



MOVING UP THE LADDER IN WHITE REVOLUTION

AJOONI BIOTECH LIMITED

Investor Presentation



Ajooni biotech Ltd.
(Veterinary Health Care Solutions)



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COMPANY OVERVIEW





AJOONI @ GLANCE



Ajooni biotech Ltd.
(Veterinary Health Care Solutions)

Established in 2010 Ajooni Biotech Limited (Ajooni, ABL) is one of the leading PURE VEG. animal health care solutions company dedicated to improving the productivity of Dairy farmers and sustainably increase livestock yields.

Ajooni is one of the among leading players in the Compounded PURE VEG. Animal Feed & PURE VEG. feed supplements in India & its portfolio offers a wide range of Quality Cattle feed, Cattle feed Chips, Camel Feed, Cotton Oil Cake, Mustard Oil Cake & wide range of Feed supplements to cover the entire life-cycle of an animal.

The Company is among main suppliers to leading companies like IFFCO Kisan, Mother Dairy, Paras Dairy & Saahaj Dairy.

The Company is Registered with Department of Dairy Development, Govt of Punjab (India) & India's first GMP certified Cattle feed company with ISO 9001-2015 (The Quality Management System) ISO 14001:2015 (Environment Management System), ISO-45001:2018 (Occupational Health & Safety Management System). The company is registered with Bureau of Indian Standards (BIS) & manufacturing ISI Mark Animal feed.

India's First PURE VEG. Cattle Feed company to have ZED Gold process under PM's - Make In India Initiative.

India's First PURE VEG. Cattle Feed Supplement company to have MSME Competitive (Lean) Scheme (MCLS) Certification

Other than Ajooni there are very few companies in the organized listed space which is into PURE VEG. cattle feed & supplement feed in India.






KEY FACTS & FIGURES




Years of Experience
14



Warehouse Size
40000 Sq Ft




PURE VEG.
Animal Feed Capacity
57000 MTPA




CAGR (FY19 – FY23)
Revenue: **13.41%**
EBITDA: **13.40 %**




Working with more than
12,000 Farmers



FY23
Revenue: **74.49**Cr
EBITDA: **3.06**Cr
PAT: **1.12**Cr



Manufacturing
Units
2




Dry Powde
Supplement Capacity
3000 MTPA



Supplement Capacity
55 Lakhs Liters



Domestic Presence
13 States

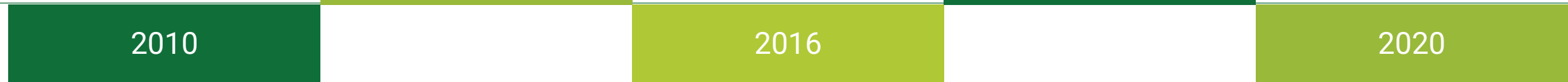


International Presence
3 Countries





KEY MILESTONES & ACCOMPLISHMENTS SINCE INCEPTION



Foundation of Company

Formed a Joint Venture with Patanjali Gramodhyog Nyas to establish a PURE VEG. cattle feed supplement unit with an annual capacity of **12,000 MT.**

Entered Contractual agreement with Mother Dairy, VRS Food & Saahaj Milk Producers Ltd for the supply of PURE VEG. Cattlefeed supplement.

Installed new Semi Automatic PURE VEG. Cattle feed supplement manufacturing plant with Annual Capacity of **15000 MT.**

- Finalized an agreement with IFFCO Kisan for the provision of PURE VEG. cattle feed supplements.
- Few Company in India to be Registered with the Bureau of Indian Standards for manufacturing ISI-marked PURE VEG. cattle feed supplements.
- Installed new fully Automatic PLC operated PURE VEG. cattle feed plant with annually capacity of 30,000 MT PURE VEG. cattle feed.





KEY MILESTONES & ACCOMPLISHMENTS SINCE INCEPTION

In May 2021. Company migrated to Mainboard NSE platform.

2021

- First PURE VEG. Cattle feed Company of India to Receive ZED Gold certification from Government of India
- Acquired land & built a 35,000 square foot warehouse dedicated to storing raw materials..
- 1st export order of PURE VEG. cattle feed supplements to Nepal has been officially initiated..

2023

2022

- New plant of PURE VEG. Feed Supplement in Saharanpur, Uttar Pradesh.
- Exclusive agreement with IFFCO KISAN for supply of PURE VEG. Feed Supplement on Pan-India through IFFCO Kisan marketing channel.

2024

- Launched own brand of Ajooni in 3 states (Punjab, Rajasthan & UP) for PURE VEG. Cattlefeed & PURE VEG. Animal feed supplements.
- Another export order of PURE VEG. cattle feed supplements to Bangladesh has been officially initiated.
- PURE VEG. Cattle feed company in India to receive ISO Certification ISO 9001, ISO 14001 & ISO 45001
- Purchased 87,000 sq. ft. land for Expansion at G.T. Road Khanna, Punjab adjoining existing plant.





GEOGRAPHICAL PRESENCE



Other than Ajooni there are very few companies in the organized listed space which is into PURE VEG. cattle feed & supplement feed in India.

- Domestic Presence**
- Jammu & Kashmir
 - Himachal Pradesh
 - Punjab
 - Haryana
 - Rajasthan
 - Uttar Pradesh
 - Gujrat
 - Bihar
 - Madhya Pradesh
 - Telegana
 - Andhra Pradesh
 - Karnataka
 - Tamil Nadu

Strategic Network Delivers Excellence Nationwide & Company has presence in International market in Nepal, Bangladesh, Sri Lanka & now planning to Export to other Asian countries.

Current Dealer & Distributor Network is 50+ & expected to reach 300 within a year for own brand Pan India



STRATEGICALLY SITUATED MANUFACTURING FACILITY



- Plant, situated in Khanna, benefits from its location in Asia's largest grain market, ensuring easy access to high-quality raw materials.
- Company boasts a BIS-approved, state-of-the-art in-house laboratory equipped with modern testing & validation facilities.
- Company's in-house ultra modern testing & validation laboratories feature state-of-the-art equipment enabling rigorous quality control.
- Experienced technical team provides round-the-clock doctor support to farmers, leveraging over 40 years of expertise.
- With raw materials stored in hygienic & controlled environments, & operations conducted in a fully automated manufacturing plant with minimal labor intervention, company ensure optimal product quality & efficiency.

PURE VEG. Animal Feed Installed Capacity - 57000 MTPA

In process of capacity expansion for PURE VEG. Cattle Feed & PURE VEG. Supplement Feed by another - 70,000 MTPA



KEY CUSTOMERS



Ajooni is renowned for its punctual & flawless product delivery facilitated by its highly efficient logistics department.

Ajooni has a robust contract manufacturing footprint & serves as a preferred partner for prominent corporate clients

Company operates its own fleet of trucks equipped with state-of-the-art GPS systems to monitor truck movements closely.

The company is using IKSL network to enter in to new domestic markets & increasing presence in existing market.

Company has built a proven track record of fostering enduring & mutually beneficial relationships with esteemed milk societies & milk processing companies.

The Company is increasingly working on higher margin supplements products with higher margins.

Forming business associations & strategic partnerships with leading brands in the Indian market for the supply of PURE VEG. feed & PURE VEG. feed supplements positions the company as the preferred choice for multinational companies seeking trusted strategic partners for contract manufacturing..



