



# Sustainable & Profitable Poultry Farming for Viksit Bharat

An Outsiders' Perspective

100 YEARS  
**DEVELOPED**  
**INDIA**  
**MISSION**  
— 1947 TO 2047 —

100 YEARS  
**विकसित**  
**भारत**  
**अभियान**  
— 1947 TO 2047 —

# KEY ASPIRATIONS OF VIKSIT BHARAT

FROM (2024-25)

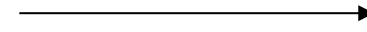
TO (2047)

1

## Economic Competitiveness

Nominal GDP

\$4.13 Trillion



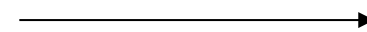
\$30 - \$35 Trillion

2

## Strong Exports

Agri & Food Processing Exports

~\$49 Billion



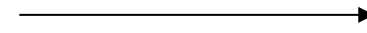
~\$700 Billion

3

## Health & Life Expectancy

Life Expectancy

~71 Years



84 Years

HEALTH & NUTRITION ARE KEY PILLARS FOR SUSTAINABLE GROWTH

*Food Security & Rich Nutrition*

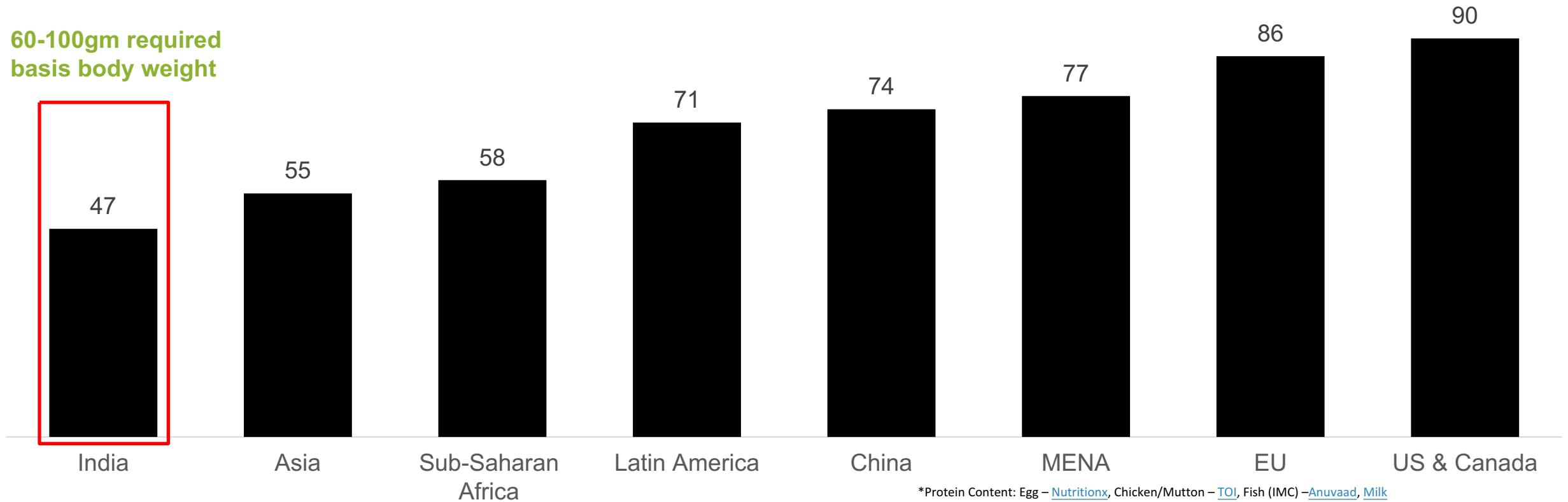
