BREEDING FARMS
Isolated breeding farms with rigid bio-security measures in place to provide congenial environment for improved bird performance. Farms follow all-in all-out system to ensure single age birds at any given time.

PROCESSING PLANT
Processed chicken in convenient packing is the emerging need and SFPL set up a processing plant with 1000 BPH and with growing demand curve SFPL plans to start a 6000 BPH processing plant by 2014.

HATCHERIES
SFPL understands the importance of a good hatching for better performance of bird. Pas Reform (Netherlands) machinery is installed and all-in all-out system is followed to ensure single age birds at any time.

FLOATING FISH FEED
With enviable experience in understanding of farming needs, SFPL forayed in to manufacturing of floating fish feed for improved FCR in the fish farming sector.
SFPL, a diversified business conglomerate from Andhra Pradesh, traces its humble beginning in 1982 by the visionary D. Ram Reddy, the first generation entrepreneur who started off chicken retail outlets in Hyderabad under the brand, ‘Ram Reddy Chicken Market’ and Later rebranded as ‘Sneha Fresh’. The group has strong presence in broiler integration, processed chicken, Chicken retailing, feeds, feed supplements, solvent extraction, refining and marketing of edible oils. The group is also engaged in complete value chain management for its range of products across the country.

Growing demand for quality chicken and broiler day old chicks encouraged the company to set up breeding farm and commercial chicks production. The incredible success in broiler breeding encouraged the management to explore commercial broiler production under integration model. Simultaneously, feed plants in various parts of Andhra Pradesh are set up to meet captive feed requirement. The well cohesively connected feed mills in multiple locations reinforced the broiler integration as well as feed sales creating well pronounced value system in the industry.

Phenomenal success in poultry feed through quality initiatives coupled with service attitude, created demand from various quarters encouraging the management to widen the spectrum of activity by foraying into manufacturing of floating fish feed and feed supplements.

To ensure quality inputs for high grade feed, management deliberated on in-house facility for production of soy and Rice bran meals. Crude oil generated in the extraction process threw an opportunity to enter edible oil industry.

Changing consumption pattern and the growing need for processed chicken in convenient packing made SFPL enter into processed chicken segment under the brand name “Sneha”
VALUES

Establish, encourage and elicit best from research to produce qualitative and affordable nutrition to improve the standard of life.

A strong passion for growth management through ethical business practices.

Innovative in approach and practice to promote eco-friendly technology and drive for improved quality and productivity.

Inherent belief in unified, harmonious and transparent working culture through participative management for improved performance and satisfaction.

Supporting measures aimed at improving literacy, health and purchasing power through rural partnerships.

MISSION

To improve the standard of life by offering quality nutritional products adopting innovative, eco-friendly technology with sound supply chain management and create aspirational value in the industry.

VISION

To set benchmark in the industry by making products of highest quality with clearly defined leadership position in all operating segments.

SOCIAL OBJECTIVE

SFPL understands social responsibility and works towards rural development through various initiatives.

- To provide safe drinking water and support women empowerment by organizing skill development programs for enhancing rural disposable incomes.
- To contribute to afforestation initiatives by distributing and planting trees.
- To organize medical camps and distribute free medicines in the neighborhood surrounding factory.
- To promote primary education in the surrounding areas of plants.
PREMIX PLANT
SFPL forayed into manufacturing of Feed Supplements by setting up a 100 TPD plant to offer affordable nutritional solutions for balanced growth and optimum performance.

SUPPLY CHAIN MANAGEMENT
SFPL has built a distribution model comprising 130 specially built caged vehicles for the smooth transport of broilers from farm to shop on day to day basis. This has become a unique operating model in the country.

BROILER FARMS
SFPL owns broiler farms with a combined capacity of 2.4 million birds.
SFPL works with a strong contingent of more than 2000 farmers under the contract growing model.
The envisaged model helps not only for quick growth but also for rural development.

RETAIL CHAIN
The very first business initiative which has played a vital role in transforming SFPL into a well diversified group.
SFPL operates 75 plus chicken retail outlets in Hyderabad metro.
SFPL possess separate breeding facilities for brooding, growing and laying in 22 locations with a capacity of 6.6 lakh breeders in lay. And it has 2 hatcheries with Pas Reform machinery in the vicinity of Hyderabad with a weekly production capacity of 16.5 lakh birds. All-in all-out system is followed to ensure same age birds and chicks at a given time.

SFPL has its own commercial broiler farms with a capacity of 24 lakh birds and also works with more than 2000 farmers under the contract-growing model. SFPL has strong distribution arrangement with 120 caged vans specially built for broiler birds transport. The company operates 75 retail & wholesale chicken outlets and supply to 2400 dealer outlets.

SFPL operates four feed mills situated at Hyderabad, Hanuman Junction, Karimnagar and Jadcherla with a total capacity of 2400 TPD poultry feed and 350TPD floating fish feed and have the provision to increase the production capacity to 3200 TPD in poultry feed and 700 TPD in fish feed. All plants are equipped with the latest technology and machinery supplied by Buhler (poultry) and Wenger & Stolz (fish).