WHAT DRIVES US



VISION

To become “World's best PURE VEG. animal health care solution company.”



MISSION

- To provide added-value to livestock farmers & consumers through the guiding principles of quality, innovation & sustainability
- To develop cost-effective solutions to improve animal productivity & milk yield
- To endeavor to attain a position of leadership in the field of PURE VEG. animal feed
- To provide products & services of high- and consistent-quality products & ensuring value for money to our customers

AJOONI'S VALUE CREATION



QUALITY



CUSTOMER FOCUS



TRANSPARENCY



CONTINUOUS IMPROVEMENT



INNOVATION





WHAT SET US APART AS AN ORGANISED PLAYER





ASSURANCE OF QUALITY

Ajooni Is First Indian PURE VEG. Feed Company Having MSME Competitive (Lean) Scheme (MCLS) Certification Under Pm's - Make In India Initiative



Directorate of Dairy Development, Punjab



Department of Industries – MSME unit



ISO-9001



Trademark Registration



ISO-14001



Bureau of Indian Standards – ISI mark



Z E D GOLD Certification



Good Manufacturing Practice (GMP)



NSIC registration (in process)



ISO-45001

 India's First PURE VEG. Cattle Feed Supplement Company Having ZED Gold Certification



AWARDS & RECOGNITION



**Award of MOFPI:
Best Animal Healthcare
Products**



Bureau of Indian Standard



**PTC Award (Extra Ordinary
Services to Dairy Sector)**



**Knowledge Chamber of Commerce &
Industry: (Progressive Animal
Healthcare Solution Company)**



**Chamber of Industrial & Commercial
undertaking:
(1st ZED Gold Company in Cattle Feed
in India)**



RECEIVED PRESTIGIOUS AWARDS FROM NATION'S KEY FIGURES



MANAGEMENT OVERVIEW



EXPERIENCED LEADERSHIP TEAM



MR. GURMEET SINGH BHATIA (Founder & Promoter)

Mr. Gurmeet Singh Bhatia, founder & promoter of Ajooni Biotech Limited, boasts a career spanning over 40 years, marked by a strategic mindset and a results-oriented approach. His leadership has been pivotal in expanding business operations across diverse territories and regions, driving revenue growth and market penetration. Mr. Bhatia's adeptness in developing and executing business plans aligned with organizational objectives has been instrumental in navigating complex landscapes and capitalizing on emerging technologies. With expertise spanning sectors like Security Printing, Renewable Energy, Agri-Biotechnology, Vet-Pharma, and animal healthcare, he has effectively utilized his skills in finance, marketing, human relations, and operations to deliver results consistently. Mr. Bhatia believes that passion, patience, persistence, and perseverance form an unbeatable combination for success.

Awards & Recognitions:

- **National Awards:** “NATIONAL AWARDS “ by Ministry of MSME-Govt. of India for two consecutive years in 2000 and 2003.
- **President of India Award:** Dr. A.P.J. Abdul Kalam , the then President of India conferred President Award of Best Entrepreneur in MSME in the year 2005.
- **Excellence Award :** By Department of Industries, Govt. of Punjab
- **1st Quality Award:** By State Government of Punjab.
- **Udyog Shree Award:** By Economic Development Council in recognition of his achievements as First generation entrepreneur.
- **Best Ethics Company Award:** By Times of India.
- **Good Management Practices Adoption Award:** By Association of Corporate Industries of India

EXPERIENCED LEADERSHIP TEAM



JASJOT SINGH
(Chairman & Managing Director)

Mr. Jasjot Singh has rich experience of over 14 years in the PURE VEG. animal healthcare, pharmaceuticals & biotechnology sectors. A leading young entrepreneur, he has valuable leadership & board experience in the pharma & biotech sectors. Mr. Singh has received the Excellence Award from the Punjab government's Department of Industries.

He has also been awarded the 1st Quality Award by the Centre for International Trade & Industry and Udyog Shree Award for young entrepreneurs by Economic Development Council.

Mr. Singh is an MBA from Oxford University, UK.



GURSIMRAN SINGH
(Director)

Mr. Gursimran Singh has more than 12 years' experience across animal husbandry, agriculture, pharmaceuticals & biotechnology. He has extensive experience in the marketing of agriculture & animal husbandry products including valuable leadership & board experience.

Mr. Singh is also involved in social & community causes and has been a President of the Rotaract Club of Rotary International.

Mr. Singh is an MBA from Gian Jyoti Institute of Management & Technology, Punjab & a commerce graduate from Panjab University.



EXPERIENCED LEADERSHIP TEAM



Ramandeep Singh
(Independent Director)

Mr. Ramandeep Singh, aged 36, serves as an Independent Director of company. Holding a Bachelor's degree in Arts, he brings over 12 years of extensive experience in organizational management, spanning various domains including strategy, finance, corporate development, sales, consumer research, and marketing. His career progression has seen him assume diverse leadership roles, ultimately leading to general management responsibilities. Mr. Singh has been an integral part of our board since August 2017..



Imteshwar Singh Bhatia
(Independent Director)

Mr. Imteshwar Singh Bhatia, aged 35, holding a Bachelor's degree in Commerce, serves as an Independent Director within our esteemed company. He brings over 15 years of extensive experience in organizational management encompassing strategy, finance, corporate development, sales, consumer research, and marketing. His career journey has evolved through various leadership roles, culminating in general management. Mr. Bhatia has been a valued member of company board since August 2017.



EXPERIENCED LEADERSHIP TEAM



Partek Singh
(Independent Director)

Mr. Partek Singh, aged 33, serves the role of Executive and Non-Independent Director within organization. Graduating with a Bachelor's degree in Commerce from Punjab University, he brings to the table over 14 years of extensive experience in project management and associated domains. Tasked with the oversight of company's daily operational functions, Mr. Singh has been an integral part of our board since June 2017.



Simmi Chhabra
(Independent Director)

Ms. Simmi Chhabra, aged 36, hold as an Independent Director within esteemed company. Possessing a Bachelor's degree in Technology, she brings over 17 years of valuable experience in the realm of administration. Ms. Chhabra has been a member of company board since August 2017.



BUSINESS OVERVIEW





PURE VEG. PRODUCTS

Ajooni has portfolio of a wide range of PURE VEG. Quality Cattle feed, PURE VEG. Cattle feed Chips, PURE VEG. Camel Feed, Cotton Oil Cake, Mustard Oil Cake & wide range of PURE VEG. Feed supplements to cover the entire life-cycle of an animal.

HIGH ENERGY BALANCED PURE VEG. CATTLE FEED

Calf Starter

Heifer

Dairy Calf Grower

Low Yield Cattle

Basic Milking Cattle

High Yield Cattle

PURE VEG. FEED SUPPLEMENTS

Oral Calcium

Liver Tonic

Mineral Mixture

Uterine Tonic

Digestive Powder

Multi Vitamins





BENEFITS OF PURE VEG. CATTLE FEED & SUPPLEMENTS

PROVIDES HOLISTIC NUTRITION:

PURE VEG. Cattle feed contains protein, minerals & vitamins and other vital nutrients. A combination of these essential nutrients aid digestion, tissue repair, daily activity requirements and other functions in cattle. PURE VEG. Cattle feed fulfils the optimum nutritional need for high-productivity cattle, which grazing cannot provide.

