



PROTEIN FOR EVERY HOME: THE RURAL CHICKEN OPPORTUNITY

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INDIA'S POULTRY STORY: Big Potential, Bigger Opportunity

THE REAL BHARAT: Culture, Choices & Consumption



India Rank: Top 5
(~ 4.5–5 Million Tonnes p.a.)

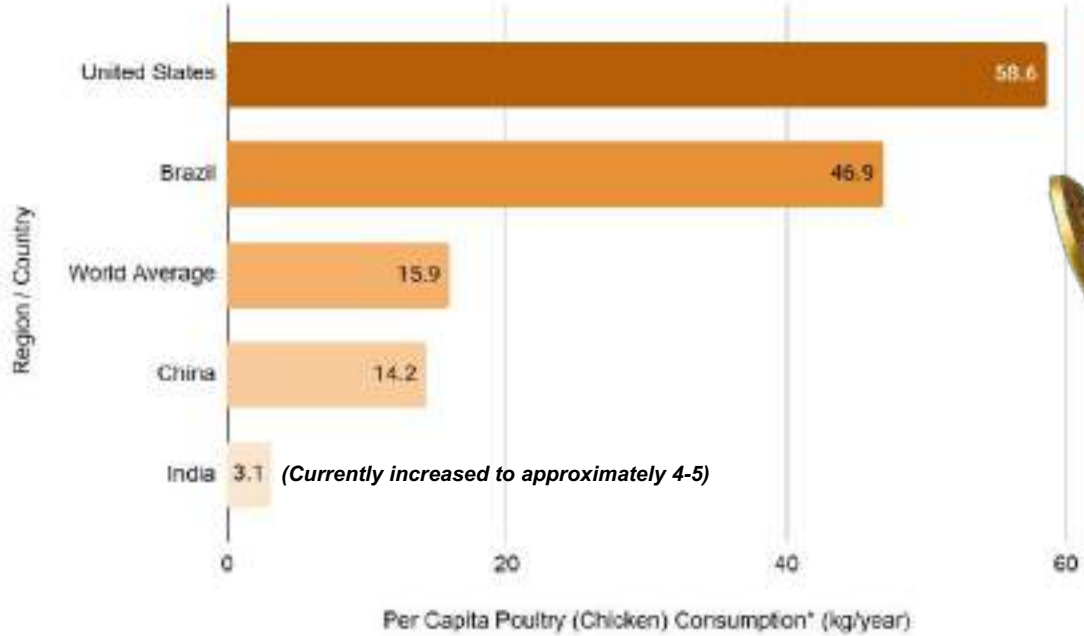


2.5 crore+
livelihoods



₹1.3 lakh crore
annual contribution to GDP

PER CAPITA CHICKEN CONSUMPTION (INDIA VS WORLD)



India lags global poultry chicken intake.

PER CAPITA CHICKEN CONSUMPTION (URBAN VS RURAL)



Rural markets hold the huge potential.

THE UNTAPPED OPPORTUNITY: RURAL INDIA



Health and Economic Vitality

Rural India is not just a market opportunity.



4.7 Kg

Annual per capita chicken consumption in rural India



900 million

The Rural population of India



A close-up photograph of a person's hands, adorned with multiple beaded bracelets, carefully placing a collection of fresh fruits (including green and red apples) and yellow and red flowers onto a shallow wooden tray. The tray is being held over a body of dark water, which reflects the scene. The background is softly blurred, showing more of the person's traditional orange clothing and the continuation of the ritual. The overall lighting is warm and golden, suggesting a sunset or sunrise setting.

**UNDERSTANDING THE BARRIERS
IN RURAL INDIA**

DECODING THE RURAL CUSTOMER

Understanding rural audiences requires deep cultural empathy.



Family-First Mindset



Community Influence



Value Consciousness



Traditional Rhythms



Economic Constraints



Cultural & Religious Factors



Knowledge Gaps





Trust & Safety Concerns



Infrastructure Challenges





RURAL INDIA: DRIVING CHICKEN DEMAND

DRIVING 'DEMAND'



Awareness Building



Trust Establishment



Behavioral Change

POSSIBILITIES FOR 'RURAL' PARTICIPATION

Farmer Producer Organisations (FPOs)

- FPOs are strong local entities; invite/ include them
- Block Level, District Level or even State Level efficiencies

Cold Chain Ecosystem

- Making chicken more accessible and affordable for rural India



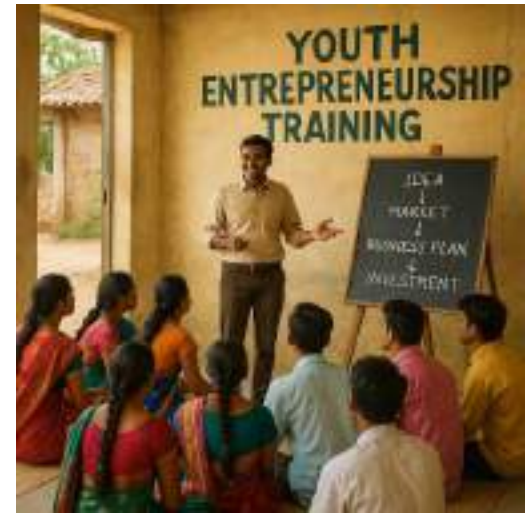
POSSIBILITIES FOR 'RURAL' PARTICIPATION

Youth / Entrepreneurs/ Trainings

- Invite/ include the youth through entrepreneurship models
- Trainings/ Knowledge dissemination
- Financial enablement - build a sustainable ecosystem

