

15th Poultry
Kn**wledge**
Day **21** NOVEMBER

SHAPING THE FUTURE OF INDIAN POULTRY SECTOR





From a humble commodity to a trusted brand

The Extraordinary Journey of Power Eggs





EARLY HISTORY

- Founded in 1978 by visionary Mr. Shankarrao Bhosale.
- Initial challenges: Egg collection and bicycle deliveries.
- Transition to the second generation for expansion.



Generation I





GENERATIONAL TRANSITION

- Growth from hundreds to lakhs of eggs.
- Second generation's role in business expansion.
- Family legacy driving **growth and innovation**.



Generation II



THE BIRTH OF POWER EGGS

- Innovative six-egg packaging **with a rubber band.**
- **Solution for retailers**, especially retailers with unique considerations who hesitated to handle eggs directly.
- Vision for premium-quality, affordable, **Selenium-enriched Power Eggs.**





GROWTH AND EXPANSION

- Journey from a few hundred to thousands and now **millions of Power Eggs**.
- Rapid sales growth and a **strong distribution network**.
- Expanding to multiple cities across Indian cities.





CURRENT OPERATIONS & INNOVATIONS

- **We Know : What Got us here, won't get us to next level**
- Active involvement of 3rd Generation diversification plans.
- Understanding Customer's Current Needs: Introduction of Selenium, Omega & Vitamin-E enriched Eggs.
- Embracing modern Trade Platforms





**We Know : What Got us here,
won't get us to next level**



Generation III





MODERN TRADE PLATFORMS & AWARENESS

- Reaching **retail** and **modern trade** stores in Pune, Mumbai, and Goa.
- **Partnerships** with modern trade platforms for accessibility.
- **Collaborations** with celebrities and influencers to raise awareness.

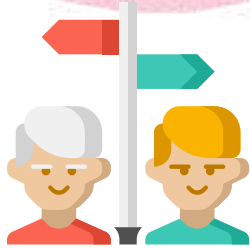




MARKETING STRATEGIES

- Online marketing with celebrity collaborations and **TV commercials.**
- **Social media** partnerships with influential personalities.
- **Offline strategies,** including posters, pamphlets, and free sampling.





GENERATION GAP

- Bridging the gap with **modern techniques and innovation.**
- Demonstrating the value of new approaches through **pilot projects.**
- **Coexistence** of tradition and innovation.





CUSTOMER FEEDBACK & SUCCESS STORIES

- Countless testimonials and endorsements from **satisfied customers**.
- **Positive feedback** on enhanced taste and quality.





TEAM AND EMPLOYEE DEDICATION

- Recognizing the dedication and **passion of the team.**
- Employees as part of the **extended family.**
- Unwavering commitment, resilience, and **contributions.**





VISION

- Journey from humble commodity to a **renowned brand**.
- Vision for Power Eggs to become a **household name in India**.
- To join in **raising the bar** in the poultry industry.





ONLINE ASSETS

- DAYA- VISHWAS
- NIYA SHARMA
- DAYA- DARWAZA
- MR SUDAME WEBSERIES





*I'm reminded of my grandfather's determination,
my father's hard work and*
OUR SHARED VISION

THANKING ALL

**GAURAV BHOSALAY
YOJANA POULTRY PVT LTD**





Q & A

Happy to take any questions you have about our extraordinary journey or Power Eggs

