds are infected, they become chronic carriers for life (CCRD), shedding the bacteria and acting as constant reservoirs.

The Two Main Suspects

While there are multiple strains, two specific species create the most havoc in commercial broilers:

Species	Primary Impact	Key Symptoms
Mycoplasma gallisepticum (MG)	Respiratory System (Chronic Respiratory Disease)	Bubbling/foamy eyes, swollen sinuses, coughing, sneezing, and open-mouth gasping
Mycoplasma synoviae (MS)	Joints & Tendons (Infectious Synovitis)	Severe lameness, swollen hock joints or footpads, reluctant to walk, and breast blisters

It is a wall-less bacterial pathogen belonging to the genus Mycoplasma. These unique, small prokaryotes lack a rigid cell wall, making them completely resistant to common antibiotics like penicillin that target cell wall synthesis

The Core Differences Between Common Bacteria Vs Mycoplasma		
Feature	**Common Bacteria**	**Mycoplasma**
Cell Wall	Present (usually made of peptidoglycan)	Absent
Cell Shape	Definite (cocci, bacilli, spirilla, etc.)	Pleomorphic (irregular and variable shape)
Size	Larger (typically 1 to 5 micrometres)	Smallest known free-living cells (0.1 to 0.3 micrometres)
Penicillin Susceptibility	High (inhibited by cell-wall targeting drugs)	Immune/Resistant (penicillin has no cell wall to target)
Cell Membrane	Does not typically contain sterols	Contains sterols (like cholesterol) to stabilize the membrane
Gram Staining	Stains visibly as either Gram-positive or Gram-negative	Does not stain well because there is no cell wall

Mycoplasma rarely causes sudden, massive die-offs on its own. Instead, it acts as a "silent thief," causing multi-million dollar losses globally due to chronic drop in production efficiency, downgraded meat quality, and elevated management costs.

1. Impact on Commercial Layers and Breeders (Egg Sector)

- Reduced Egg Production: Infected flocks experience a 10% to 20% drop in egg laying rates, and in severe spikes, it can drop up to 43%
- Poor Hatchability and Quality: MG and MS cause poor eggshell quality, increased embryo mortality in the incubator, and drastically lower hatchability rates for breeder farms

2. Impact on Broilers (Meat Sector)

- Poor Feed Conversion Ratio (FCR): Respiratory stress severely impairs feed consumption. Birds require significantly more feed to gain weight, driving up production costs given that feed accounts for over two-thirds of poultry expenses
- Stunted Growth & Non-Uniformity: Infected broilers suffer from unthriftiness and sluggish weight gain, delaying market readiness
- Slaughterhouse Condemnations: Airsacculitis (inflammation of the air sacs) and breast blisters force processing plants to reject or downgrade carcasses, leading to direct financial losses at slaughter

3. Increased Management and Treatment Overhead

- Medication Costs: Farmers face heavy financial burdens buying specialised antibiotics (like macrolides or tetracyclines) to suppress symptoms, though they cannot completely eradicate the bacteria
- Biosecurity & Vaccination: Keeping flocks Mycoplasma-free requires costly strict biosecurity infrastructure, routine serological monitoring, and continuous vaccination protocols

The "mystery" of Mycoplasma infections in broiler chickens stems from how these unique bacteria behave. They are incredibly evasive, often acting as "silent killers" that trigger severe respiratory or joint diseases

Unraveling the "Mystery": Why is it so hard to control?

- The Silent Multiplier (Vertical Transmission): Broilers often arrive at a farm already infected. Mycoplasma can pass directly from an infected breeder hen through the egg to the chick. Even if a farm has flawless biosecurity, the birds may carry the bacteria from day one. (Fig.1)

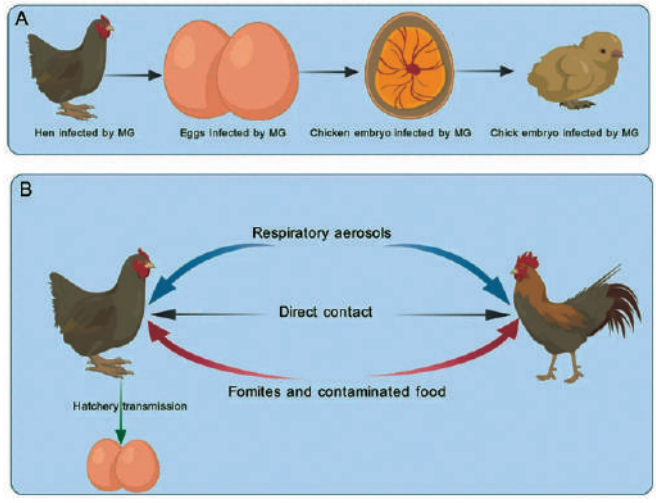


Fig.1: Transmission of Mycoplasma: A) Vertical transmission B) Horizontal transmission (Source: Bio GDP graphics)

- The "Trojan Horse" Effect (Co-infections): On its own, Mycoplasma might only cause mild, unnoticeable symptoms. However, when combined with environmental stress (high ammonia or dust) or common viruses (Newcastle Disease or Infectious Bronchitis), it opens the floodgates for E. coli. This deadly synergy leads to severe airsacculitis and high mortality rates
- Lifetime Carriers: Once a bird is infected, it remains a chronic carrier for life. Antibiotic treatments might suppress the symptoms and reduce economic damage, but they never fully eliminate the bacteria from the flock

How the "Mystery" Spreads

What makes Mycoplasma terrifying for poultry keepers is how efficiently it hides and travels:

- The Mystery: Because it lacks a wall, it can constantly change its shape to mimic the chicken's own body cells. This allows it to literally hide from the chicken's immune system, which walks right past the bacteria without recognising it as an enemy
- Passed Through the Egg (Vertical Transmission): An infected hen will pass the bacteria directly into her eggs. Chicks are born already infected. However, moving to a new coop, a sudden cold snap, high coop ammonia, or a secondary cold will suddenly activate the bacteria
- Airborne and Shared Vectors: It spreads rapidly through coughing, shared waterers, wild birds, and even on the clothing of visitors

Biological Mechanisms of "Ghost" Behavior (Immune Evasion)

Why It Behaves Like a Ghost

- Silent Carriers: Chickens can harbour the bacteria for months

with zero clinical signs. You might introduce a beautiful, robust bird to your coop, unaware it is carrying the pathogen
- Stress Triggers: The infection often "materialises" out of nowhere during periods of high stress. Common triggers include cold weather, moving coops, molting, or predator scares
- No True Cure: Antibiotics can manage active respiratory flare-ups, but no medication can completely eradicate the bacteria from a bird's system

The Ghost in the Egg:

The Mystery: Chicks can hatch from a pristine, clean incubator and instantly fall sick with Mycoplasma. This happens because the bacteria can infect the inside of the egg while it is forming inside the hen. The chick is literally born with the disease, bypassing all normal biosecurity rules.