PROMOTES GROWTH:

PURE VEG. Cattle feed contains the essential nutrients in the right proportions that promote faster growth of animals. Having specific nutritional requirements, giving cattle and buffaloes specialized PURE VEG. compound feed & PURE VEG. supplements enhances their weight, muscle-to-fat ratio & growth rate.

ADDRESSES NUTRITIONAL NEEDS OF PREGNANT COWS:

Cows require dietary adjustments during pregnancy. Giving special PURE VEG. feed to pregnant cattle aids in better development of foetus, impacting the health of the calf after birth positively.

IMPROVES MILK PRODUCTION:

Quantity & type of diet given to milch animals greatly impact milk production. PURE VEG. Compound feed & nutritional supplements improve rumen microbial protein production & fibre digestion in dairy cattle, resulting in increased milk production & enhancing milk fat proportion.

TAKES CARE OF NUTRITIONAL NEEDS OF CALVES & HEIFERS.

Calves & cheifers need appropriate nutrition for their growth & development. Special PURE VEG. feed for calves helps in reducing weaning stress, aids rumen development & prevents diarrhoea.





AJOONI OWN PRODUCT PORTFOLIO

PURE VEG. FEED SUPPLEMENTS

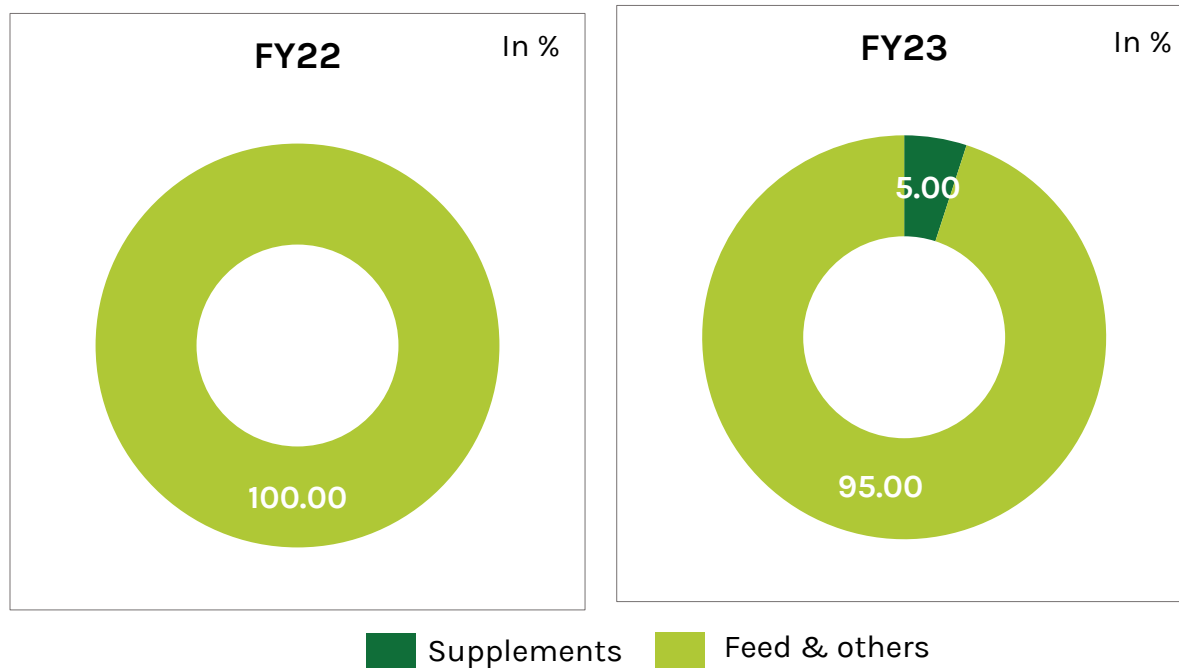


PURE VEG. CATTLE FEED





PRODUCT REVENUE-BREAKDOWN



Particulars	FY21	FY22
Supplements	0	3,72,43,850
Feed & Others	74,03,77,674	70,76,33,141
Total	74,03,77,674	74,48,76,990



INDUSTRY OVERVIEW

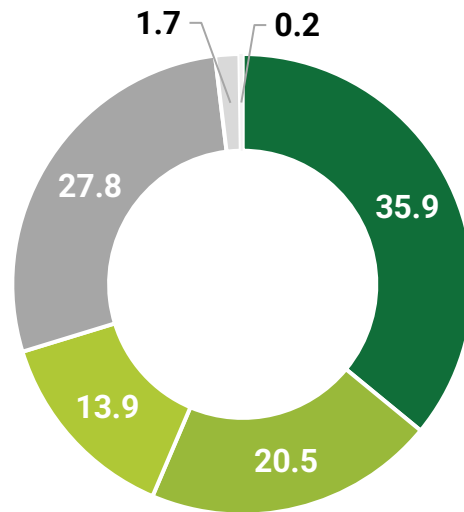


INDIA LIVESTOCK OVERVIEW

INDIA HAS A LARGE POPULATION OF CATTLE AND BUFFALOES INCLUDING MORE THAN 125 MILLION MILCH COWS AND BUFFALOES

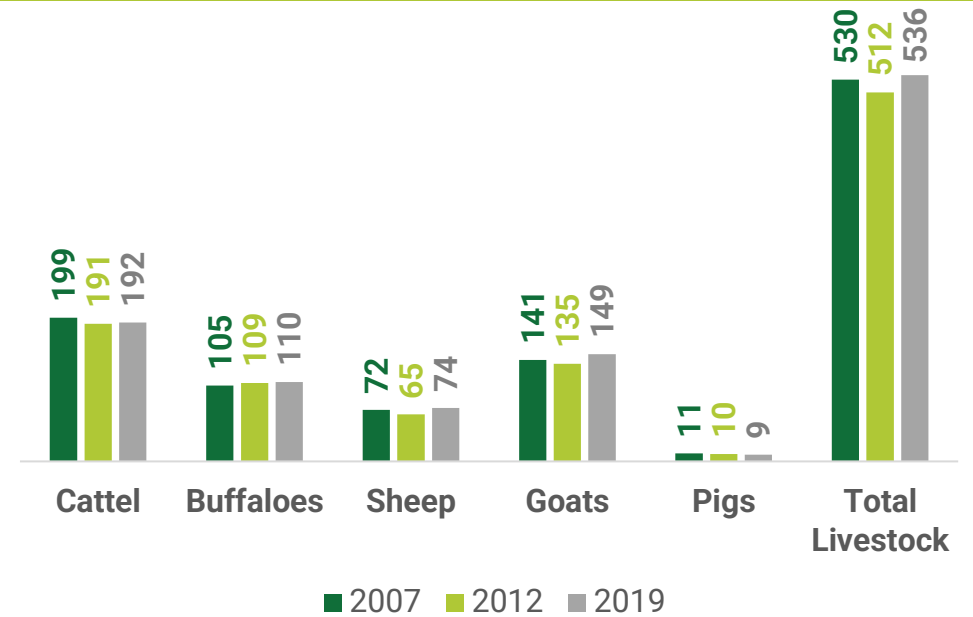
India has the world's largest number of livestock animals. The country also has the largest buffalo population of 110 million. With a cattle population of 192 million, India's total bovine population stood at 303 million in 2020.