The plant capacities are as follows.

<table>
<thead>
<tr>
<th>S. NO</th>
<th>PLANT LOCATION</th>
<th>CAPACITY ( TPD )</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>HYDERABAD</td>
<td>400</td>
</tr>
<tr>
<td>02</td>
<td>KARIMNAGAR</td>
<td>800</td>
</tr>
<tr>
<td>03</td>
<td>HANUMAN JUNCTION</td>
<td>400 (Poultry) + 350 (Fish)</td>
</tr>
<tr>
<td>04</td>
<td>JADCHERLA</td>
<td>800</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>2750</td>
</tr>
</tbody>
</table>

Modern Silo storage facilities are provided In all our feed plants to store major raw materials like maize, soy doc and broken rice for easy handling and ensure quality of raw material while storage. Every plant has technically advanced laboratory using precision lab equipment to facilitate speedy handling. Latest equipment and processes, IR based moisture meters, Gerhard protein analyzer, Vapodust distillation for protein test, Atomic absorption Spectro-photometer are used to test the presence of macro and micro nutrients’ levels and Hollmen2 for PDI testing.

Processed chicken in convenient packing is the emerging consumption pattern. SFPL set up processed plant with 1000 BPH capacity. To meet with growing market size for processed chicken, it is planned to start a 6000 BPH processing plant by 2014.

SFPL set up a Soy Solvent Extraction Plant in Maharashtra and a Rice Bran Extraction plant in Andhra Pradesh. The plants provide unadulterated Soy DOC and DORB required to produce quality feed. In 2013, SFPL set up a 100 TPD automated plant in the vicinity of Hyderabad with technology from Buhler, Switzerland. The plant has accurate proportioning and dosing mechanism for carrier and trace minerals and efficient mixing process ensuring co-efficient of variation less than 3%. The products manufactured in the plant are meant for commercial broilers and layers, Broiler and layer breeders and aquaculture. As part of backward integration move, SFPL set up Soy Crushing plant with capacity of 750TPD and refining with 100 TPD at Chandrapur in Maharashtra. The crude Soya bean Oil produced in the extraction process is refined using Alfa Laval Technology. Also, the factory produces food grade Soy Lecithin for various applications in the food processing industry.

With growing internal demand for quality DORB, SFPL set up Rice bran extraction plant with 300 TPD and 100 TPD refinery at karimnagar in Andhra Pradesh. The crude Rice bran Oil is converted into refined oil using Desmet Technology. SFPL markets its range of products under various brands, Sneha Gold, Saphala and Sukhibhava in Central and Southern parts of India.
LABORATORY
SFPL set up sophisticated laboratories in all the feed plants and a centralized laboratory in corporate office to continuously monitor and ascertain quality of inputs to facilitate speedy handling. This also enables batch-wise testing of the finished product.

CORPORATE OFFICE
Sneha’s corporate office is located at Kondapur of Hyderabad and is spread over an area of 25000 sq. feet.

POULTRY FEED
SFPL has installed capacity of 2750 TPD with facilities across multiple locations. SFPL emerged as a prominent feed producer with clear market leadership.

OFFICE INFRA
At Sneha, the work culture is nestled in an office environment that is conducive to high productivity and workforce is provided adequate comfort. The office is well equipped, air conditioned with 24-hour power backup. Separate administrative block, labs and well-stocked library and pantry complete the office infrastructure.
HYDERABAD FEED PLANT
Sy No. 613/A, Pudur Village, Medchal
Rangareddy, Hyderabad - 501 401, Andhra Pradesh, India.

KARIMNAGAR FEED PLANT
SY NO. 154, Chenjarla Village, Manakondur
Karimnagar - 505 469, Andhra Pradesh, India.

HANUMAN JUNCTION FEED PLANT
Sy No. 48/1 & 2, Epuru Village, Pedapadu Mandal
Hanuman Junction - 521 105, Andhra Pradesh, India.

JADCHERLA FEED PLANT
Sy No. 693/A & 694/A, Gangapur Village, Jadcherla Mandal
Mahabubnagar - 509 301, Andhra Pradesh, India.

HYDERABAD PREMIX PLANT
Sy No. 612/B & 613/B, Pudur Village, Medchal
Rangareddy, Hyderabad - 501 401, Andhra Pradesh, India.

KARIMNAGAR DORB PLANT
Sy No. 151, Chenjarla Village, Manakondur
Karimnagar - 505 469, Andhra Pradesh, India.

SOY EXTRACTION PLANT
Sy No.139,140,141,143, Mouza Mahakurla Village
Chandrapur (Tah & Dist) - 442 401, Maharastra, India.

SNEHA FARMS PVT. LTD.
Plot No.30, Survey No. 22 & 17AA, Lane Behind Harsha Toyota Showroom
Kondapur, Hyderabad - 500 084. Rangareddy Dist., Andhra Pradesh, India.
Ph. 040 2330 2222, 2332 3535  Fax. 040 2331 1933
Email. snehafarms@gmail.com
www.snehagroup.co