Solving the Mystery on the Farm

Because Mycoplasma cannot be completely cured, managing it requires strict operational protocols:

1. Source Clean Chicks: Only purchase day-old chicks from certified MG/MS-free breeder flocks
2. Aggressive Biosecurity: Restrict visitors, sanitise equipment, and enforce strict "all-in, all-out" flock management
3. Air Quality Control: Keep house ventilation optimal. High levels of dust and ammonia irritate the respiratory tract, making it incredibly easy for Mycoplasma to take hold
4. Targeted Antibiotics: If an outbreak occurs, utilise veterinary-prescribed macrolides or tetracyclines (like tylosin or tilmicosin) to manage symptoms and reduce performance loss

When a broiler flock breaks down with respiratory distress, lameness, or both, navigating the symptoms can be a race against time. Because different pathogens require entirely distinct treatment paths, pinpointing the exact issue is critical.

Emergency Field Diagnostic Guide

Use this diagnostic overview to evaluate your flock's current condition:

If your primary issue is...	Key Field Observations	Top Suspected Pathogens	Immediate Field Actions
Respiratory Outbreak Only	Snicking, coughing, and gurgling, Foamy eyes or swollen sinuses. Dirty wings/ shoulders (from wiping noses)Rapidly spreading through the house	Mycoplasma gallisepticum (MG) Infectious Bronchitis (IBV) Newcastle Disease (NDV) Secondary E. coli	Provide good ventilation to flush out ammonia. Collect tracheal/ choanal swabs for PCR.Consider broad-spectrum water antibiotics if E. coli is suspected
Lameness & Joint Issues Only	Swollen hocks, stifles, or footpads. Creamy/milky fluid inside joint spaces. Birds sitting on hocks, reluctant to walk. Breast blisters from resting on litter	Mycoplasma synoviae (MS - Synovitis form) Staphylococcusaureus Reovirus (Viral Tenosynovitis) Skeletal/Nutritional deficiencies	Cull severely lame birds unable to reach feed/water. Check litter quality (damp litter worsens joints). Collectjoint fluid samples for lab culture
Both Respiratory & Lameness	Birds coughing and limping. High numbers of pale, stunted birds. Dehydration (lame birds can't walk to drinkers)	Mycoplasma synoviae (MS) (Dual-tropism strain) MG + Reovirus coinfection	Run a dual MG/ MS PCR panel immediately. Set up extra drop-drinkers at ground level for immobile birds

The Crucial Next Step: Laboratory Confirmation

Field signs only provide a map; laboratory testing provides the answer.

1. PCR Testing: This is the fastest, most reliable method. Swabs taken from the respiratory tract or affected joint fluid will confirm if MG or MS is present within 24–48 hours
2. If you are seeing mortality, a veterinarian checking the internal organs will look for airsacculitis (cloudy air sacs) or fibrinous polyserositis (yellow crust over the heart and liver), which points to a Mycoplasma + E. coli complex

Treatment Principles

- If it is Mycoplasma (MG/MS): Standard penicillins do not work. You must use veterinary-prescribed macrolides (Tylosin, Tilmicosin) or tetracyclines in the drinking water to suppress the outbreak
- If it is Viral (IBV/NDV/Reovirus): Antibiotics will not cure the virus. Treatment focuses on supportive care, multi-vitamins, and preventing secondary bacterial overgrowth

Survivability of Mycoplasma Organisms

Mycoplasma organisms generally survive outside the host for 1 to 14 days under typical environmental conditions. Because they completely lack a cell wall, these bacteria (Mycoplasma gallisepticum, M. synoviae, and M. iowae) are fragile, highly prone to dehydration, and easily destroyed by common disinfectants, heat, and direct sunlight. However, their survivability increases significantly when shielded by organic matterlike dust, dander, and respiratory secretions inside a chicken housewithmoisture, or specific farm materials

