

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



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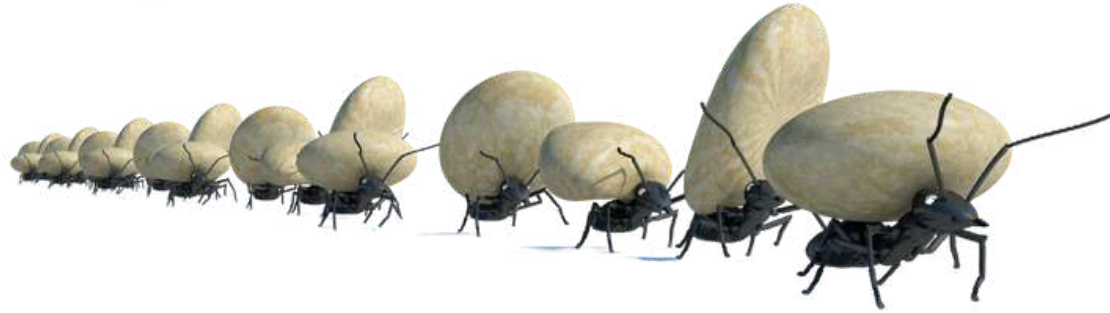
EARLY HISTORY

- 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**.



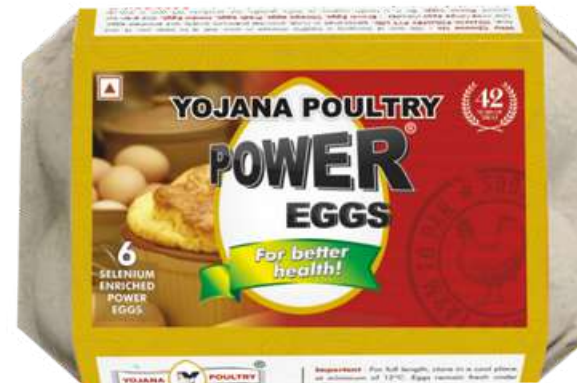
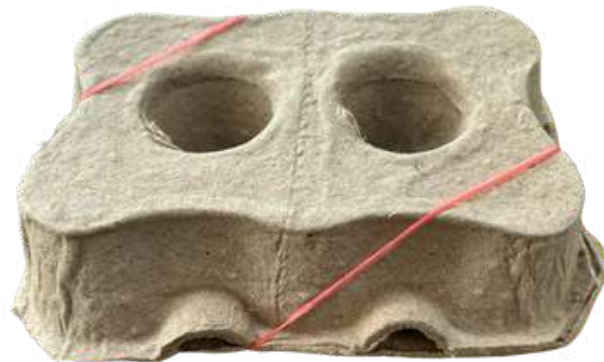
Generation II





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.**

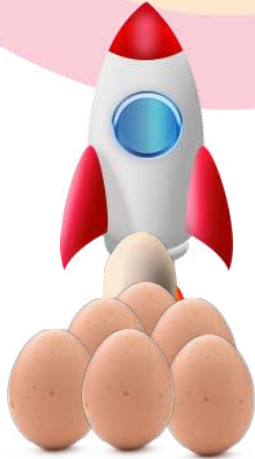




GROWTH AND EXPANSION

- 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

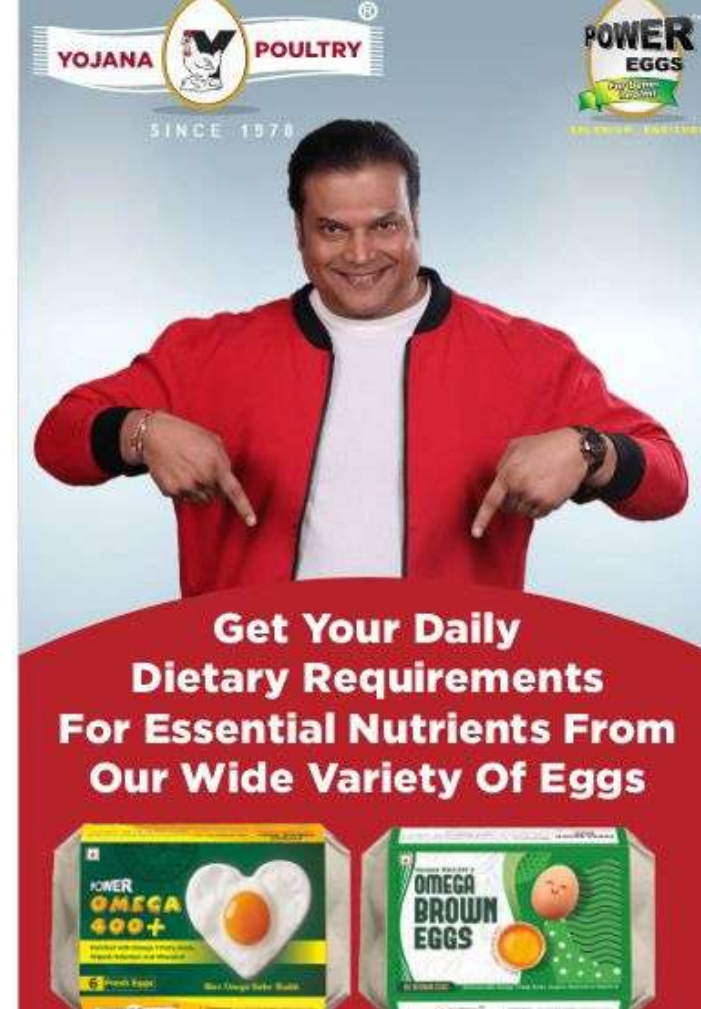
- Reaching **retail** and **modern trade** stores in Pune, Mumbai, and Goa.
- **Partnerships** with modern trade platforms for accessibility.
- **Collaborations** with celebrities and influencers to raise awareness.