# PROTEIN IS A KEY DRIVER OF NUTRITION BUT WE HAVE A HUGE PROTEIN DEFICIENCY

WE LAG THE WORLD BY A BIG MARGIN

## Protein Consumption Around the Globe

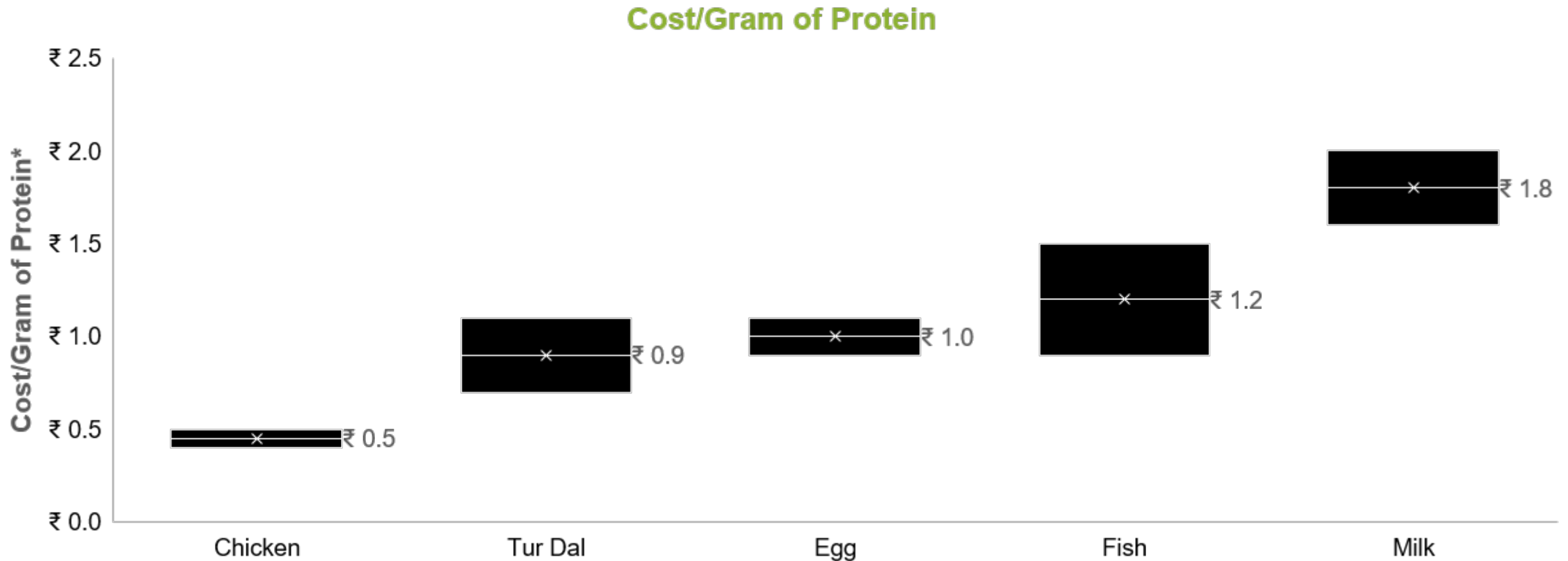
■ Grams Consumed/Person/Day

60-100gm required  
basis body weight



# HOWEVER, THE POULTRY SECTOR HAS A VERY COST-EFFECTIVE SOLUTION

MULTIPLE COST-EFFECTIVE & QUALITY SOLUTIONS



# WHILE THE POULTRY SECTOR HAS A CRITICAL ROLE TO PLAY, IT IS FAR BEHIND

## POULTRY vs FMCG

1

Contribution to GDP: \$50 Billion vs. \$220 Billion

Saliency

1.2%

5.3%

2

Exports: \$0.1 Billion vs. \$5 Billion

Saliency

0.01%

0.6%

3

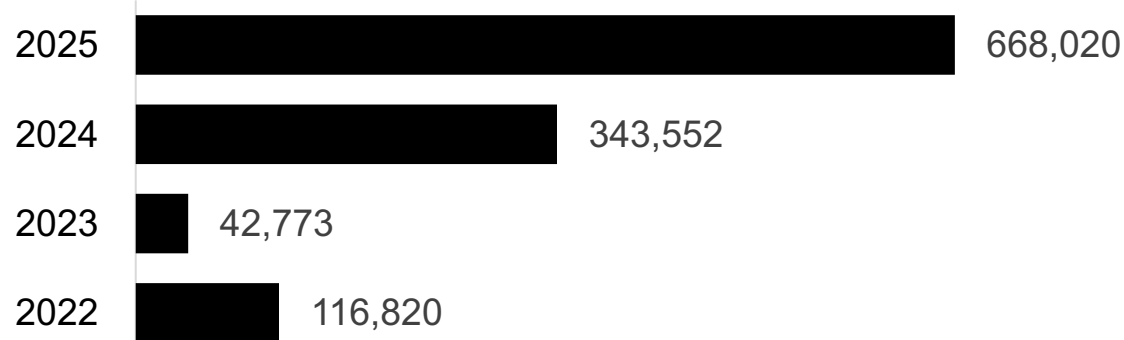
Value-Addition: < 10% Processing Level vs. 100% Branded

**WHAT'S HOLDING THE POULTRY SECTOR BACK FROM  
CREATING VALUE ?**

**ARE THERE TOO MANY CONSTRAINTS FOR THE  
POULTRY SECTOR?**

