

Anmol Feeds Pvt Ltd

Poultry| Aqua| Dairy Feeds| Rice

Growing together for prosperity

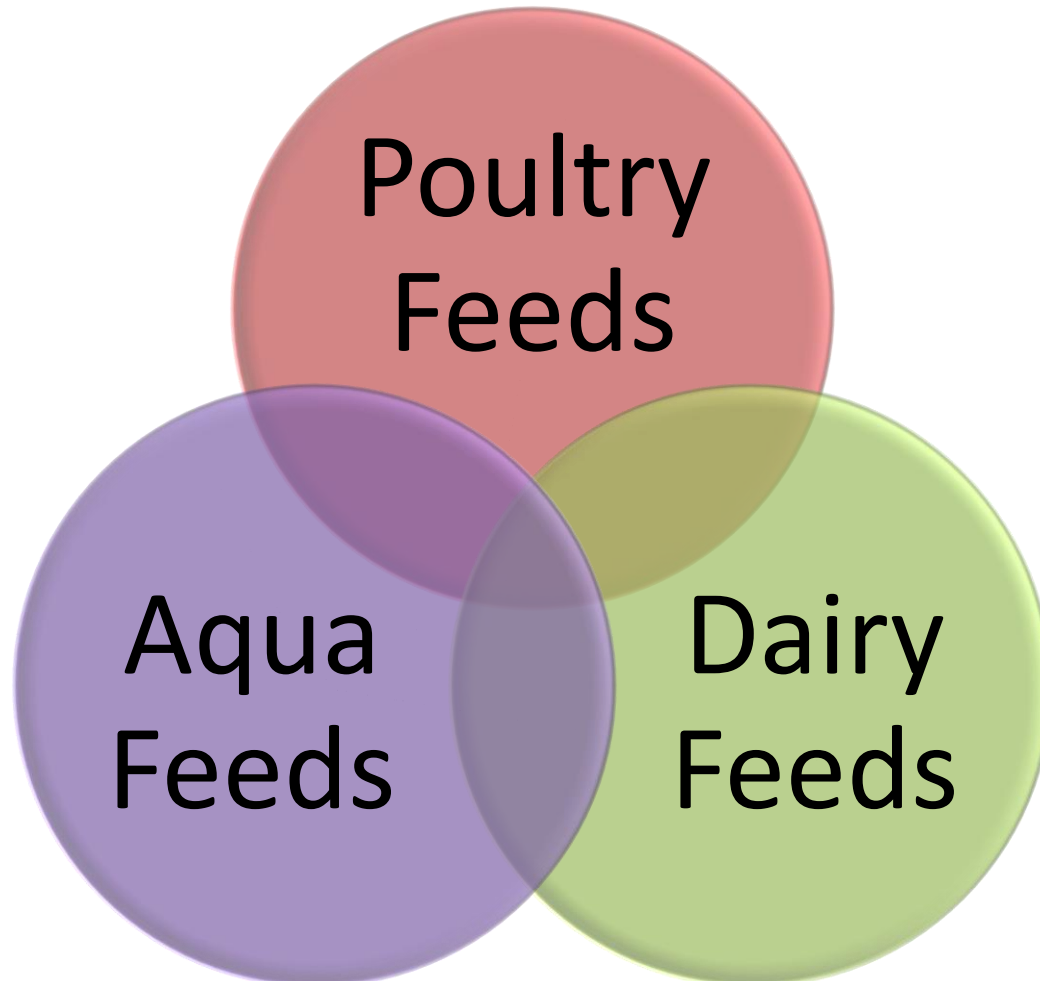
About Us..



Anmol Feeds Private Limited (An ISO 9001:2008 company), founded and managed by Mr Amit Kr Saraogi is recognized as the first recipient of ' Emerging Asian Feed Miller Award 2013' in India at Bangkok. Founded in the year 2000. 'Anmol Groups' within the short span of 13 years have become the symbol of trust and eminence in the animal feed industry across North, East, North eastern and Southern stretch of India.