LIVESTOCK POPULATION 2020: SHARE OF MAJOR SPECIES



■ Cattle ■ Buffalo ■ Sheep ■ Goat ■ Pig ■ Others

INDIA'S LIVESTOCK POPULATION: 2007-2020



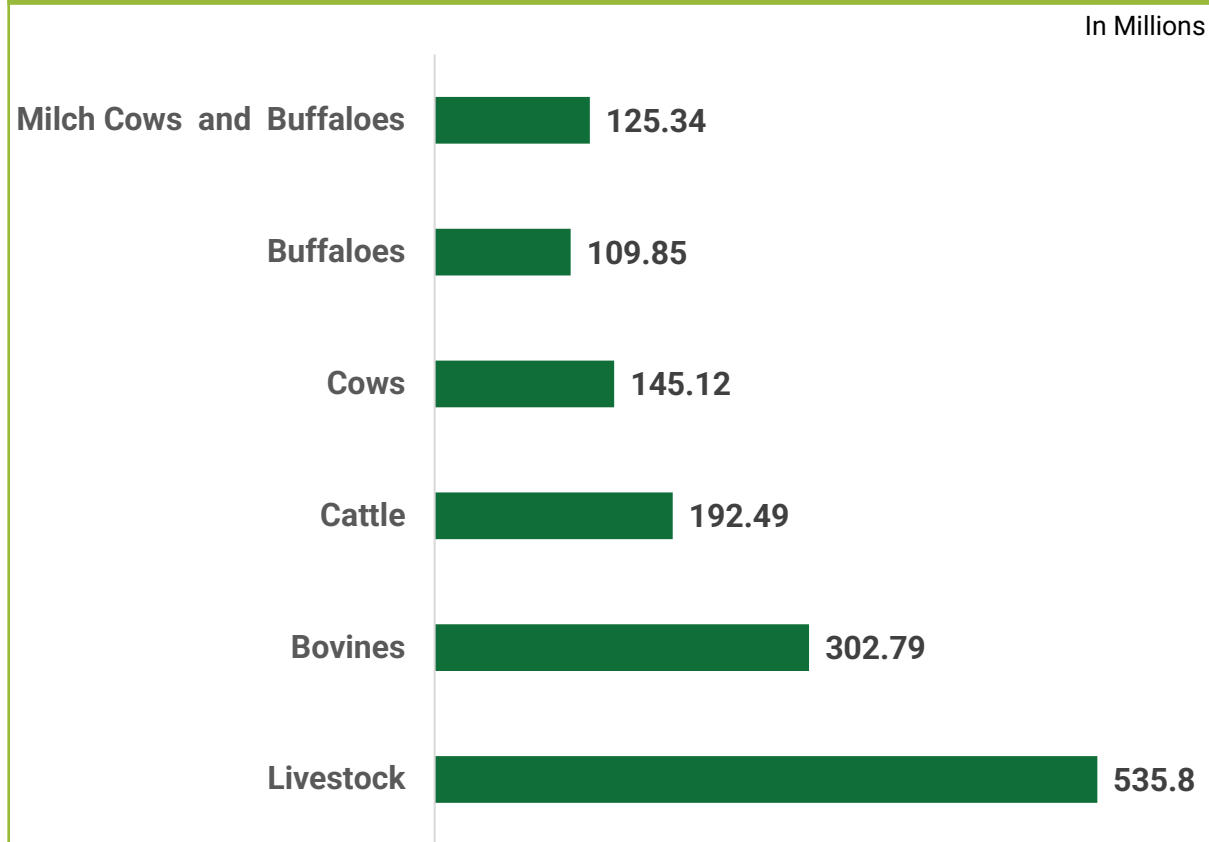
536
Million
India's livestock population

Source: https://dahd.nic.in/document/annual_report

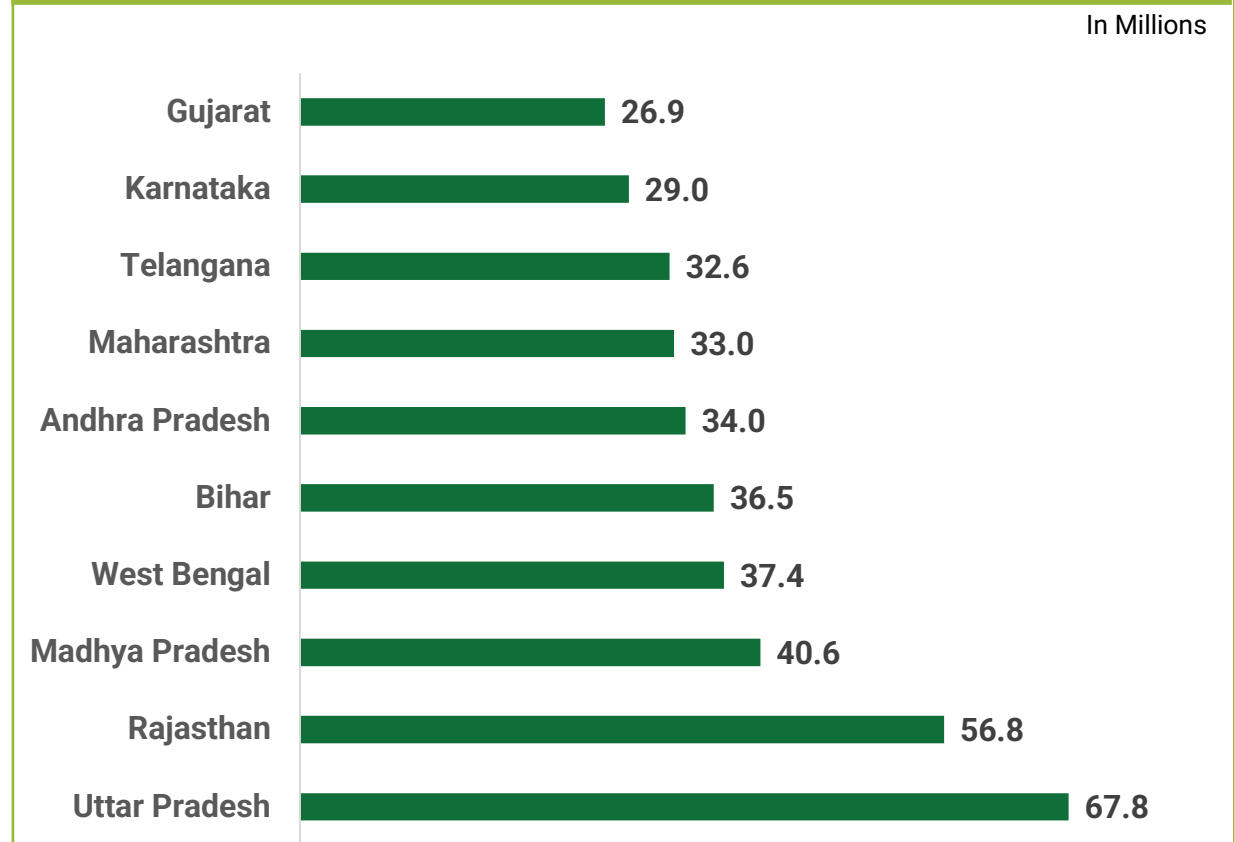
INDIA LIVESTOCK OVERVIEW

India has a large population of cattle and buffaloes including more than 125 million milch cows and buffaloes