# CONSTRAINT OF FOUNDATION: COST VOLATILITY

## HPAI Outbreak – Susceptible cases



## HPAI Outbreak – No. of outbreaks



₹15 – 20k Cr losses

BW Businessworld

### Poultry Industry Faces Losses Amid Bird Flu Scare, Falling Prices

The Indian poultry sector is experiencing volatility due to multiple challenges, with bird flu outbreaks and fluctuating broiler prices...

1 month ago

Times of India

### Poultry industry faces bird flu scare, prices plummet

Bellari: With temperatures reaching unprecedented levels, poultry farmers in the district are grappling with a crisis, as the bird flu...

21 Feb 2025

Mareycentre

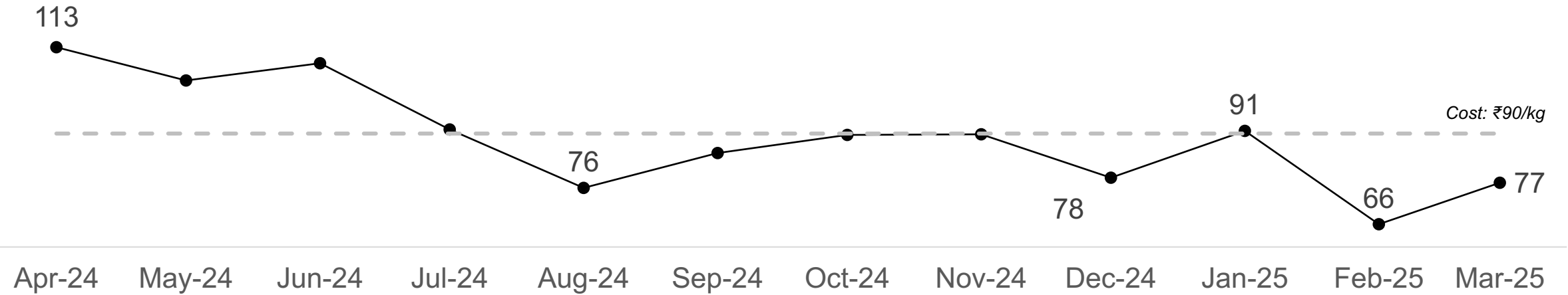
### Economic impact of bird flu outbreak on India's Rs 1.75 lakh crore poultry industry

To understand how the bird flu outbreak in India will hurt the economy we can fall back at COVID-19 impact data, in the initial months of the...