The Anmol Group comprises of 7 manufacturing units. Anmol Feeds is the first MSME Poultry Industry to receive the National Award by Ministry of MSME, Government of India in the presence of Dr Manmohan Singh, Hon'ble Prime Minister of India. It has been awarded with NSIC CRISIL rating of SE 1B in recognition of Highest Performance Capability and Financial strength.

We manufacture



Distribution when we started...



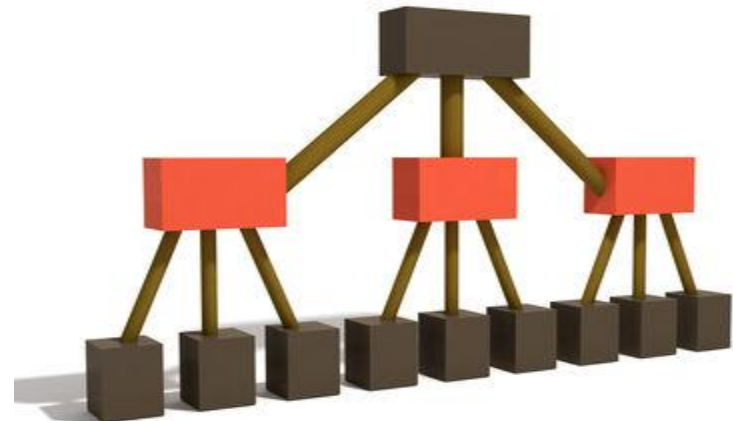
We started from Bihar, an area of .5 acres reached by 10 distributors and 1 plant to supply..

Year 2000

Why we thought Distribution..

Yesterday & Today “distribution” in any industry generally references transient sales

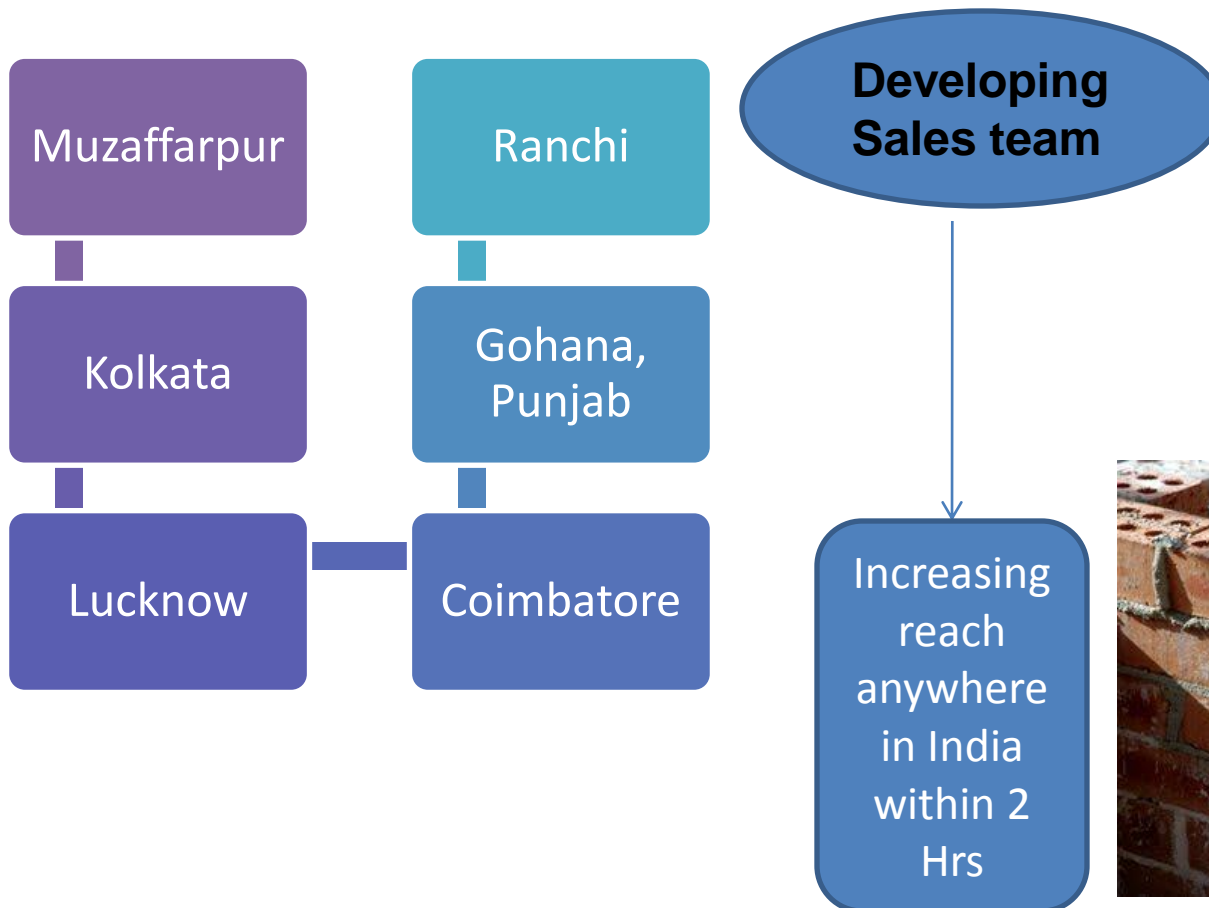
Revenue management and distribution is merging together