INDIA'S LIVESTOCK POPULATION: 2020



MAJOR INDIAN STATES'S LIVESTOCK POPULATION: 2020



DRIVING GROWTH: INDIA'S PURE VEG. CATTLE FEED INDUSTRY UNVEILED

- The compounded cattle feed (CCF) industry is experiencing rapid growth across India, particularly in rural regions, indicating significant potential for branded cattle feed products.
- With India having largest Cattle population Ranking 1st in the world, there is a projected 4% annual growth rate in cattle numbers, highlighting substantial opportunities in the feed industry.
- India Ranking 1st in Global Milk production.
- Milk yield is far below the global average.
- Cattle feed is the main component of cost of milk.
- Despite this potential, current levels of feed production in India are below market capacity. The industry is gradually transitioning into a more organized sector, adopting modern techniques and global best practices. While historically, feed production lacked scientific methods, interventions by major players like Cargill in 2006 led to the adoption of more advanced production methods.
- Although the industry shows promise, the majority of feed production remains fragmented, primarily consisting of home and custom mixers.
- India stands as one of the largest and fastest-growing cattle feed markets globally, with the market size reaching approximately USD 13.8 billion in 2022. Projections suggest a further growth to around USD 17.4 billion by 2028, with a compound annual growth rate (CAGR) of 4% between 2023 and 2028.
- Given India's significant livestock population and the anticipated 4% growth rate, the Indian cattle feed industry holds considerable growth potential.




GLOBAL ANIMAL HEALTH CARE MARKET DYNAMICS



Global commercial feed manufacturing generates an estimated annual turnover of over US \$400 billion. Commercial production or sale of manufactured feed products takes place in more than 130 countries and directly employs more than a quarter of a million skilled workers, technicians, managers and professionals.



The United Nations Food and Agriculture Organization (FAO) estimates that by 2050 the demand for food will grow by 60% and that between 2010 and 2050 production of animal proteins is expected to grow by around 1.7% per year, with meat production projected to rise by nearly 70%, aquaculture by 90% and dairy by 55%.



The veterinary supplements market is expected to reach US\$ 13.76 Bn by 2031. Unique formulations of phosphorous, calcium, and organic minerals are being preferred in veterinary feed supplements. Refit Animal Care - a provider of veterinary products in India, is publicizing Lam Tone tonic in order to treat lameness in cattle. Such tonics induced with high quality vitamins and supplements are in demand.




The global market was valued at \$ 19642 million in 2017, and is estimated to reach \$ 31387 million by 2025 registering a CAGR OF 6.0% from 2018 to 2025.



A recent article published by the USDA-Foreign Agricultural Service on October 20, 2023, analyzed and reviewed our Indian data.



The livestock and pet market size was valued at \$598 million in 2019, and is estimated to reach \$825 million by 2027.



The primary obstacle hindering the full potential of dairying in India is the shortage of quality feeds and fodders. High-quality feeds and fodders are essential for milk production and maintenance, especially for higher-yielding milk cows and buffaloes. India already possesses the technology for artificial insemination, access to required germplasm, and a proven track record in producing higher-yielding milk cows and buffaloes.



The Indian animal feed market reached a value of ₹ 873.7 billion in 2021. Looking forward, the market is projected to reach ₹ 1493.8 billion by 2027, exhibiting at a CAGR of 9.6% during 2022-2027.



GROWTH DRIVERS ANIMAL HEALTH CARE PRODUCTS

- 1** Shift from unorganized livestock farming to the organized
- 2** Growing population & income
- 3** Growing food demand
- 4** Growing demand for Livestock
- 5** Highest Global Livestock Population
- 6** Growing demand for PURE VEG. Animal Nutrition
- 7** High demand for PURE VEG. animal healthcare products.
- 8** Highest milk producing country.
- 9** MNC's venturing Indian market for Milk production facilities.



FINANCIAL OVERVIEW



PROFIT & LOSS STATEMENT Q3 & 9M FY24

PARTICULARS	Q3 FY24	Q3 FY23	YOY%	9M FY24	9M FY 23	YOY%
Net Sales	20.05	10.63		60.53	33.23	
Other Income	1.57	0.02		1.94	0.03	
Total Income	21.62	10.65	103%	62.47	33.26	87.82%
Operating Expenses						
Raw Material costs	18.43	8.73		54.87	27.26	
Employee Cost	0.61	0.51		1.66	1.50	
Other Expenses	1.66	0.9		3.36	2.65	
Total Expenditure	20.7	10.14		59.89	31.41	
EBIDTA	0.92	0.51	80.39%	2.58	1.85	39.46%
EBIDTA(%)	4.55	4.78		4.13	5.56	
Interest	0.12	0.12		0.44	0.37	
Depreciation	0.21	0.26		0.64	0.77	
PBT	0.58	0.10		1.5	0.73	
TAX Expense	0.14	(0.01)		0.25	0.15	
Net Profit	0.44	0.11	300%	1.25	0.58	115.52%
NPM(%)	2.03	1.03		2.00	1.75	

PROFIT & LOSS STATEMENT

PARTICULARS	FY21	FY22	FY23
Net Sales	51.04	74.04	74.49
Other Income	0.02	0.04	0.29
Total Income	51.06	74.08	74.78
Operating Expenses			
Raw Material costs	43.01	64.02	65.74
Employee Cost	1.15	1.48	1.76
Other Expenses	5.23	5.47	4.22
Total Expenditure	49.39	70.97	71.72
EBIDTA	1.67	3.11	3.06
EBIDTA(%)	3.26	4.20	4.10
Interest	0.58	0.54	0.48
Depreciation	0.58	1.11	1.00
PBT	0.50	1.46	1.58
TAX Expense	0.13	0.41	0.45
Net Profit	0.37	1.05	1.12
NPM(%)	0.73	1.42	1.50

BALANCE SHEET

EQUITIES & LIABILITIES	FY21	FY22	FY23
Equity	10.01	10.01	17.52
Reserves	5.61	6.38	24.15
Net-worth	15.65	16.39	41.67
Non-current Liabilities			
Long-term borrowing	1.9	2.57	1.75
Deferred tax Liabilities	0.00	0.00	0.00
Other long terms Liabilities	0.00	0.00	0.10
Long-term provision	0.00	0.00	0.00
Total Non Current Liabilities	1.9	2.57	1.85
Current Liabilities			
Short-term borrowings	4.89	2.77	3.43
Trade payables	5.40	6.80	10.11
Other Current Financial Liabilities	0.00	0.00	0.02
Other current liabilities	0.04	0.04	1.1
Short-term provision	0.15	0.44	0.54
Total Current Liabilities	10.48	10.05	15.2
Total Liabilities	28.02	29.01	58.73