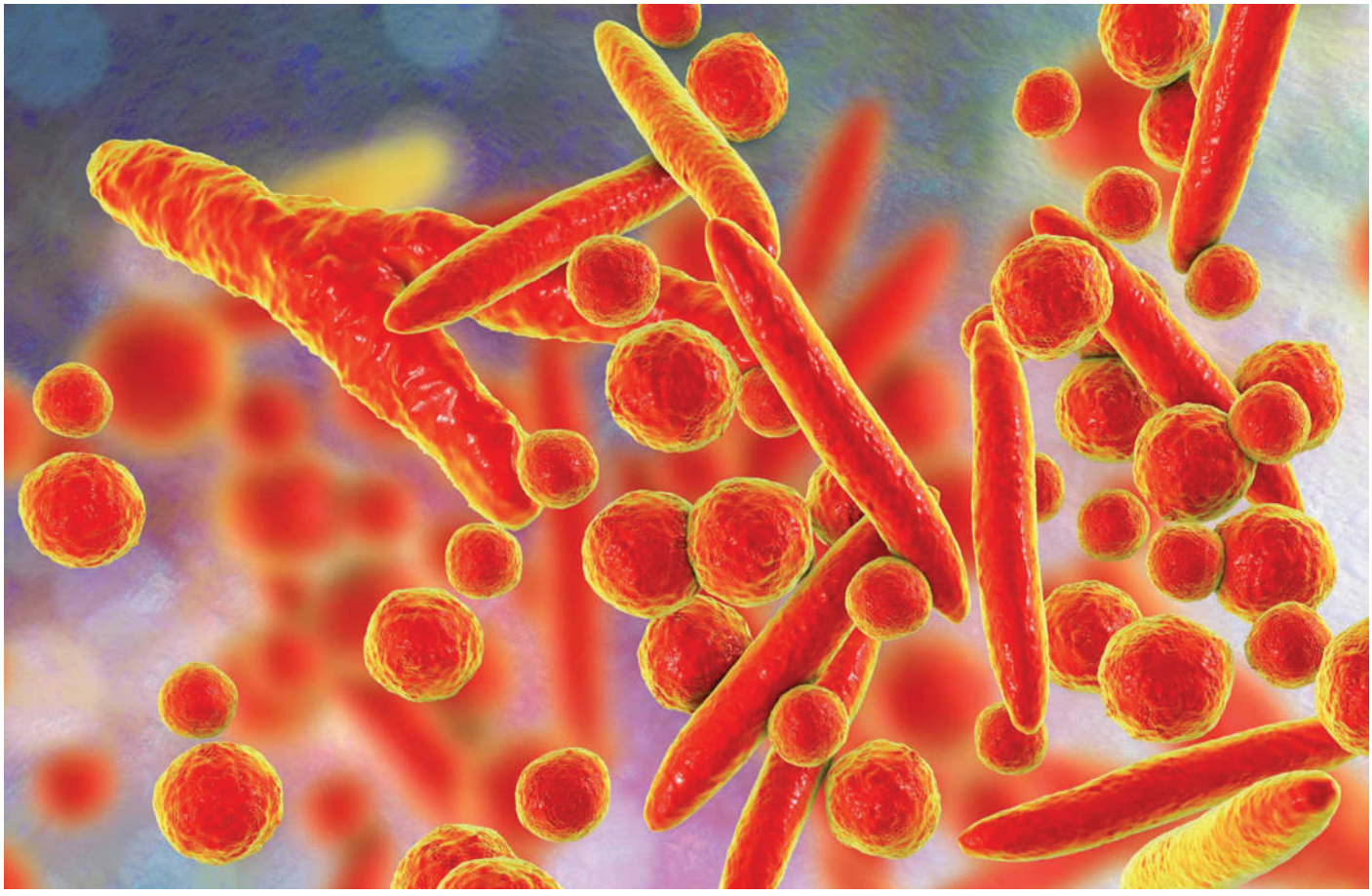
Environmental Survival Times

The lifespan of Mycoplasma in a poultry house depends largely on the material or surface it lands on:

Material / Surface	Average Survival Time	Notes / Context
Egg Yolk / Egg Material	Up to 16 – 18 weeks	Highly protective environment; the longest known survival window
Feathers	2 to 6 days	M. iowae and field strains can persist up to 5–6 days; M. gallisepticum lasts 2–4 days
Human Hair / Nose	1 to 9 days	M. synoviae survives up to 9 days on synthetic hair. M. gallisepticum survives up to 3 days on hair and 24 hours inside the human nose
Cloth / Cotton / Rubber	2 to 3 days	Easily carried as fomites via worker clothing, boots, and tools
Dust, Straw, & Manure	Several days	Organic matter insulates the bacteria against rapid drying
Gram Staining	Stains visibly as either Gram-positive or Gram-negative	Does not stain well because there is no cell wall

Mycoplasma Prevention Program

- Upstream Supply Chain: Strict mandate to source day-old chicks exclusively from certified MG/MS-free breeder flocks backed by diagnostic verification
- Perimeter Exclusion: Establishing a 3-meter cleared gravel buffer zone around houses and enforcing rigorous high-pressure chemical disinfection for all vehicle chassis at the main gate
- Personnel Vectors: Utilising a strict "Shower-In, Shower-Out" facility coupled with a Danish Entry System (physical boot-change benches) in every anteroom
- Terminal Sanitation: Implementing an all-in/all-out single-age management system accompanied by a meticulous 4-step



wet-cleaning protocol and a minimum 14-day downtime

- Active Surveillance: Running scheduled Serology (SPA/ELISA) and real-time PCR swab sampling at day 14 and day 28 to catch silent horizontal spread before clinical breakdown

To kill Mycoplasma effectively, you must use disinfectants that disrupt the bacterial cell membrane or denature its cellular proteins.

Top 4 Disinfectant Classes Effective Against Mycoplasma

Disinfectant Class	Active Ingredients	Mode of Action	Best Used For...	Key Limitations
Oxidising Agents	Potassium peroxymonosulfate (e.g., Virkon S)	Disrupts cell walls and membranes via oxidation	Broad-spectrum terminal disinfection, footbaths, and aerial misting	Corrosive to metals at high concentrations; degraded by sunlight
Quaternary Ammonium Compounds (QACs)	Benzalkonium chloride	Destroys the cytoplasmic membrane, causing leakage	Vehicles, equipment, and walls; highly effective against Mycoplasma lipids	Easily inactivated by hard water and organic matter (dirt/feces)
Glutaraldehyde + QAC Blends	Glutaraldehyde + Quat mixes (e.g., Synergize, Omnicide)	Synergistic attack: Quats open the membrane; glutaraldehyde cross-links proteins	Heavy-duty terminal disinfection of floors, cracks, and wood surfaces	Strong fumes; require full PPE (respiratory masks) during application
Chlorine/ Halogens	Sodium hypochlorite, Calcium hypochlorite	Oxidises cellular components and inactivates enzymes	Drinking water lines and sanitising clean, non-porous tools	Rapidly neutralised by organic matter; highly corrosive to equipment

The 3-Step Decontamination Protocol: A disinfectant will fail if it is sprayed directly onto dust or manure. You must follow this sequence during your flock downtime:

1. Dry Clean & Wash: Blow down all dust and remove all litter. Wash all surfaces with a high-pressure detergent to strip away the organic biofilms that shelter Mycoplasma.
2. Apply the Disinfectant: Spray a Glutaraldehyde-QAC blend or Virkon S at the manufacturer's recommended dilution rate. Ensure a minimum contact time of 10 to 20 minutes (the surface must stay wet).
3. Water Line Sanitisation: Flush lines with a high-concentration hydrogen peroxide or chlorine solution during downtime to kill any bacteria hiding in the drinker nipples. Rinse thoroughly with clean water before new chicks arrive.

Conclusion

Calling Mycoplasma a "ghost infection" is a highly accurate way to describe how it behaves in chickens. While it isn't an official medical term, poultry keepers frequently use it because the bacteria can hide silently inside a flock without showing any visible symptoms until a stressful event triggers an outbreaks.Once a chicken is infected with Mycoplasma gallisepticum (MG) or Mycoplasma synoviae (MS), it becomes a lifelong carrier. This means perfectly healthy-looking birds can act as "ghosts," silently spreading the disease to new flock members or passing it through their eggs to unhatched chicks.

Prof. R. N. Sreenivas Gowda
Former and Founder VC, KVAFSU, Bidar, Former Director, IAH & VB, Bangalore, Former Professor & HOD, Dept. of Pathology, Veterinary College UAS, Bangalore

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BEST ACHIEVERS
SEPTEMBER -2026

Aviagen INDIA

Northern Region

COMPANY: Sampoorna Feeds
FARMER NAME: Mr. Maninderpreet Singh



SEP-2026	Top #1
Farm Type	Open House
State	PUNJAB
Chicks Placed	7,786
Mean Age	34
Avg Body Wt	2554
FCR	1.17
cFCR	1.05
Livability%	93.7
Daily Gain	75.5
EPEF	602

Eastern Region

COMPANY: IB Group
FARM NAME: Mr. Noor Alam



SEP-2026	Top #1
Farm Type	Open House
State	BIHAR
Chicks Placed	1,544
Mean Age	40
Avg Body Wt	2,849
FCR	1.44
cFCR	1.25
Livability%	92.4
Daily Gain	71.2
EPEF	455

Central Region

COMPANY: IB Group
FARMER NAME: Mr. Mehnaz Muslism



SEP-2026	Top #1
Farm Type	Closed House
State	MADHYA PRADESH
Chicks Placed	17,651
Mean Age	43
Avg Body Wt	3,301
FCR	1.56
cFCR	1.27
Livability%	94.9
Daily Gain	76.8
EPEF	465