Year 2000

The Hub & Spoke model

Building an empire from 1 State to 7 States in India..





Year 2003

Identified *Spectrum* of Distributors



Value added distributors



Broadline Distributors

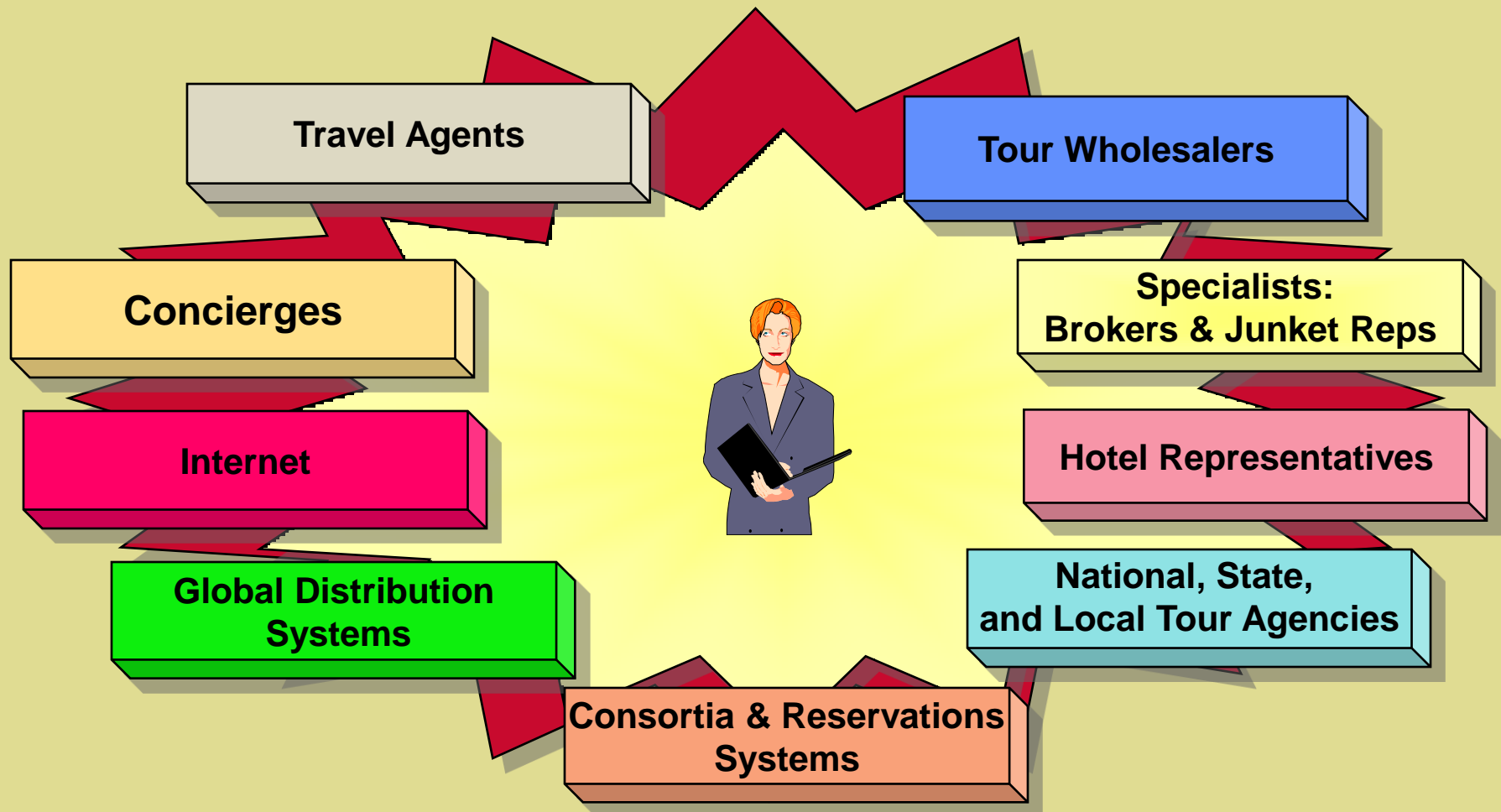


Fulfillment Distributors



Year 2003

And Marketing Intermediaries..



Year 2003

Our Channel of Distribution



Year 2001

We planned for *higher returns* with *low margin*..

Calculate your Gross margin first..