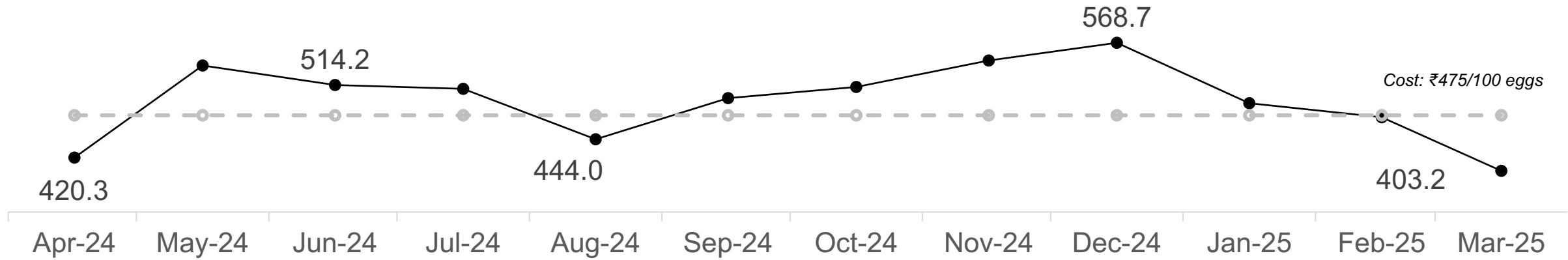
11 Jan 2021

# CONSTRAINT OF RESOURCES: PRICE VOLATILITY

Monthly Volatility - Live Bird Price/kg (₹)



Monthly Volatility – NECC suggested Egg Price (₹/100 eggs)



**EVERY SECTOR HAS ITS UNIQUE CONSTRAINTS**

**ARE WE THE ONLY SECTOR WHICH FACES SUCH  
CHALLENGES ?**

**“WE ARE THE STORIES WE TELL OURSELVES”**

**A JOURNEY INTO A MEGA VALUE CREATION STORY  
IN A COMMODITY CATEGORY**



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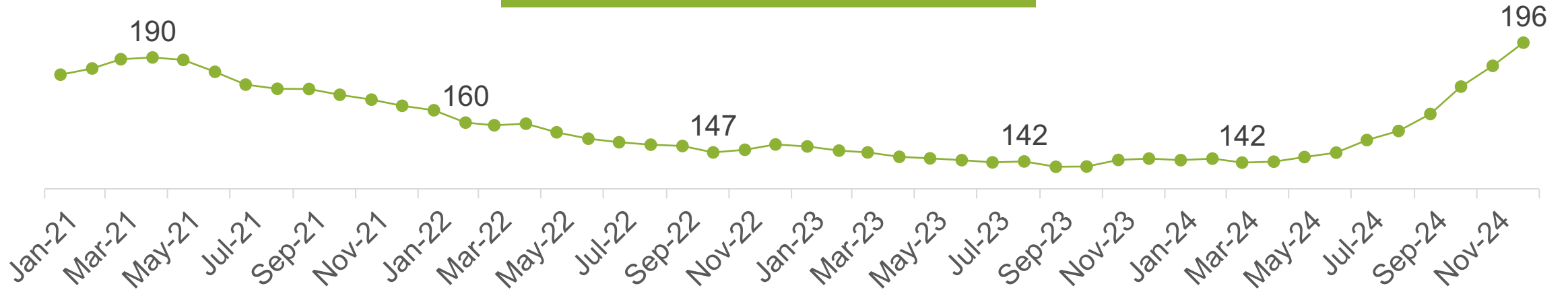
**HOW DID PARACHUTE CREATE A BRAND OUT OF A  
VOLATILE COMMODITY ?**

# COCONUT OIL IS AS VOLATILE COMMODITY LED BY GLOBAL AND LOCAL DYNAMICS

## Price Volatility – Coconut Oil (₹/Quintal)



## Retail Price Index of Coconut Oil



# DURING THE 90'S, COCONUT OIL WAS SOLD IN LARGE TINS THROUGH OIL & SOAP OUTLETS



**MARICO RE-IMAGINED THE COCONUT OIL CATEGORY**

# 1. PRODUCT SUPERIORITY : SOURCING CAPABILITY FROM THE BEST IN KERALA

## SOURCED FROM KERALA



Large focus on sourcing to ensure highest quality coconut oil

## WITH CARE TO ENSURE 100% PURITY



100% purity from source → As good as fresh from the tree!