South Region

COMPANY: IB Group
FARMER NAME: Mr. Peyala Pullamma



SEP-2026	Top #1
Farm Type	Closed House
State	ANDHRA PRADESH
Chicks Placed	15,323
Mean Age	40
Avg Body Wt	3,124
FCR	1.53
cFCR	1.28
Livability%	94.3
Daily Gain	78.1
EPEF	479

September 2026 -Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age(Days)	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	14,005	34	2,400	1.34	1.25	95.0	71.1	504
North Open House	7,786	34	2,554	1.18	1.05	93.7	75.5	602
East EC House	4,678	35	2,578	1.49	1.36	96.0	73.7	476
East Open House	1,356	35	2,543	1.49	1.37	95.7	72.7	467
Central EC House	6,591	33	2,470	1.40	1.30	94.8	74.6	505
Central Open House	10,650	31	2,180	1.45	1.41	93.8	69.6	450
South EC House	20,484	40	3,107	1.54	1.29	95.8	77.7	483
South Open House	2,335	37	2,454	1.43	1.33	95.7	66.3	442

September 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	7,786	34	2,554	1.18	1.05	93.7	75.5	602
Flock 2	OPEN HOUSE	PUNJAB	5,865	34	2,583	1.32	1.19	96.2	75.6	551
Flock 3	OPEN HOUSE	PUNJAB	10,946	33	2,422	1.26	1.17	94.1	72.7	543
Flock 4	OPEN HOUSE	PUNJAB	5,677	28	1,932	1.22	1.24	95.3	69.0	539
Flock 5	OPEN HOUSE	PUNJAB	35,596	35	2,648	1.35	1.21	95.0	76.5	538
Flock 6	OPEN HOUSE	HARYANA	10,000	34	2,526	1.34	1.22	96.6	74.3	535
Flock 7	OPEN HOUSE	PUNJAB	9,025	33	2,405	1.31	1.22	95.7	72.8	531
Flock 8	OPEN HOUSE	PUNJAB	18,490	32	2,420	1.35	1.26	95.3	75.2	531
Flock 9	OPEN HOUSE	PUNJAB	18,293	34	2,491	1.33	1.22	95.1	74.2	530
Flock 10	OPEN HOUSE	PUNJAB	18,001	34	2,550	1.36	1.24	95.1	74.5	521

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Article

Poultry India 2026

An Industry Comes Together. Can It Speak Together?

SHRIDHAR speaks



Tarun Shridhar
Director General, Indian Chamber of Food and Agriculture, and former Secretary, Ministry of Fisheries, Animal Husbandry and Dairying, Govt.of India

Walk through a poultry exhibition and you are likely to hear conversations that seldom enter formal economic discussions. A farmer asks whether a new feeder will reduce wastage. A veterinarian explains why yesterday's approach to disease may be inadequate tomorrow. An entrepreneur wonders whether automation will repay its cost. Elsewhere two competitors discover that their biggest problems are common.

An exhibition begins to acquire institutional importance only when these conversations travel beyond the hallways and the stalls. That is the opportunity before Poultry India 2026 and the Knowledge Day that outlines its theme. The eighteenth edition invites us to celebrate an impressive journey and advise what the next stage should accomplish.

The beginnings were modest. According to the organisers, the Indian Poultry Equipment Manufacturers' Association (IPEMA), the first exhibition in 2007 occupied one hall, about 3,000 square metres, and attracted fewer than 1,000 visitors. Now in 2026, they expect more than 550 exhibitors and 51,000 visitors. Poultry India has clearly earned a place among the topmost international poultry exhibitions. Precise affirmation to being the world's largest depends on what we measure; its importance needs no contest of superlatives.

How did it grow? Part of the answer lies outside the exhibition grounds. India's poultry entrepreneurs created demand for better breeding, feeding, housing, health care and processing. The exhibition grew with the sector it served. Government estimates put egg production at 149.11 billion in 2024–25, with India ranked second globally; poultry meat production reached 5.18 million tonnes. These achievements belong to farmers, businesses, scientists and many others. While no exhibition can claim ownership of them, Poultry India's singular contribution has been to synergise these energies.

Hyderabad, situated within a major poultry-producing region, provided a natural meeting place. IPEMA, an industry led organisation created the platform; repeated annual encounters built confidence. Indian manufacturers gained access to buyers; overseas suppliers found local partners; farmers could compare competing solutions under one roof in a single visit.

Success also feeds upon itself. Buyers attract exhibitors, exhibitors attract more buyers, and the gathering becomes an appointment people hesitate to miss. Yet scale alone cannot sustain an exhibition. People return when they find something useful: a reliable supplier, an affordable solution, a fresh idea or simply someone who understands the problem.

Consider a farmer deciding whether to invest in environmental control. A brochure promises performance. At an exhibition, the farmer can question several suppliers, compare running costs and meet another producer already using the equipment. That exchange alone cannot guarantee a wise purchase, but it can make a better informed decision possible. This is a practical contribution to modernisation: reducing the distance between a problem and the people who might solve it. It also gives domestic manufacturers opportunities to learn what farmers actually need. Sophisticated technology has limited value if it cannot survive local conditions or fit the farmer's pocket.

Knowledge Day adds an essential dimension. Equipment can be purchased; understanding has to be developed. 2026 topics include consumer confidence, vaccination technologies, artificial intelligence and sensors, breeder nutrition, and automated housing; quite a breadth. Poultry's future will depend upon building and strengthening public trust in the food and nutrition it offers. A technically efficient farm still suffers if consumers lose confidence in its products. Knowledge Day, therefore, should connect research with daily bread and butter dilemmas and decisions. Will this work on my farm? What skills will it require? What does it cost over its useful life? What happens when electricity fails? etc.

However, we should distinguish visible participation from a measured impact. Attendance figures demonstrate reach; they do not establish how much of the productivity or farmer income improved because of the event. Follow-up surveys on technology adoption, training and farm outcomes would strengthen Poultry India's own understanding of its influence. Has it moved beyond being an annual marketplace? In its capacity to convene diverse stakeholders, certainly. The exhibition and conference bring commercial, scientific and farming concerns into a common space. But gathering people is the beginning of representation. A platform becomes a dependable voice when concerns raised there receive attention after everyone returns home.

Does the small independent producer have an effective opportunity to be heard? Are women running backyard enterprises represented? Can contract growers discuss payment and risk openly? Do processors, retailers, veterinarians, workers and consumers help shape the



agenda? These questions should guide its institutional growth. A crowded hall is valuable; a broad and trusted constituency is decidedly more valuable.

The next step could be a permanent policy forum convened by IPEMA through Poultry India, working with existing associations and public institutions, complementing their expertise. Its credibility will depend on how transparently it accommodates diverse interests within poultry.