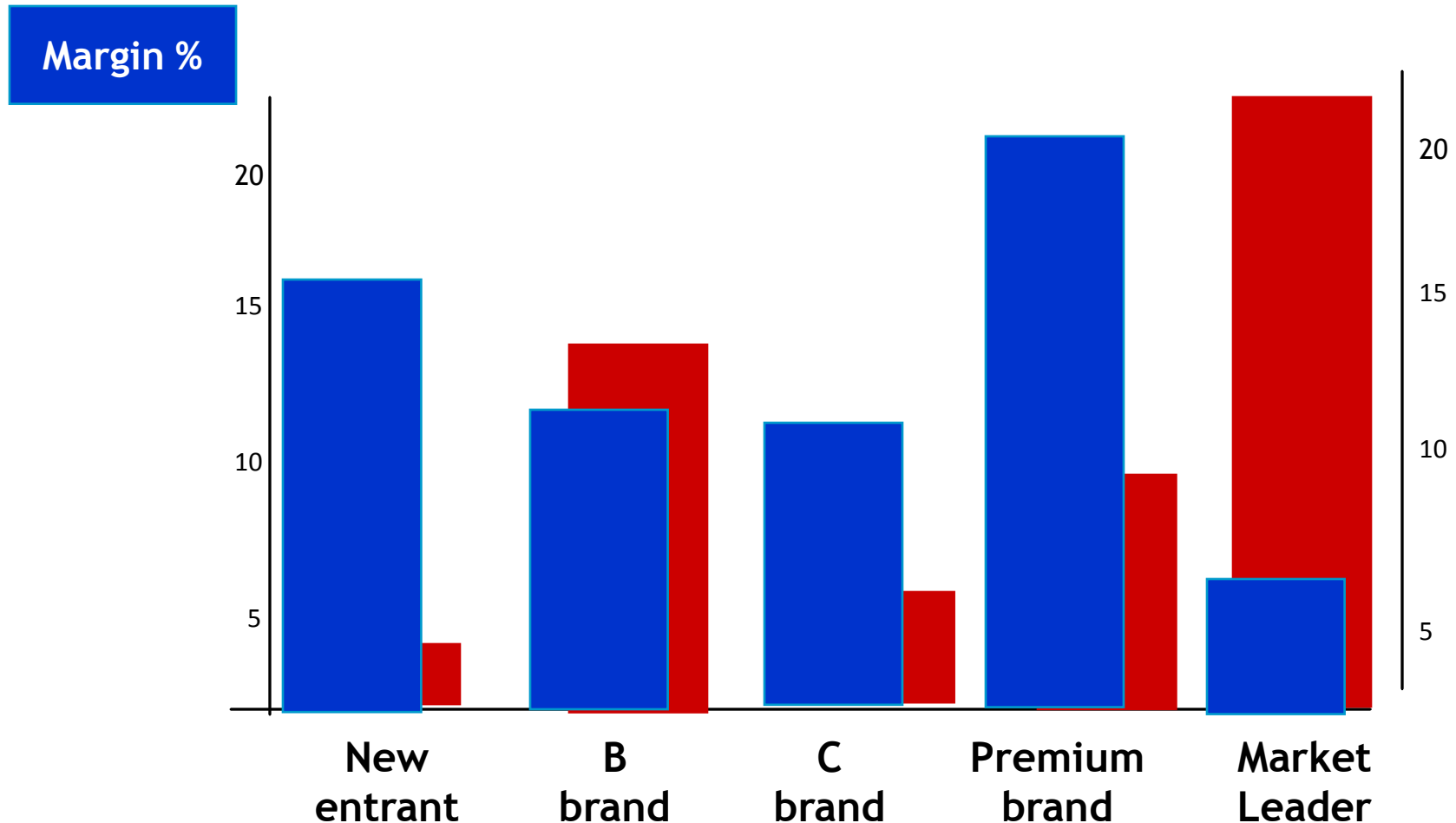


$$\text{Gross margin \%} = \frac{\text{Sales} - \text{Cost of sales}}{\text{Sales}} \times 100$$

