



AJOONI BIOTECH LIMITED

Regd. Office : D-118, Industrial Area, Phase VII, Mohali-160055 (Pb.)
Phone : 0172 - 5020758 - 69 Website : www.ajoonibiotech.com
E-mail : ajooni.biotech@gmail.com / info@ajoonibiotech.com
CIN: L85190PB2010PLC040162

25/02/2021

To,

National Stock Exchange of India Ltd
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400051

Dear Sir / Madam,

Subject : Investor presentation

SYMBOL: AJOONI

Please find attached enclosed Investor Presentation of Ajooni Biotech Limited for your reference.

You are requested to take the above information on records.

Thanking You,
Yours Truly,
For Ajooni Biotech Limited

Jasjot Singh
Managing Director
DIN: 01937631



Investor Presentation



AJOONI is a rising player and innovator in the animal feed and aquaculture industry. With our own feed range, our priorities are quality, safety, innovation in production processes, and excellence in customer service.

We look to achieve the best balance in animals' diets, fulfil all their nutritional needs, and optimise productivity. Our engagement with farmers do not end with the sale of products as we look to partner with farmers by sharing our expertise based on years of experience, proposing diet programmes, and offering the best recommendations for the optimal growth and progress of livestock.

Driven by our corporate philosophy, a significant part of our business efforts is piped into R&D and innovation as constant technological upgrading is key to quality improvement. Feed preparation is a critically important process as healthy and nutritious feed considerably increases cattle's yield and quality.

AJOONI has a long-term business plan to expand its facilities to produce camel feed, poultry feed, aqua feed, horse feed and sheep/goat feed. We are exploring possibilities of entering into joint ventures with leading international players in the field of animal feed and establishing technological collaboration with renowned universities and organisations with the objective of offering world class animal feed to Indian farmers.



Vision

To be a world-class animal compounded feed and feed supplements provider company in India



Mission

- To provide added-value to livestock farmers and consumers through the guiding principles of quality, innovation and sustainability while responding to societal and environmental concerns
- To develop cost-effective solutions to improve animal productivity and milk yield
- To endeavour to attain a position of leadership in the field of animal feed
- To provide products and services of high- and consistent-quality products and ensuring value for money to our customers
- To attain a high level of productivity through effective use of resources, and adoption of modern and appropriate technology



Values

- Quality
- Customer focus
- Transparency
- Continuous improvement
- Innovation



Jasjot Singh, Managing Director

Mr. Jasjot Singh has rich experience of over 12 years in the animal healthcare, pharmaceuticals and biotechnology sectors. A leading young entrepreneur, he has valuable leadership and board experience in the pharma and 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 and Industry and Udyog Shree Award for young entrepreneurs by Economic Development Council. Mr. Singh is an MBA from Oxford University, UK.

Gursimran Singh, Director & CEO

Mr. Gursimran Singh has more than 10 years' experience across animal husbandry, agriculture, pharmaceuticals and biotechnology. He has extensive experience in the marketing of agriculture and animal husbandry products including valuable leadership and board experience. Mr. Singh is also involved in social and 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 and a commerce graduate from Panjab University.



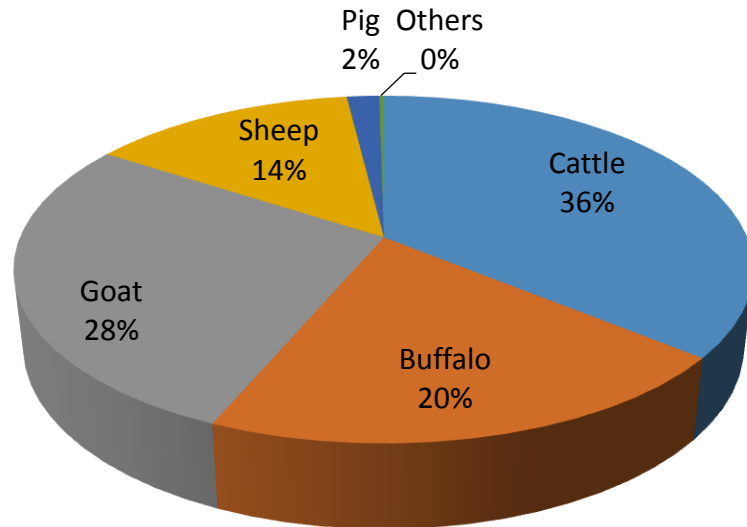
Market Drivers

India has the world's largest population of livestock animals and one of the largest cattle populations