## 2. DISRUPTIVE PACKAGING INNOVATION THAT DROVE CONSUMER ADOPTION



Heavy & prone to rust

New convenient HDPE packs  
Better looking, cheaper  
but  
Rats chewed the edges

Smaller cylindrical bottle

- Rats can't grip the pack
- Jump in trials due to smaller and safe packs

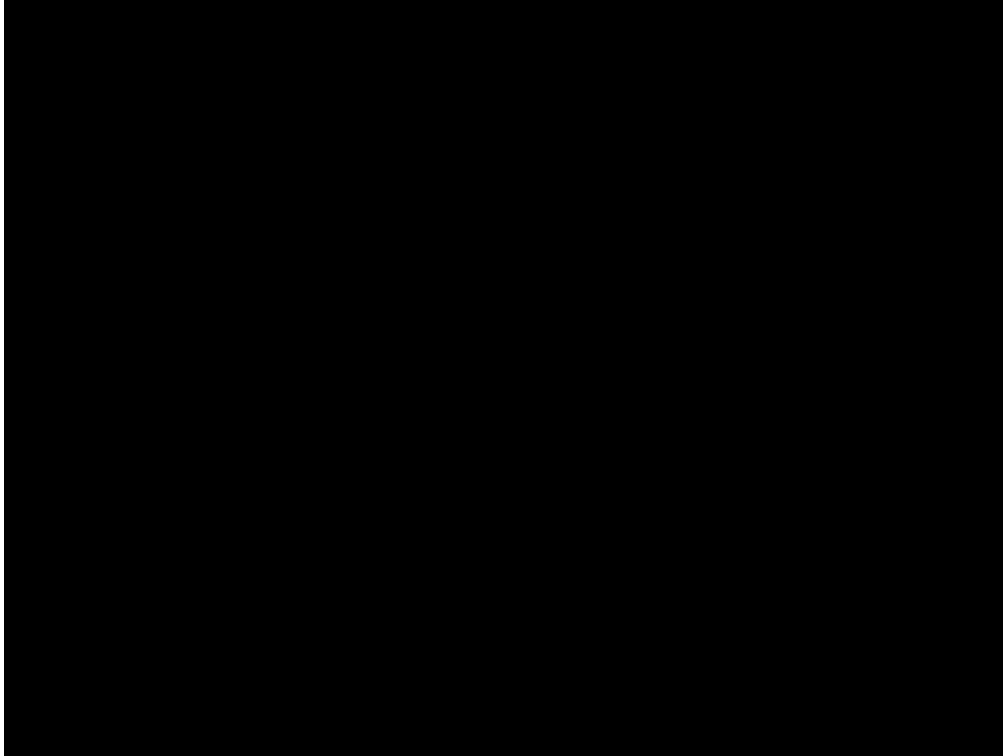
### 3. NEW BRAND ARCHITECTURE TO CUE A PREMIUM, DIFFERENTIATED BRAND



Premium Bottle with Parachute new Green Tree identity , Flag & Tamper Proof Seal

Drop of Coconut Oil on the Bottle →  
“Shuddta ka Seal”