There is nothing improper about an industry defending its interests. Effective policy advocacy, however, must explain how a proposal benefits society, acknowledge its costs and offer evidence. Take feed. Farmers need affordable maize and protein ingredients, while crop growers need remunerative prices. A credible platform should bring both into the conversation, examining productivity, storage, competing demand, trade and safe alternative ingredients. Asking the government to resolve poultry's problem by transferring it to another farmer is unlikely to produce a durable policy.

The same approach applies to disease control. Industry should help develop practical proposals for surveillance, timely reporting, biosecurity and workable compensation arrangements. On antimicrobial use, it should support responsible practice and credible monitoring. On environmental concerns, it should offer solutions for litter, water, energy and neighbourhood nuisance. Trust grows when an industry accepts responsibility alongside demanding support.

A small professional secretariat could sustain this work throughout the year. Regional consultations could identify priorities before the November gathering. Each Knowledge Day must produce a short, public action paper stating the problem, proposed response, responsible institutions and progress expected before the next edition.

> Poultry India has grown by bringing the industry together. Its next achievement should be to turn that collective presence into collective purpose

A few, say four or five, carefully researched priorities would achieve more than fifty resolutions. An annual report should record what changed, what stalled and why. Policy engagement earns respect through continuity and honesty.

Should Poultry India not seek to become a global voice now?

International participation provides a foundation, and global leadership requires a shared agenda. Affordable nutrition, avian influenza, heat stress, feed insecurity, animal welfare and farm viability cross national boundaries. Poultry India could foster sustained cooperation on these concerns with established international poultry fora. India has rich experience to contribute: producing at scale for price-sensitive consumers, developing local equipment, and operating across very different farm sizes and climates. These lessons could be valuable across Asia and Africa. Equally, Indian producers have much to learn from others. Leadership becomes stronger when exchange runs both ways. Poultry India is well poised for this leadership role.

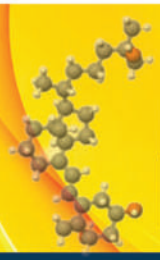
Regional partnerships, accessible training, independent comparative research and an annual global poultry outlook could give the platform relevance between exhibitions. Multilingual dissemination would help knowledge reach farmers who cannot travel to Hyderabad. Above all, its public message should connect poultry with everyday life: an affordable egg, a safe meal, a viable rural enterprise and dignified employment. Production statistics acquire meaning when they improve lives.

Poultry India has grown by bringing the industry together. Its next achievement should be to turn that collective presence into collective purpose. The exhibition ends on 27th November. Poultry India's real work must begin on the morning of the 28th.

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Poultry India Expo 2026 Builds Momentum with Hyderabad Curtain-Raiser

IPEMA–Poultry India recently organised a curtain-raiser media meet in Hyderabad, to announce the 18th edition of Poultry India Expo 2026, scheduled for 25th to 27th November at HITEX Exhibition Centre, Hyderabad.

The event brought together industry leaders, representatives of national and regional poultry associations, corporate executives and media professionals. The gathering was led by Uday Singh Bayas, President, IPEMA–Poultry India, along with former President P. Chakradhar Rao; Secretary, R. Natarajan and Treasurer, M. Srikanth.









Addressing the gathering, Mr. Bayas highlighted India's growing position in the global poultry industry, noting that the country produced 142.77 billion eggs in 2023–24 and remains among the world's leading broiler and poultry meat producers. He emphasised the sector's contribution to food security, affordable nutrition and rural employment, while drawing attention to challenges involving feed costs, biosecurity, animal health, sustainability and technology adoption.

The 18th edition is expected to feature around 550 exhibitors, 51,000-plus industry professionals, participation from over 120 countries and seven exhibition halls, showcasing technologies and solutions across the entire poultry value chain.

A key highlight will be Poultry Knowledge Day on 24th November featuring national and international experts discussing poultry nutrition, vaccination, AI-driven health management, automation and consumer confidence.

Since its inception in 2007, Poultry India Expo has evolved into a major international platform for business networking, technology exchange and industry collaboration. The curtain-raiser reaffirmed IPEMA's commitment to strengthening India's poultry industry through sustained engagement, knowledge-sharing and global partnerships.

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Poultry Industry Calls for Unified Action to Address Emerging Challenges

The Indian poultry industry needs a coordinated approach to address emerging challenges relating to feed raw material availability, rising production costs, market volatility and consumer confidence. This was the key message emerging from the Pan India Broiler Coordination Committee meeting held on 2nd November 2026 at Hyderabad. The conference brought together representatives of poultry associations, integrators, breeders, feed manufacturers and allied businesses from across the country.

Presenting the broiler market scenario, C. Vasanth Kumar Setty, Convenor, PIBCC, reported that recorded broiler sales increased from approximately 10.26 lakh MT in FY 2024–25 to 11 lakh MT in FY 2025–26. Average market realisation also improved from Rs. 86.12 to Rs. 106.61 per kg, reflecting better market performance.

A major concern was the potential impact of El Niño on maize and soybean production, with erratic rainfall, drought and rising temperatures threatening feed raw material availability and prices. Delegates emphasised diversifying feed ingredients through alternatives such as bajra, sorghum, broken rice, wheat and DDGS, alongside scientific feed formulation and proactive procurement.

Industry leaders, including Bahadur Ali of IB Group, Vignesh Soundararajan of Suguna Foods and Sameer Agarwal of Shalimar Group, stressed profitability-oriented operations, optimum bird weights, production discipline and avoiding panic-driven market decisions. The importance of sustained engagement with government authorities, research institutions and universities was also highlighted.

Consumer confidence emerged as another priority. Delegates called for coordinated, science-based communication to counter misinformation surrounding chicken consumption and promote its nutritional value. A nationwide promotional campaign around National Chicken Day, proposed for 16th November 2026, was discussed, drawing inspiration from the West Bengal Poultry Federation's initiatives.

The conference also proposed forming a representative industry Core Group to coordinate crisis management, strengthen inter-state cooperation and develop short- and long-term strategies.

The meeting concluded with a collective call for greater industry solidarity, market transparency and preparedness to ensure sustainable growth through 2027–28.

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Rotem Enters a New Chapter Under Speria

Rotem, a long-established name in agricultural climate control and farm management, is entering a new phase of growth as part of Speria, the commercial brand of Munters FoodTech. The move brings Rotem's decades of experience in environmental control and farm management technology into a broader platform focused on connected technology, data and operational intelligence across the food production chain.

For poultry producers, Rotem's name is closely associated with climate control and automation systems that have helped manage some of the most critical parameters inside modern poultry houses. Temperature, ventilation, humidity, feeding, water consumption, weighing, alarms and remote farm management have all become increasingly important as producers seek greater efficiency, consistency and control.