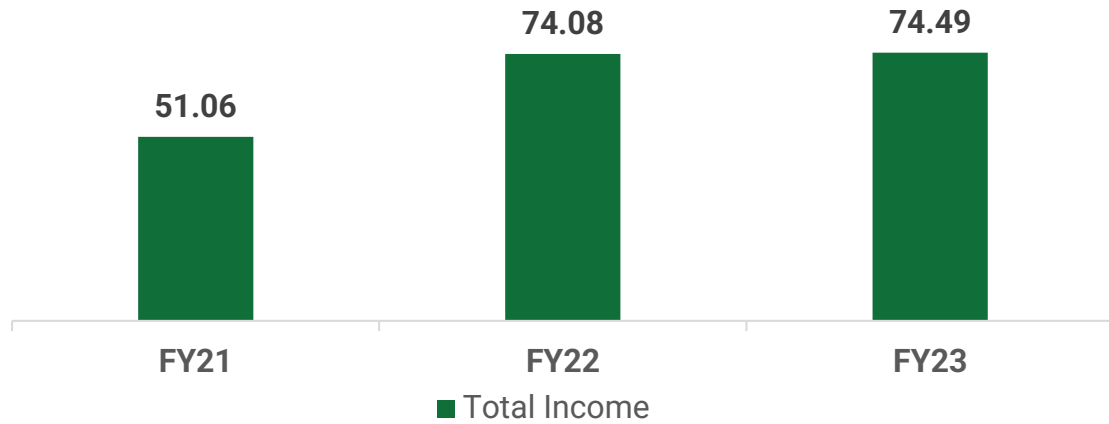
ASSETS	FY21	FY22	FY23
Non Current Assets			
Fixed assets	5.16	6.20	6.29
Capital work in progress	0.0	0.0	0.26
Non-current investments	1.15	0.70	3.74
Other Non-Current Financial Assets	0.00	0.00	12
Deferred Tax Asset	0.15	0.18	0.27
Other non-current assets	0.14	0.00	1.5
Total Non Current Assets	6.7	7.08	24.06
Current Assets			
Inventories	5.38	5.88	6.99
Trade receivables	13.71	13.84	20.55
Cash & Bank Balance	0.24	0.06	0.31
Loans	1.98	2.15	4.03
Other Current Financial Assets	0.00	0.00	0.18
Other current assets	0.11	0.00	2.6
Total Current Assets	21.43	21.93	34.67
Total Assets	28.02	29.01	58.73

CASH FLOW STATEMENT

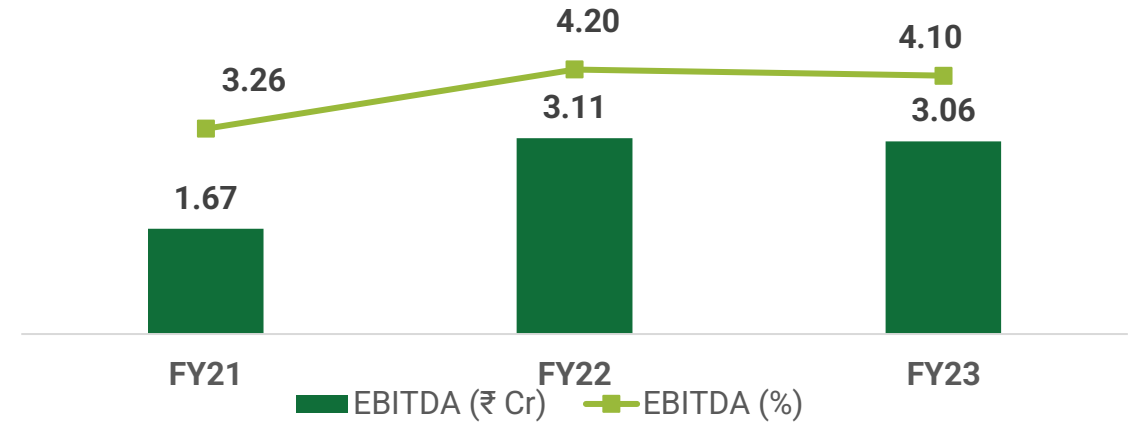
PARTICULARS	FY21	FY22	FY23
Cash Flow From Operating activities	1.15	3.68	-5.58
Cash flow from Investing activities	-3.41	-1.89	-15.82
Cash flow from Financing activities	2.37	-1.97	21.65
Net Cash & cash equivalents	0.12	-0.18	0.25
Cash & cash equivalents at the beginning of the year	0.12	0.24	0.05
Cash & cash equivalents at the end of the year	0.24	0.05	0.30
Cash & cash equivalents at the end of the year	0.24	0.05	0.30

KEY FINANCIAL HIGHLIGHTS

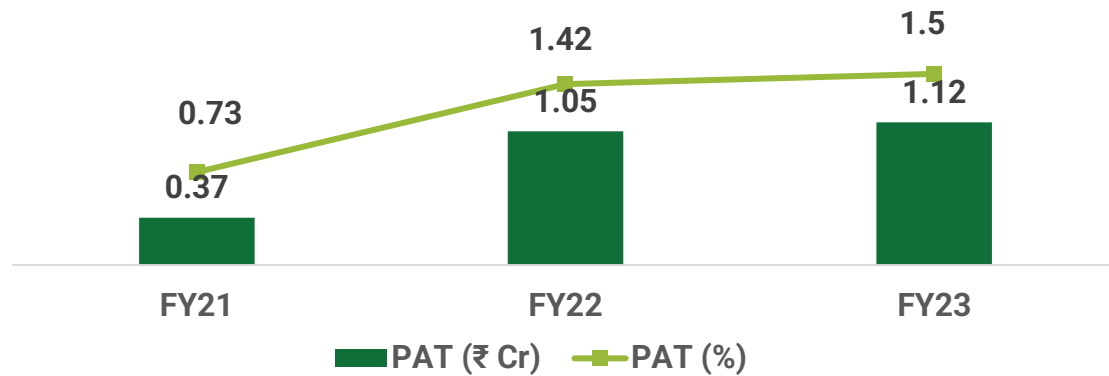
TOTAL INCOME (In ₹ Cr)



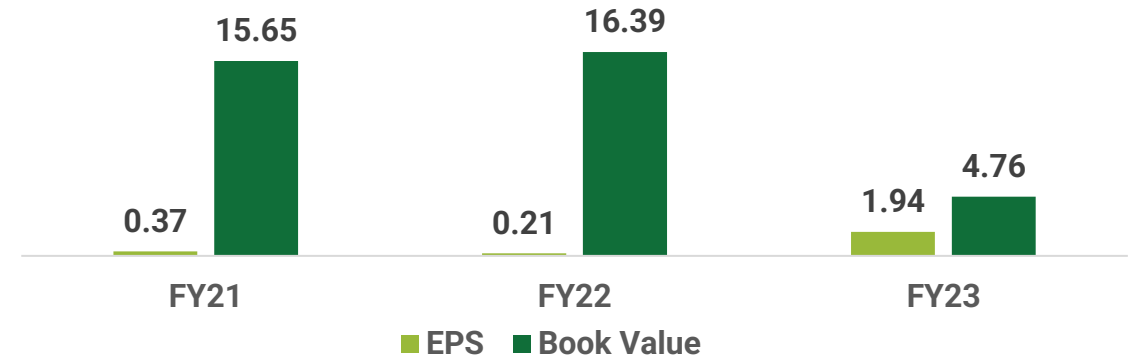
EBITDA & EBITDA MARGIN



PAT & PAT MARGIN



PER SHARE MATRIX (In ₹)