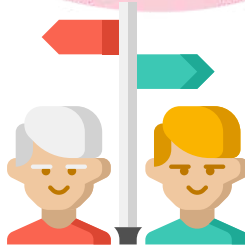




MARKETING STRATEGIES

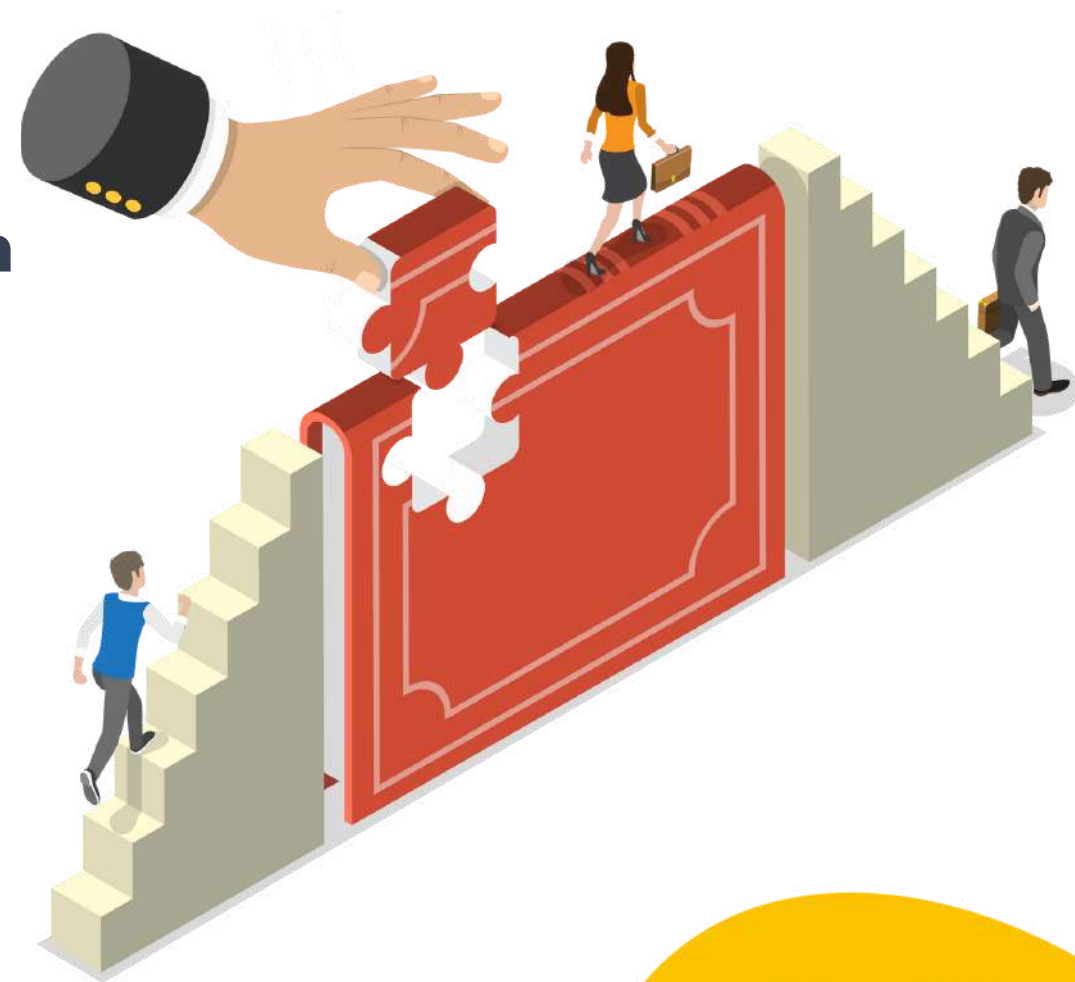
- Online marketing with celebrity collaborations and **TV commercials.**
- **Social media** partnerships with influential personalities.
- **Offline strategies,** including posters, pamphlets, and free sampling.





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.



rohit verma

11 reviews · 13 photos

★★★★★ 5 years ago

Nice poultry farm. Cheapest and best quality chicken and eggs. Everything is so fresh and fast service. Cost almost half for live chicken.



4



Shweta Tajane

5 reviews · 3 photos

★★★★★ 2 years ago

खरच खूप भारी..

मला ना खर सांगू योजना ची अंडी ऑमलेट साठी किंवा उकडून खण्या लायक एक no आहेत कारण इतर सहसा मार्केट मध्ये भेटणारी पाणचट बोगस खाऊन कंटाळा आलेला मला ह्या अंधान विषयी swiggy वरून समजला मी खोट नाही बोलत खरच कमाल आणि अंडी म्हणजे अंडी आणि योनाचीच अंडी 100♥

[See translation \(English\)](#)



TEAM AND EMPLOYEE DEDICATION

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

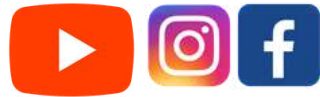




VISION

- 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