Rotem is the original manufacturer and technology developer behind the Trio Controller, Greenfield Controller and AC2000, systems that have played an important role in the evolution of automated poultry house management.

The company's longstanding approach has been to develop technology around the practical realities of commercial farming. As poultry production becomes increasingly data-driven, such systems are assuming a larger role in helping producers manage bird environment, productivity, energy use and operational efficiency.

As part of Speria, Rotem will continue to operate as a distinct product brand, retaining its established identity, product portfolio and technology expertise.

According to Eran Levy, Managing Director, Rotem, the transition represents an opportunity to build on the company's established strengths while gaining access to the wider capabilities of Speria.

"Rotem has a strong history in agricultural technology, built over decades of understanding what producers need from their control systems, as the original developers of the Trio, Greenfield and AC2000 controllers, that understanding runs deep. This next chapter gives us the opportunity to bring that experience and product expertise under the Rotem name, while being part of something much broader through Speria," said Eran Levy, Managing Director of Rotem.

Importantly for existing customers, the company says the transition does not involve changes to Rotem's products or their functionality. Producers can continue to rely on the technology and performance associated with the established Rotem portfolio.

The integration is also significant against the backdrop of a rapidly changing livestock production environment. Poultry producers globally are facing increasing pressure to improve feed conversion, manage energy costs, maintain optimal environmental conditions and respond more effectively to heat stress and other climate-related challenges.

This is driving greater interest in automation and integrated farm-management systems that can collect information from



multiple points within a poultry house and convert it into actionable operational decisions.

Speria's strategy is centred on bringing together controllers, sensors, software and expert services into a connected operational intelligence platform. Rotem's established portfolio provides an important technology base within this broader ecosystem.

"Rotem brings decades of experience, strong product knowledge and a recognised position in agricultural technology," said Pia Brantgärde Linder, Global President of Speria and GVP of Munters Group. "This is not about changing what customers rely on. It is about building on what already works and creating greater opportunities to connect technologies across the food supply chain."

"Rotem brings decades of experience, strong product knowledge and a recognised position in agricultural technology," she said. "This is not about changing what customers rely on. It is about building on what already works and creating greater opportunities to connect technologies across the food supply chain."

The poultry industry is moving steadily towards greater automation, precision management and remote decision-making. Climate control is increasingly being viewed not as an isolated farm function but as part of a wider production-management system linking environmental conditions with bird performance, resource consumption and farm economics.

In this context, Rotem's continued development under the Speria umbrella could provide opportunities to connect its established control technologies with broader software, sensing and data capabilities.

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IPEMA AGM Charts Next Phase of Growth for India's Poultry Equipment Industry



The Indian Poultry Equipment Manufacturers Association (IPEMA)–Poultry India used its 19th Annual General Meeting (AGM), organised in Hyderabad on 29th September 2026, to take stock of a year of expanding industry engagement and international outreach while setting the agenda for the next phase of growth of India's poultry equipment sector.

The AGM, led by Uday Singh Bayas, President, IPEMA–Poultry India, along with M. Srikanth, Treasurer, and R. Natarajan, Secretary, recorded the highest participation in the association's history, with 39 members attending, including 33 physically and six joining online.

The strong turnout reflected growing member engagement at a time when India's poultry equipment industry is witnessing increasing demand for automation, modern farm infrastructure, efficiency and technology-led production systems.

A review of the association's activities during 2025–26 highlighted a significant expansion in IPEMA's national and international network.

During the year, IPEMA engaged with 19 partner organisations across Africa, Asia, Europe and the Americas, three international government delegations and 38 national supporting associations. Six of the national associations were added during 2026. The association also maintained engagement with nine regional associations.

Its media network expanded to 18 national and 12 international media organisations, supplemented by barter arrangements with seven international magazines. IPEMA continued its strategic associations with organisations including IEIA, CII, FTCCI, ICC, WPSA India, ASSOCHAM and CLFMA, strengthening its role as a platform connecting equipment manufacturers with the wider poultry industry.

The 17th Poultry India Expo 2025 remained a major highlight of the year under review. The exhibition attracted more than 550 exhibitors and 51,251 visitors, with participation from over 125 global companies and more than 35,000 sq. m. of exhibition space.



The event also brought together more than 20 Indian and 20 international associations, while Knowledge Day attracted over 1,700 delegates.

Building on this scale, IPEMA has introduced independent auditing of the 18th Poultry India Expo 2026 through IEIA, an initiative aimed at providing greater transparency and credibility in reporting exhibition metrics and benchmarking the event against international standards.

The association's calendar during the year extended well beyond its flagship exhibition. IPEMA participated in major poultry







and agricultural platforms across India, including the Kolkata International Poultry Fair, Agri Show Hyderabad, IPR Knowledge Review in Coimbatore, Uttar Pradesh Poultry Conclave and the Poultry Federation of India's annual programmes.

International engagement included participation at IPPE 2026 in Atlanta and collaboration around NIPOLI Expo 2026 in Nigeria.

IPEMA also used industry and public platforms to promote the nutritional importance of eggs and poultry protein through initiatives around World Protein Day, National Egg Day and World Egg Day. Activities included awareness programmes and egg distribution initiatives.

The association also supported women's participation in the sector, veterinary and technical programmes, sustainable layer farming initiatives and industry advocacy. At a CII roundtable, IPEMA raised issues concerning stronger protection and support for Indian poultry equipment manufacturers.

Among other milestones was IPEMA's Runner-Up Award for Exhibition Expansion of the Year at EEA 2026 and the organisation of its second Vendor Appreciation Meet.

The association also reported continued growth in its digital communication platforms. Poultry India's social media presence has expanded to approximately 49,200 Facebook followers, 29,000 Instagram followers, 9,500 LinkedIn followers and 3,600 followers on X/Twitter.

Its monthly online newsletter reaches more than 80,000 readers, while the Chicken India, Poultry Protein and Poultry Recipes portals provide additional platforms for consumer and public engagement around poultry, protein and nutrition.

The immediate focus for IPEMA is the 18th Poultry India Expo,



scheduled for 25th to 27th November 2026 at HITEX Exhibition Centre, Hyderabad, with Knowledge Day on 24th November 2026.

At the time of the AGM, 489 exhibitors had confirmed participation, more than 100 additional companies had made enquiries and all sponsorship opportunities had been closed. Around half of the exhibitors had also finalised their stall designs.

IPEMA has also strengthened its risk-management framework through insurance support facilitated with IEIA membership, including Rs. 15 crore of cancellation and postponement protection through Generali Central Insurance.

The discussions at the 19th AGM reflected an association that has expanded considerably beyond its traditional role of representing equipment manufacturers. The challenge ahead will be to sustain this momentum while addressing rising exhibition costs, infrastructure constraints and the growing expectations of both domestic and international participants.