Franchise Ecosystem: Smart Chicken Centres

- Launch standardised, branded “Smart Chicken Centres” run by rural youth
- Provide centralised distribution, training, and marketing support to scale the franchise model



Mothers decide the nutrition basket but depend heavily on local influencers

Anganwadi Worker / Asha Didi

- Local Protein Ambassadors
- Focus on chicken's nutritional value for mothers and children
- Teach simple, hygienic, and affordable chicken recipes
- Equipping with clear counselling scripts

Community Leaders & Panchayat Push

- Endorsement from Sarpanches and local leaders
- Panchayat for official public announcements
- Feature local champions (farmers/healthy families)
- Breaking down cultural barriers to consumption via trusted voices



Mothers decide the nutrition basket but depend heavily on local influencers

School-Level Outreach

- Interactive nutrition workshops for students and parents
- Chicken's role in growth and concentration at PTMs
- Run creative contests promoting protein-rich meals

Primary Health Centres (PHC) Promotion

- Doctors/Nurses to integrate chicken advice in treatment
- Display educational posters in clinic waiting areas
- Nutrition Counselling Corner for personalized advice



GO DEEPER INTO RURAL LIVES

Weekly Haats can be major protein shopping days

Cash flows in rural households is linked to mandi payments, not salary cycles



A top-down view of a dark wooden table. In the upper right, a large black plate is filled with a rice and meat dish, garnished with green herbs, a red chili slice, and green peas. To the left of the plate, a small black bowl contains a mix of red, black, and white peppercorns. Scattered around the table are fresh green herbs and a few whole peppercorns. The lighting is warm and focused on the food.

CHANGING THE NARRATIVE

THE 'OLD' NARRATIVE



"Chicken is expensive luxury for special occasions only"



"Dal and roti provide all the nutrition my family needs"



"Non-veg food is unhealthy and causes problems"



THE 'NEW' APPROACH



Protein means chicken

The most accessible trusted source of nutrition for every Indian home.

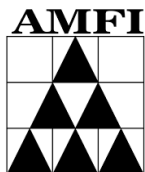


Affordable

Chicken delivers the essential protein growing children need, at not so expensive costs.



Examples of Behaviour change campaigns across industries...



These help shift deeply held beliefs.
Here's what poultry can learn from them..."



Life Insurance Council
Together in service





PROBLEM

Low consumption and cultural resistance for egg consumption was an issue. Also, eggs were seen as occasional rather than everyday nutrition, leaving stagnant demand.



SOLUTION

The need was to change perception, positioning eggs as nutritious, affordable, and acceptable for all, making them a daily food habit across households







PROBLEM

India's Mutual Fund industry struggled with low retail participation, driven by limited awareness, trust deficits, and poor understanding of SIPs and long-term investing



SOLUTION

The challenge was to build mass awareness, simplify investing concepts, and position mutual funds as a trustworthy, accessible option for everyday investors across India





OOH Advertising



Transit Advertising

A print collateral advertisement for Mutual Funds Sahi Hai. It features a man in a blue shirt with his arms crossed. A speech bubble contains the text: "Jald se jald apne PAN aur Aadhaar Card ko link karna zaroori hai. Link karne ki saakhar ki taareekh hai, June 30, 2021." Below the man, the text reads: "MUTUAL FUNDS Sahi Hai". At the bottom, it says: "Contact your Mutual Fund Distributor or Investment Advisor today. Visit www.mutualfundsahihai.com". There are also social media icons for Facebook, YouTube, and Instagram, and a disclaimer: "Please Mutual Funds Sahi Hai on. Mutual Fund investments are subject to market risks. Read all scheme related documents carefully."

Print Collaterals



Social Media Advertising

LIFE INSURANCE COUNCIL




PROBLEM


Life insurance penetration in India remained low, driven by weak financial literacy and the misconception that insurance is merely a tax-saving or investment tool.




SOLUTION

The need was to reposition life insurance as essential protection - especially for younger audiences through simplified, relatable, and multilingual communication.



 **Sabse Pehle**
Life Insurance

A close-up, low-angle shot of a man with dark hair and a beard, wearing a blue and white striped shirt. He is looking down and slightly to the right with a serious expression. The background is a dimly lit room with a blueish tint, possibly a laboratory or office, with some blurred equipment and a bright light source on the left.

Look if the one marked 12 is around?