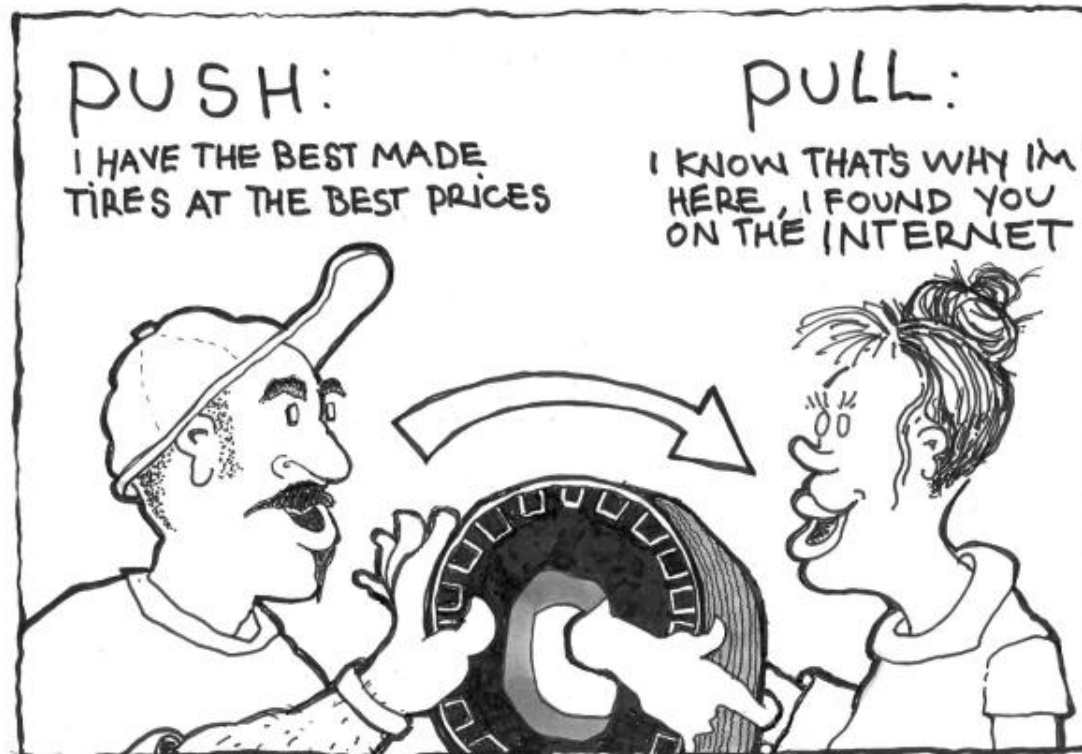


Year 2003

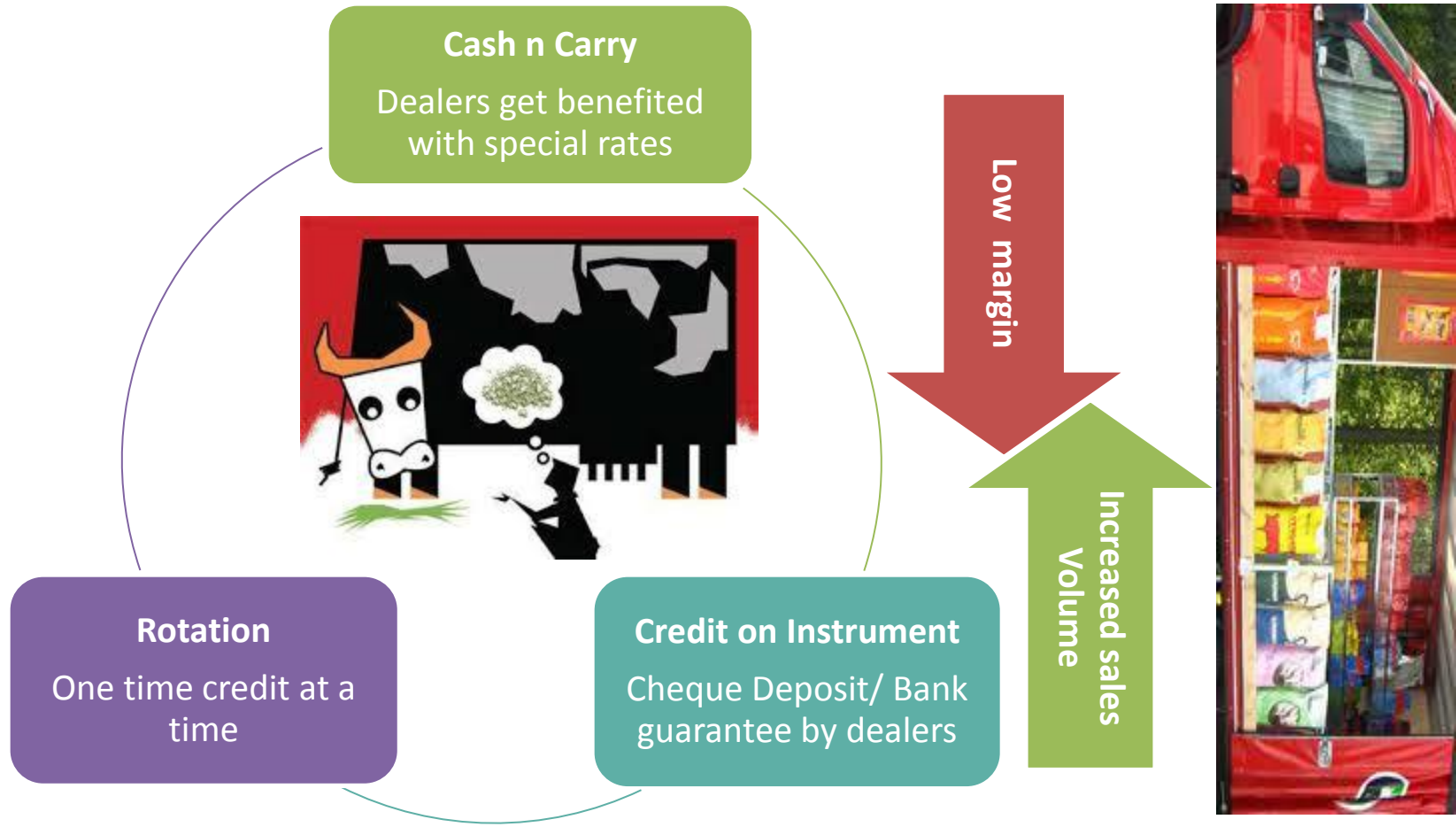
Comparison of Gross Margin % and Gross Margin INR earned on different brands