Ventri Biologicals' Technical Seminar in Kolar





Ventri Biologicals Pvt. Ltd. organised a technical seminar titled "Update on the Control of Constantly Evolving Diseases of Poultry" in Kolar, Karnataka on 27th October 2026. The programme was attended by breeder farmers and technical personnel from Kolar, Chittoor and Krishnagiri.

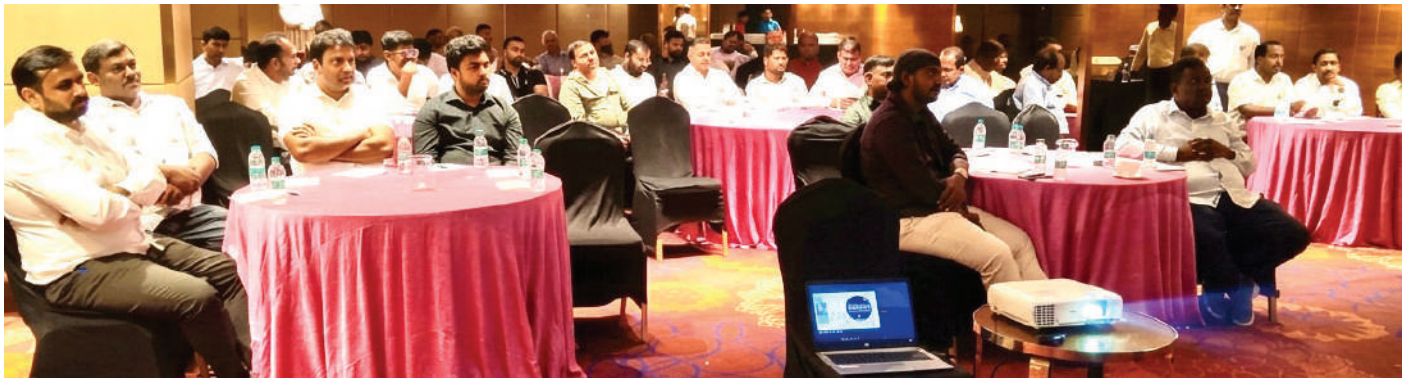
Dr. Prakash Reddy, DGM, delivered the technical presentation, highlighting the evolving poultry disease scenario and its impact on broiler breeder performance. He stressed the importance of disease surveillance, appropriate vaccine selection, updated vaccination programmes and effective biosecurity in maintaining flock health, hatching-egg production and quality chick supply.

He also discussed emerging disease challenges and innovative hatchery vaccination practices adopted in India, including semi-automated subcutaneous and spray vaccination of day-old chicks. The importance of trained personnel, equipment calibration and regular quality checks in ensuring effective vaccination was emphasised.

An interactive session followed, with farmers and technical personnel seeking clarification on vaccine selection, vaccination protocols and field-level disease management.

R. D. Lokesh, AGM, M. Babu, Zonal Manager and Mr. Dinesh, RSM, coordinated the programme and acknowledged the participants' active involvement.

The seminar provided a platform for technical knowledge-sharing and interaction, reinforcing the importance of science-based disease prevention and effective flock management in sustainable breeder operations.





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A Collective Push for a Protein-Secure India

As the world marked the 30th anniversary of World Egg Day, Hello Protein took the celebration beyond conventional awareness activities with a city-wide campaign in Pune, combining egg distribution with balanced Indian meals and a larger message on the importance of accessible, affordable nutrition.

Under the theme "An Initiative for Something Good," the campaign sought to translate the nutritional value of the egg into a tangible community experience

The campaign also underscored the evolving role of the egg in India's food narrative. Once viewed primarily as a staple of the breakfast table, the egg is increasingly being recognised as an affordable source of high-quality protein with relevance to children, young adults, working populations and families.

The Pune initiative demonstrated how industry-led campaigns can move beyond promotion to create meaningful public engagement around nutrition.



















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VIP AGM Focuses on Veterinary Excellence and Poultry Profitability



Vets In Poultry (VIP), the pan-India association of poultry veterinarians, held its 8th Annual General Meeting (AGM) and Members' Get-Together on 30th September 2026 at Nagpur, bringing together veterinary professionals and representatives of the poultry and allied industries.

The meeting, held under the theme "Profitable Poultry Through Veterinary Excellence," combined organisational deliberations with technical discussions on emerging challenges facing poultry production.

The AGM was chaired by Dr. Ajay Deshpande, President, VIP, and conducted by Dr. Santosh Ire, Secretary, with Dr. C. B. Pathak, Vice-President; Dr. Jeevan Sonawane, Treasurer, and members of the VIP Managing Committee participating in the proceedings. The association reviewed its activities and discussed priorities for strengthening its professional and industry initiatives.

A highlight of the programme was the presentation of the VIP Lifetime Achievement Award to Dr. Sunil Bhindwale, recognising his four decades of contribution to the veterinary and poultry sectors.

The technical programme featured two panel discussions on "Navigating Regional Challenges & Solutions" and "Expert Perspectives: Challenges and Way Forward." The panels





brought together Dr. Sharad Singh, Prof. (Dr.) P. K. Shukla, Prof. (Dr.) Nitin Kurkure, Dr. Deepashree Desai, Dr. Shyam Vane, Dr. Mariyappan, Dr. Sunil Kalaskar and Dr. Gajanan Wankhede.

Prof. Dr. Ajit Ranade delivered the keynote address, while Dr. Anurag Jena and Dr. P. N. Vaidya moderated the sessions.

The discussions emphasised science-based veterinary interventions, region-specific poultry health strategies, operational efficiency and closer collaboration between veterinarians and industry to improve flock performance and farm profitability.

The gathering also featured felicitations and sponsor acknowledgements, along with opportunities for members and industry stakeholders to strengthen professional networks. Dr. Sachin Ingewar proposed the vote of thanks.

The Nagpur meeting underlined the increasingly important role of veterinary expertise in addressing poultry health, productivity and profitability challenges as the Indian poultry industry continues to evolve.
















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Team ABTL Marks 30th World Egg Day with Nutrition Initiative for Children

As the world celebrated the 30th anniversary of World Egg Day, Team ABTL took the message of nutrition and the importance of protein to children at the grassroots level through a community outreach initiative.

The team visited the Sahgami Foundation, an NGO that has been working for the past nine years to provide free education to more than 80 children of construction workers and labourers. The Foundation supports these children in their early years of education before they transition to government schools.











Sumit Sureka Takes Charge as CLFMA Chairman, 2026–2028

The Compound Livestock Feed Manufacturers' Association of India (CLFMA of India) has elected Sumit Sureka as its Chairman for the 2026–2028 term, placing an industry veteran with more than three decades of experience across animal feed, poultry breeding and allied sectors at the helm of the apex industry association.