A hand holding a glowing lightbulb surrounded by a network of nodes and lines, symbolizing ideas and possibilities. The background is dark with warm, golden light and bokeh effects. The text "EK JHALAK – A GLIMPSE OF POSSIBILITIES" is overlaid on the left side of the image.

EK JHALAK – A GLIMPSE OF POSSIBILITIES

FROM SPECIAL TREAT TO EVERYDAY HEALTH HERO

**CHICKEN IS
PROTEIN**

Position chicken as a nutritional powerhouse - lean protein that builds strong bodies and supports growing children.

**NORMALISE
DAILY USE**

Break down the "special occasion only" barrier and show how chicken fits naturally into everyday meals your family already loves.

PATH 1 : CHICKEN IS PROTEIN / HEALTH



*Chicken
Khao,*
**SEHAT
BANAQ.**

CHICKEN HAR ROZ PROTEIN KA MAHADOSE



PATH 2 : KITCHEN MEIN CHICKEN



ZAROORI HAI...
KITCHEN MEIN
CHICKEN!





PATH 3 : ACHIEVE DREAMS AND ASPIRATIONS



Sapne Sajao
CHICKEN KHAO.





Protein se Taqaat...
Taqaat se Tarakki



Chicken - Protein ka Mahadose



**India ka Ambition.
Chicken ka Poshan.**



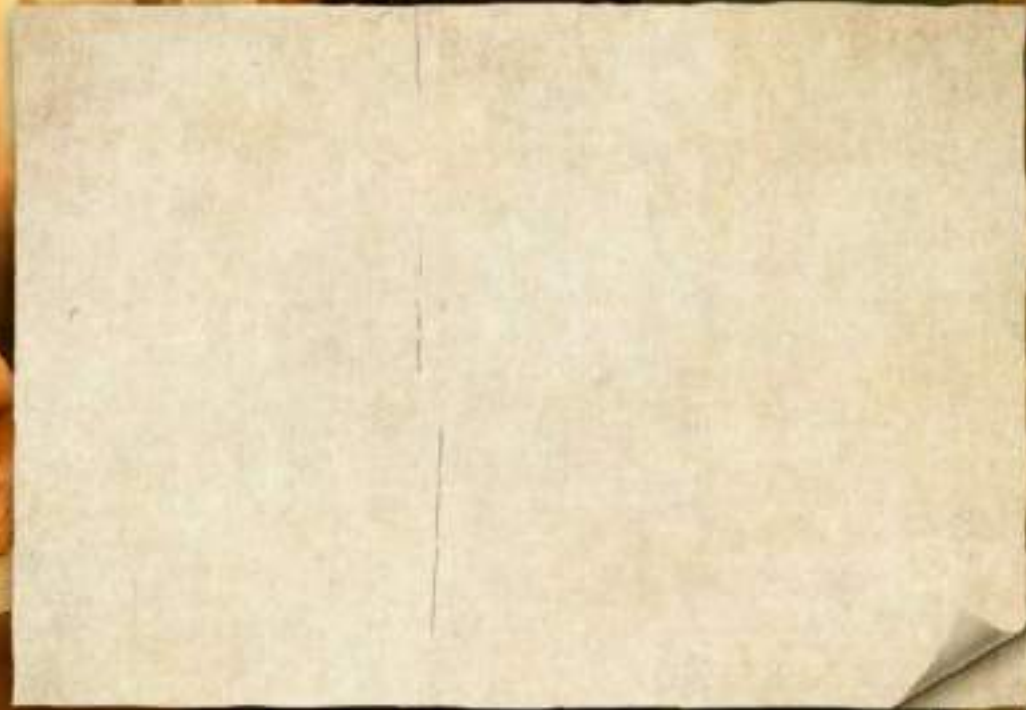


Protein se Taqaat...
Taqaat se Tarakki



Chicken - Protein ka Mahadose

Ek Maa ki Chitthi



SOME FACES WHO CAN CHANGE PERCEPTIONS



“In rural markets, a celebrity is not just an endorser — they are a trust anchor.”

MS Dhoni

MS Dhoni represents strength, trust, and authenticity - values that deeply resonate with India's heartland. His disciplined lifestyle and athlete's persona make him a natural fit to endorse chicken as a rich, everyday source of protein.

Beyond cricket, Dhoni is seen as a man of the masses, dependable, grounded, and relatable. His presence would lend unmatched credibility to a campaign aiming to build awareness, trust, and acceptance of chicken in rural India, positioning it as the smart choice for health and strength.



Juhi Chawla

Juhi Chawla brings warmth, familiarity, and timeless appeal that connects across generations. Her image embodies family values, care, and wellbeing, making her an ideal voice to speak about wholesome, everyday nutrition. Juhi's credibility and gentle charm can help the campaign emotionally connect with homemakers and families, shifting perceptions of chicken from an occasional indulgence to an everyday, nutritious food for all.



LET'S BUILD A PROTEIN-STRONG BHARAT



Scan for contact details



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