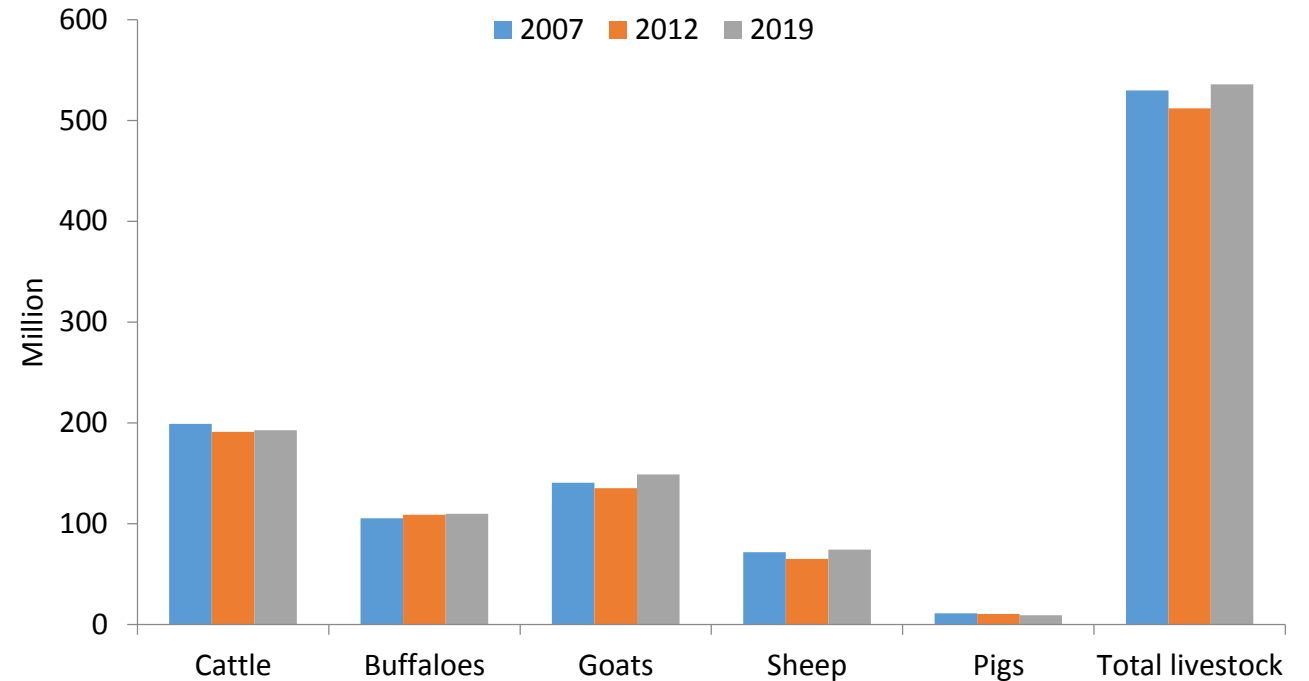
536 million

India's livestock population



Livestock Population 2019:
Share of major species

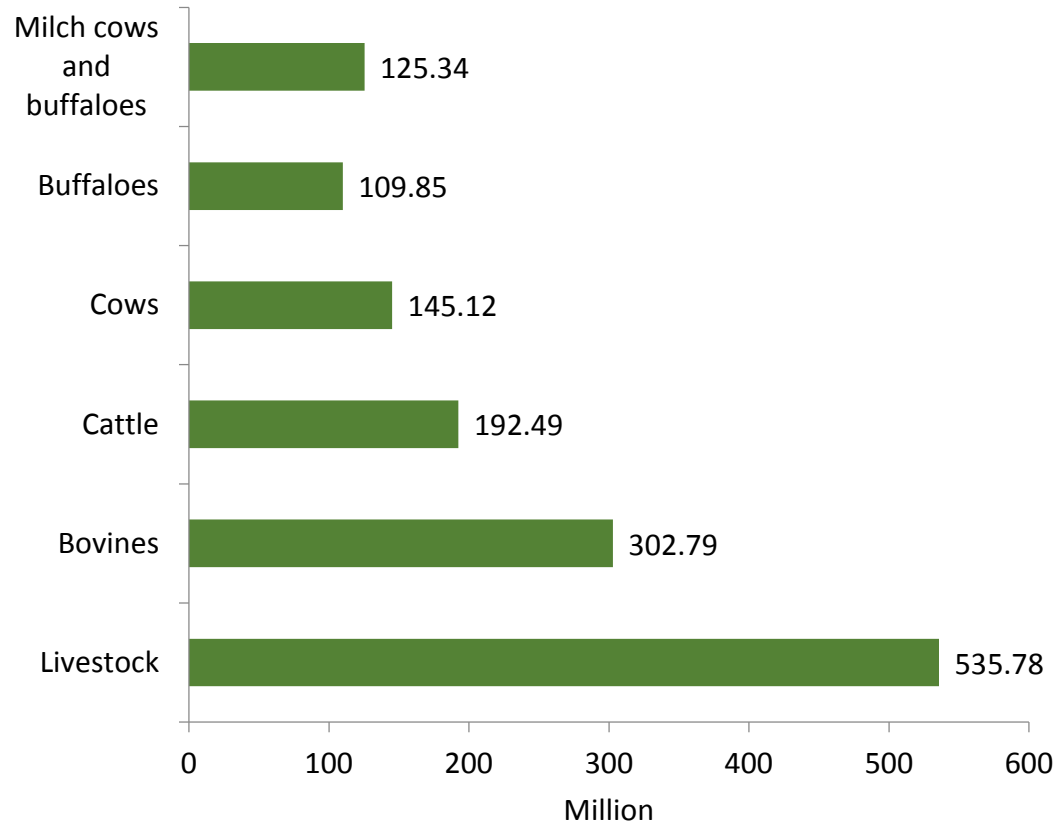
India has the world's largest number of livestock animals. The country also has the largest buffalo population of 110 million. With a cattle population of 192 million, India's total bovine population stood at 303 million in 2019.