STOCK DATA

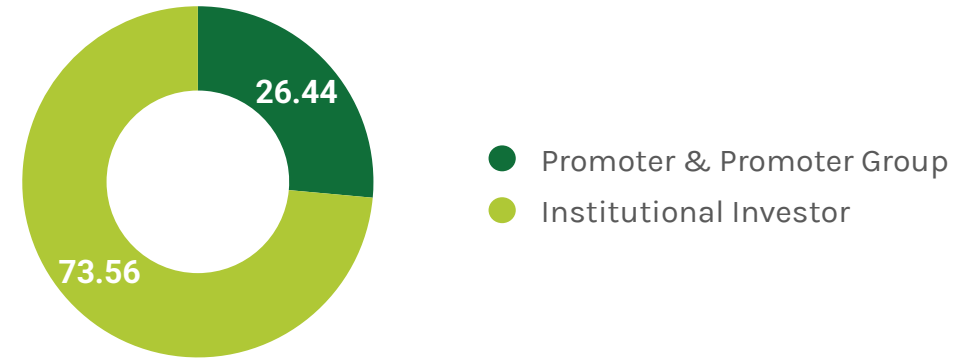
NSE: AJOONI | ISIN: INE820Y01013

As on 06-05-2024

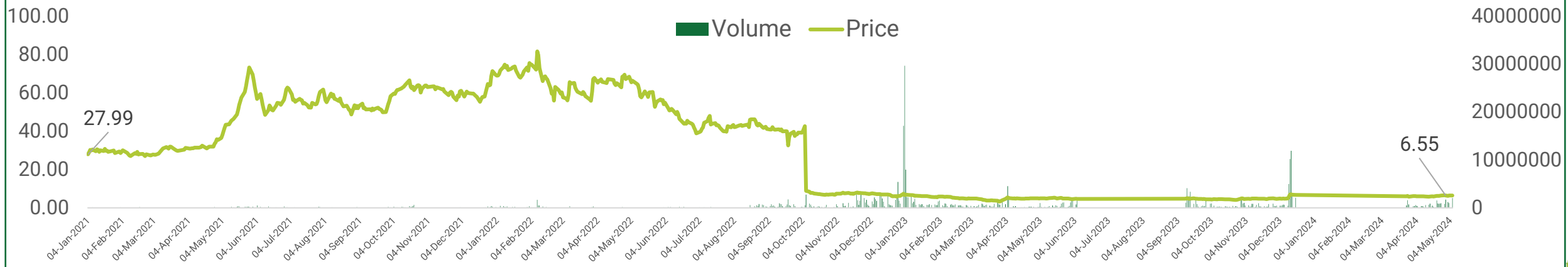
Share Price (₹)	6.55
Market Capitalization (₹ Cr)	57.39
No. of Shares Outstanding	8,76,13,721
Face Value (₹)	2.00
52 week High-Low (₹)	7.70 - 3.85

SHARE HOLDING PATTERN

As on 31-03-2024



SHARE PERFORMANCE FROM 1st JANUARY 2021 TO TILL DATE



Note: 5:1 Stock Split. Record date - 7th October, 2022

THE WAY FORWARD



GOVERNMENT AID: ASSISTANCE PROGRAMS & SUBSIDIES

Company will establish a new plant on a fresh industrial plot.



Area: **87,000** sq. ft.



Location : G.T. Road in Khanna,
Punjab(adjacent to their existing plant)



CAPEX : ₹**16.50** Crores.

This new unit will be eligible for the following incentives:

- **Interest Subvention scheme:** 3% interest Subvention to cattle feed industry offered by Ministry of Animal Husbandry, (AHIDF) Govt of India.
- **National Livestock Mission Scheme:** Capital subsidy of ₹ **50 lakhs** offered by Government of India.
- **GST Exemption:** 100% GST is exempted to Cattle feed manufacturers.
- **Property Tax Exemption:** 100% Property tax exemption for 10 years offered by Government of Punjab .
- **Electricity Duty Exemption:** 7 Years from the commencement of commercial production offered by Government of Punjab.
- **Reimbursement of Stamp Duty:** 100% Stamp duty will be reimbursed by Government of Punjab.
- **Expenses on Lab Equipment:** Reimbursement of Expenses sub to max of ₹**5 lakhs** will be reimbursed by Government of Punjab.
- **Subsidy on Energy Audit:** 75% expenses on energy Audit subject to max limit of ₹**2 lakhs** offered by Government of Punjab.
- **Water & Safety Audit:** ₹**1 Lakhs** subsidy on Water & Safety Order offered by Government of Punjab.
- **Subsidy on ETP:** Reimbursement of expenses up to ₹**25 lakhs** by Government of Punjab.
- **Credit Rating:** Upgraded CRISIL **BB+/ Stable**.
- Entitled under **NLM (National Live Stock Mission), Pashu Sanjeevni Scheme (PSS), RGM (Rashtriya Gokul Scheme), PS (Pashu Sakhi)**.





TRANSFORMING WASTE INTO TREASURE

1. Launching Green Feed- 1st Indian company to Introduce PURE VEG. Green Feed, Using Moringa As Major ingredients.

Advantages of Green Feed:

- Green feed or green supplements will boost milk yield by up to 33%, offering animals high nutritional value..
- Moringa oil cakes, dried leaves, & branches serves as excellent quality feed alternatives for animals, potentially substituting costly & limited concentrates.
- Carbon Credit – company will be entitled for carbon credits by use of red algae, which methodology has already been approved for the reduction of enteric methane emissions from ruminants

2. Collaboration With Avon Animal Health, One Of The Leading Companies In Dhaka, Bangladesh

- With partnership with Avon Animal Health, company has found opportunity to expand their export operations to include key PURE VEG. cattle feed supplements such as Calcium, Mineral Mixture, Molasses, Rumensin & other clients in Asian countries.

3. Strategic Partnership With The Esteemed National Dairy Development Board (NDDB) Dairy Services.

- With this strategic partnership with National Dairy Development Board (NDDB) Dairy Services, new opportunities will be open for Ajooni & will supply PURE VEG. Cattlefeed & PURE VEG. Feed Supplements to MCC.

4. Expanding Manufacturing Plant & Capacity

- Area: 87,000 sq. ft.
- Location : G.T. Road in Khanna, Punjab(adjacent to their existing plant)
- CAPEX : ₹16.50 Crores.

5. New Product Development & Diversification Plans

- Cost effective solutions to improve animal health, sustainable increase of milk yield & increase the total income of farmers.

6. R&D Initiatives

- Company is fully committed to build & sustain itself as an organization where Innovation is a key driver & working on Research based different health care solution by a strong R&D team, working closely with leading Research Agencies & Universities.



BUSINESS STRATEGY & FUTURE PLANS

To improve operational efficiency by achieving economies of scale after penetrating new catchment areas.



Operational Efficiency:

Targeting new domestic markets & deepen company's presence in the existing markets and started our presence in International market.



Geographical Expansion:

Striving hard to grow by leveraging our existing relationships by enhancing customer satisfaction.



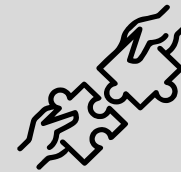
Leveraging Relationships:

Working to increase brand's recognition through targeted brand building efforts and promotional initiatives.