Mr. Sureka is Managing Director of Shivshakti Agro India Pvt. Ltd. and Amrit Breeder Farms Pvt. Ltd., and Director of Impressico Business Solutions Pvt. Ltd. His experience spans poultry, dairy, aquaculture and piggery feed, poultry breeding and hatcheries, broiler integration, business management and finance.

His association with CLFMA extends over two decades. Shivshakti has been a member of the organisation for more than 25 years, while Mr. Sureka has served on its Managing Committee for around 10 years, as an office-bearer for over eight years and as Deputy Chairman for the past six years.

He is also Vice President of the West Bengal Poultry Federation and an alumnus of London Business School and Shri Ram College of Commerce, Delhi.

Maize and soya availability and affordability are expected to be among the key priorities during Mr. Sureka's tenure. The livestock feed industry, particularly poultry, dairy and aquaculture, continues to face pressure from supply uncertainty and price volatility in these two critical feed ingredients.

Outlining his priorities, Mr. Sureka said the industry needs to move beyond short-term responses to raw-material price fluctuations and work towards sustainable solutions through improved productivity, stronger supply-chain infrastructure and constructive engagement with the government.

Technology and knowledge dissemination will also form an important part of CLFMA's agenda. Mr. Sureka pointed to the growing availability of predictive technologies that can help improve productivity and said the Association would seek to facilitate knowledge-sharing and wider adoption of such technologies among its members.

Expanding CLFMA's membership across regions and livestock segments will be another focus, alongside creating greater awareness among higher educational institutions about opportunities in the animal food industry, including employment, entrepreneurship and self-employment.

A longer-term initiative envisaged during the new term is the development of "Vision 2040" for Animal Food, centred on the positioning of animal protein as the "Most Economic Protein" and aimed at building a coordinated roadmap for the sector.

Commenting on his election, Mr. Sureka said the sector has an important role in India's nutritional security, farmers' livelihoods and economic development. He emphasised that challenges relating to feed raw materials, input costs, animal nutrition and production efficiency would require sustained collaboration between industry and policymakers.



The new Chairman succeeds Divya Kumar Gulati, who, as Immediate Past Chairman, was credited with strengthening CLFMA's industry representation, policy advocacy and stakeholder engagement during his tenure.

Mr. Sureka will be supported by a team of office-bearers representing different segments of the livestock industry. The Association is expected to continue its engagement with policymakers, research institutions and industry stakeholders on issues relating to feed availability, animal nutrition, productivity, competitiveness and sustainable growth across the animal agriculture value chain.



CLFMA Leadership Team 2026-2028	
Chairman	Mr. Sumit Sureka
Deputy Chairman - Poultry	Mr. Abhay Parnerkar
Deputy Chairman - Dairy	Mr. Dony George
Deputy Chairman - Aquaculture	Mr. Ramakanta V. Akula
Deputy Chairman - Others	Mr. Ram Kutty
Honorary Secretary	Mr. Abhay Shah
Treasurer	Mr. Nissar Ahmed
Immediate Past President	Mr. Divya Kumar Gulati

Other members of the Managing Committee for 2026-2028 are:

- Mr. Naveen Pasuparthy
- Mr. C. Saravanan
- Mr. Vijay Bhandare
- Dr. Prashant Shinde
- Mr. Sunil Kataria
- Mr. Brij Mohan
- Ms. Ritu Agarwal
- Mr. Anushrav Gulati
- Dr. Devender Hooda
- Mr. Sameer Agarwal
- Mr. Sameer J. Chotai
- Mr. Sushanta Dey
- Mr. Jaison John
- Mr. Moiz Chunawala

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Announcement

Optima Life Sciences Inaugurates Centre of Excellence for Feed Milling Research

Optima Life Sciences Pvt. Ltd. inaugurated its Centre of Excellence for Research in Feed Milling and Technology (CoE-FMT) at CARE (Centre for Animal Research & Excellence), Khor, Pune, on 16th October 2026. The new facility marks a significant step in the company's efforts to advance research, innovation and technical excellence in poultry nutrition and feed manufacturing.

Equipped with a dedicated pilot-scale pellet feed mill, the Centre will facilitate controlled experimentation, evaluation of processing parameters and research into the relationship between feed formulation, milling technology and finished feed quality. It aims to generate scientifically validated insights and practical solutions for commercial feed manufacturers.

The inauguration was graced by Dr. Manju N.C., eminent poultry nutritionist, as Chief Guest, and M. Kanagaraj, renowned feed milling consultant, as Special Guest.

The CoE-FMT further strengthens Optima's research capabilities at CARE and reinforces its commitment to application-oriented innovation, technical collaboration and customer-focused solutions.



Emphasising the importance of integrating nutrition and processing, **Dr. Manju** observed that even the most advanced feed formulations could not deliver their full potential without appropriate milling technology. He highlighted the Centre's role in translating nutritional science into measurable improvements in farm performance.

M. Kanagaraj underlined the untapped potential of feed milling processes, noting that optimising processing parameters could significantly improve feed quality, animal performance and mill productivity. He described the Centre as an important platform for scientific research and practical experimentation.

Dr. C. V. Chandrasekaran, Senior Vice President – Sales, Optima Life Sciences, highlighted the facility's customer-focused approach, stating that it would enable the company to evaluate solutions under practical milling conditions, optimise product performance and generate reliable technical data. He added that the facility would help bridge the gap between laboratory research and commercial application while supporting new product development.

Highlighting its strategic significance, **Dr. Arindam Chatterjee,** Vice President – Strategy & Marketing, said Optima's integrated research ecosystem—comprising controlled research facilities, an AI-enabled experimental poultry farm and a pilot-scale pellet feed mill—provides a distinctive platform for developing science-driven and measurable solutions for the poultry industry.

Vinay Kulkarni, Executive Chairman, Optima Life Sciences, expressed his gratitude to the distinguished guests and emphasised that the Centre reflects the company's vision of bringing together scientific knowledge, practical research and industry expertise to create lasting value for the poultry sector.



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Announcement

NEOMILK IMMUNO Earns Gold Recognition in Moscow

Mustang Feed Technologies LLC has secured an international accolade for its calf nutrition innovation, with NEOMILK IMMUNO receiving a Gold Medal at Golden Autumn 2026 in Moscow, Russia.

The recognition marks an important achievement for the company and the team behind the development of the specialised calf milk replacer, highlighting the role of science, formulation expertise and technical innovation in modern animal nutrition.

Dr. Amit Das, Consultant – Animal Nutrition and Feed Technology , played a significant technical role in the development of NEOMILK IMMUNO, contributing his expertise in animal nutrition and formulation to the product development process. His involvement, together with the technical and production capabilities of the Mustang Feed Technologies team, helped translate the nutritional objectives of the product into a commercial formulation.

For Mustang Feed Technologies and its technical collaborators, including Dr. Das, the award represents more than product recognition—it underscores the value of collaborative, science-led innovation in advancing livestock nutrition.







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