The Push & Pull..

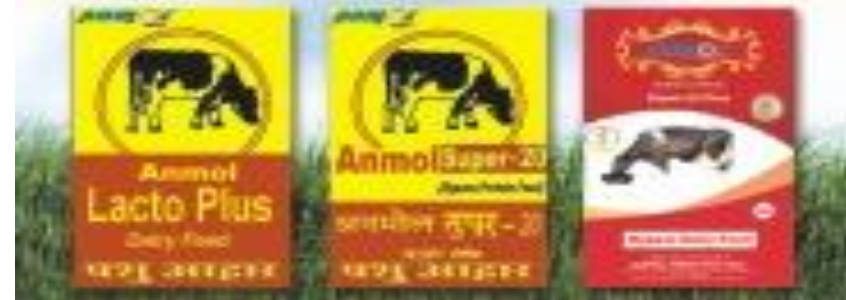
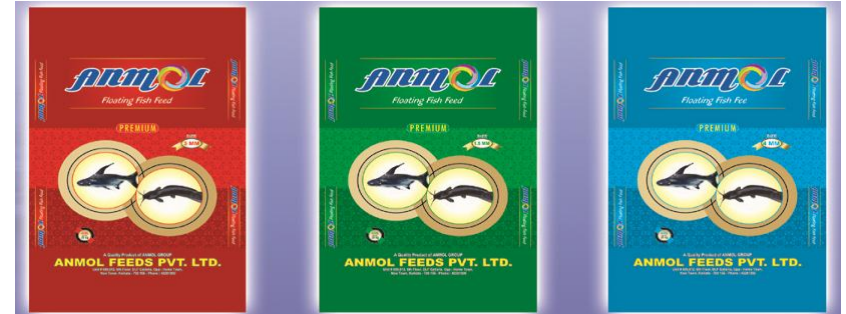


We developed our *Anmol way*..



Year 2005

Focused in *Multi Product Distribution*



Today 2014 we are..



- | | |
|----------------|-----------------------|
| 1. Bihar | 10. Uttar Pradesh |
| 2. Jharkhand | 11. Uttarakhand |
| 3. West Bengal | 12. Rajasthan |
| 4. Odisha | 13. Haryana |
| 5. Sikkim | 14. Punjab |
| 6. Meghalaya | 15. Himachal Pradesh |
| 7. Nagaland | 16. Jammu and Kashmir |
| 8. Manipur | 17. Tamil Nadu |
| 9. Tripura | 18. Kerala |

**Across 17 States,
More than 200 Distributors
and 7 Manufacturing units and a long way
to go..**

Our Mantra to sustain *Success*



Thank You