Brand Building:

To identify Strategic partners whose resources, capabilities, technologies and strategies are complementary and would enable us to establish our presence in new geographical locations.



Strategic Partnerships:





BUSINESS STRATEGY & FUTURE PLANS

- Actively exploring export opportunities in **the Middle East, African countries, and other regions across Asia**. Additionally, we are establishing a robust dealer and distributor network to promote their own brand in the **domestic market**
- Intend to participate in **Government Tenders issued by State departments and expand in International market.**
- Seeking to leverage cutting-edge technologies, company is open to technical collaborations or joint venture projects with global companies.
- Company is implementing cost-cutting measures while maintaining product quality, with the integration of **Moringa cake** expected to **reduce PURE VEG. feed costs and increase profit margins.**
- Engaging in direct procurement from **FPOs and cooperative societies**, with plans to collaborate with **a large cooperative in Punjab** for the procurement of agricultural residues.
- PURE VEG. Cattle feed being a bulky item is viable to export to neighboring countries like **Bhutan, Nepal, Bangladesh and Sri Lanka & other Asian countries**
- Company has launched “ **PURE VEG. Camel Feed** “ which has great scope of export to **UAE, Qatar, Saudi Arabia and other middle east countries.**
- **Company has started working on Backward Integration which includes:**
 1. Collaborating with Farmer Producer Organizations for the direct procurement of raw materials.
 2. Establishing partnerships with the liquor/sugar industry to secure the supply of Molasses & DDGS.
 3. Engaging with food processing industries to utilize their residuals efficiently.
 4. Enhancing supply chain management to strengthen operations.
- **Company has started working on Forward Integration which includes:**
 1. Establishing partnerships with milk cooperative societies to facilitate milk collections.
 2. Formalizing agreements with milk-producing companies to handle milk processing operations.
 3. Implementing precision diets tailored for dairy farmers.
 4. Offering mobile veterinary services to dairy farmers to enhance animal health and well-being.





UNIQUE SELLING POINT OF AJOONI BIOTECH LIMITED

Company boasts several distinguishing features:

- Our in-house lab, accredited by BIS, showcases cutting-edge technology for testing and validation, ensuring rigorous quality control from raw material assessment to finished product validation. This commitment to excellence sets us apart from competitors.
- They provide round-the-clock technical support to farmers, facilitated by a seasoned team of Veterinary Doctors with over 40 years of experience, ensuring expert guidance and assistance.
- All raw materials are stored under hygienic and controlled conditions, maintaining quality standards at every step.
- Manufacturing plant operates with high automation, minimizing labor involvement and enhancing efficiency.
- Direct procurement from farmers and solvent plants enables us to secure raw materials economically, giving us a competitive advantage.
- Situated in Khanna, Asia's largest grain market, our plant enjoys easy access to high-quality raw materials.
- Company's timely and flawless product delivery is facilitated by a highly efficient logistics department.
- Maintaining control over transportation with their own fleet of trucks equipped with state-of-the-art GPS systems for real-time monitoring.





IMPORTANCE OF MORINGA

Moringa is regarded as a miraculous tree due to the utilization of every part of it.

- Renewable energy: Moringa oil is made from crushing moringa seed and moringa oil is having characteristics of making aviation oil.
- Biodiesel from moringa oil. It is successfully used in different parts of world as a raw material for manufacturing of Biodiesel.
- Bark of Moringa is used to make charcoal and it is further processed and can be used in Electric vehicle as Lithium. (Research papers are already published regarding this)
- Moringa leaves are used in Nutraceutical Industries as Raw material.
- Moringa leaves are anti inflammatory in nature due to the presence of isothiocyanates.
- Moringa leaves stabilize blood sugar.
- Moringa leaves are rich in amino acid and 18 types of amino acids are found in Moringa.
- Moringa branches are shredded in small pieces and are used as a fodder.
- Moringa oil cake is a rich source of oil and Protein and can be replaced by Mustard cake, Cotton cake & this further reduces the cost of Animal feed.
- Moringa used in PURE VEG. Cattle feed improves the nutritional value of feed & it improves the overall health of cattle and increases milk by 10 to 15% of cattle.





STRONG FOCUS ON R&D



Ajooni Has Strong Track Record For R&D →

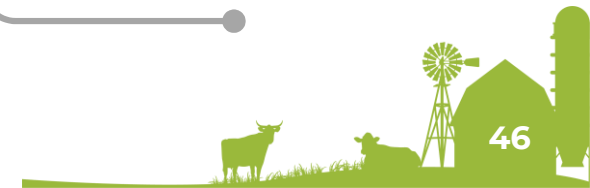
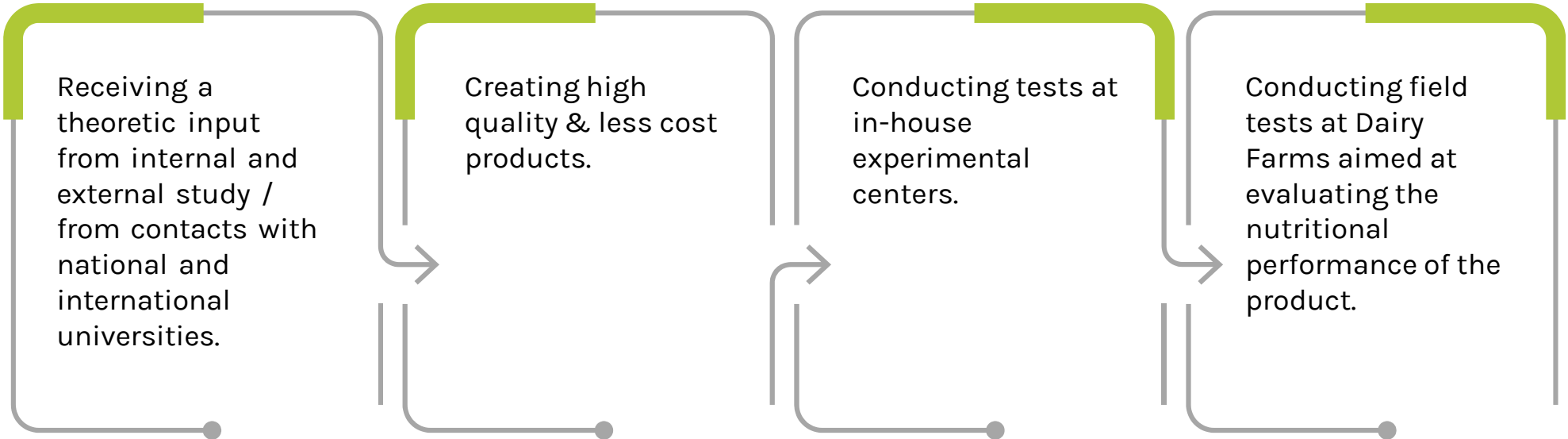
In R&D The Company has professionals from reputed universities, institutions and research firms

On Continues basis The Company has developed new products

In R&D Ajooni is focused on developing cost effective holistic products as per the needs of Animals & Their Activities

The Company is focusing on developing High value products like PURE VEG. Feed Supplements, PURE VEG. Camel Feed, PURE VEG. Bull Feed along with improving current product line as per farmersrequirements

Process of R&D





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Ajooni biotech Ltd.
(Veterinary Health Care Solutions)

Thank you



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