# 4. FROM NOURISHMENT TO HAIR BENEFITS : VIBRANT BEAUTY THROUGH COCONUT GOODNESS



## 5. INCREASE PENETRATION ACROSS BHARAT THROUGH AFFORDABLE PACKS



PCNO\_30\_sec\_Faayda  
Hindi  
07 03 15

Loose Oil Consumers → Branded Parachute Oil

Introduced sachets and ₹10 bottle to increase conversion in rural areas

## 6. INTRODUCED NEW SKUS TO INCREASE CONSUMPTION DURING LEAN MONTHS



**EASY JAR “Kamaal Ka Dhakkan”**  
**Wide Mouth Jar → Can use a spoon to scoop out solidified oil**

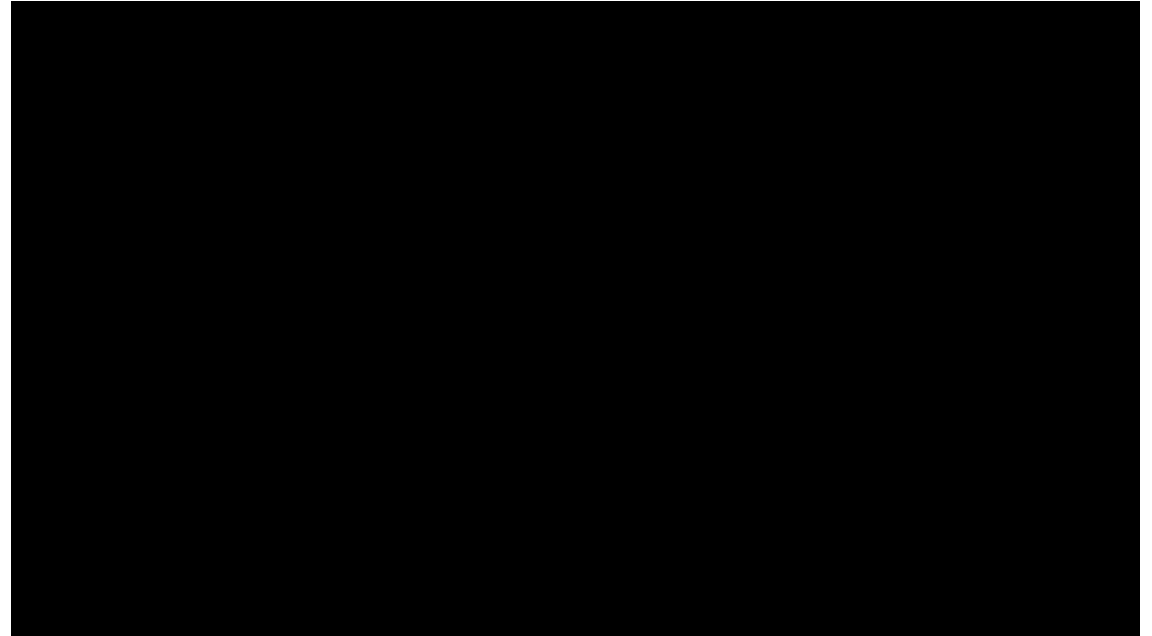
**Winter & Monsoon (Lean Season) → Parachute Hot Oil with Warming Ingredients**

# 7. PREMIUMISATION OF COCONUT OIL THROUGH INTRODUCTION OF MULTIPLE VARIANTS

PARACHUTE JASMINE



PARACHUTE ALOE VERA



**PARACHUTE IS THE ONLY PLAYER WITH A DISTRIBUTION  
REACH OF 5 LAC +**

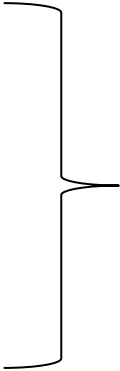
**COMMANDS A ~55% MARKET SHARE**

**OPERATES AT A PREMIUM PRICE INDEX OF 120+**

# PRINCIPLES OF VALUE CREATION

1 THINK CONSUMER INSIGHTS FIRST

2 INNOVATE FOR THE CONSUMER

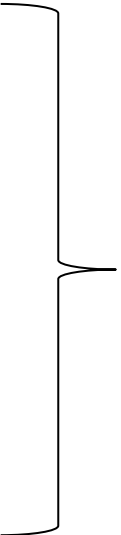


Create Value for the Consumer

3 INVEST IN CATEGORY DEVELOPMENT → CREATE A BRAND

4 LEARN FAST FROM ON-GROUND INSIGHTS & COURSE CORRECT

5 STAY THE COURSE



Create Value for the Brand

# ANOTHER STORY SEEMS TO BE IN THE MAKING ALREADY ..... MAKHANA: BASIC COMMODITY TO GLOBAL SUPERFOOD??



**IT'S TIME FOR OUR BIRD TO BECOME A BRAND**

THANK YOU