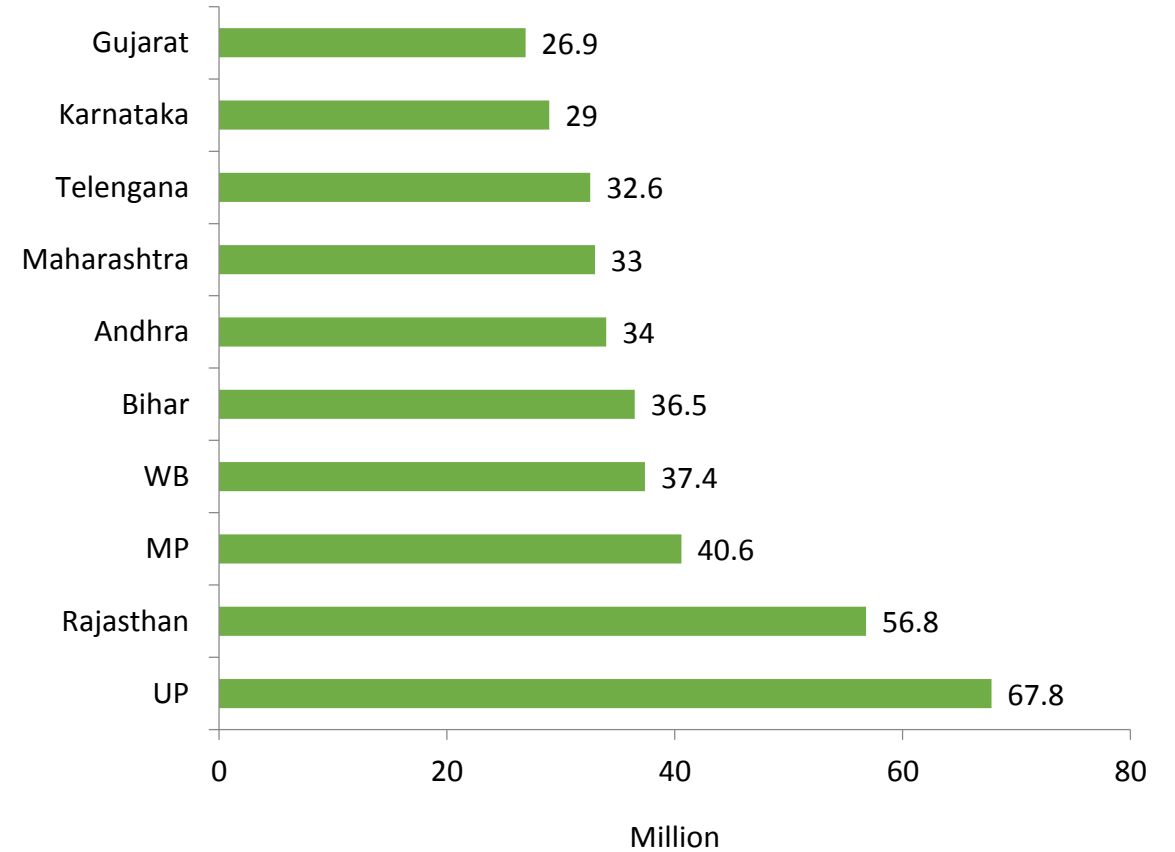
India's Livestock Population: 2007-2019

Market Drivers

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



India's Livestock Population: 2019



Major Indian States' Livestock Population: 2019

Market Drivers

India's world-leading production and consumption of animal-based food coupled with low livestock productivity present strong opportunities for feed and feed supplement products



190 million tonnes

India is the largest milk producer at 20% of annual world production



1,172 kg

The average annual milk yield of Indian cattle is 50% of the global average

The per capita availability of milk in the country which was 130 grams per day in 1950-51 increased to 374 grams per day in 2017-18 compared with the world estimated average consumption of 294 grams per day during 2017. However, India faces challenges in livestock productivity. The average annual milk yield of Indian cattle of 1,172 kg is approximately 50% of the global average.

World's Top 10 Milk-Producing Countries in 2017

Country	Production (million tonnes)	Share of global production
India	176.3	21.3%
US	97.8	11.8%
Pakistan	44.3	5.3%
China	34.9	4.2%
Brazil	33.7	4.1%
Germany	32.7	3.9%
Russia	31.2	3.8%
France	25.3	3.1%
New Zealand	21.4	2.6%
Netherlands	14.5	1.8%
World	827.9	100.0%

Source: FAO / FICCI Paper on Development of Dairy Sector in India, July 2020

Market Drivers

India is the world's largest producer and exporter of buffalo meat



5.3 million MT

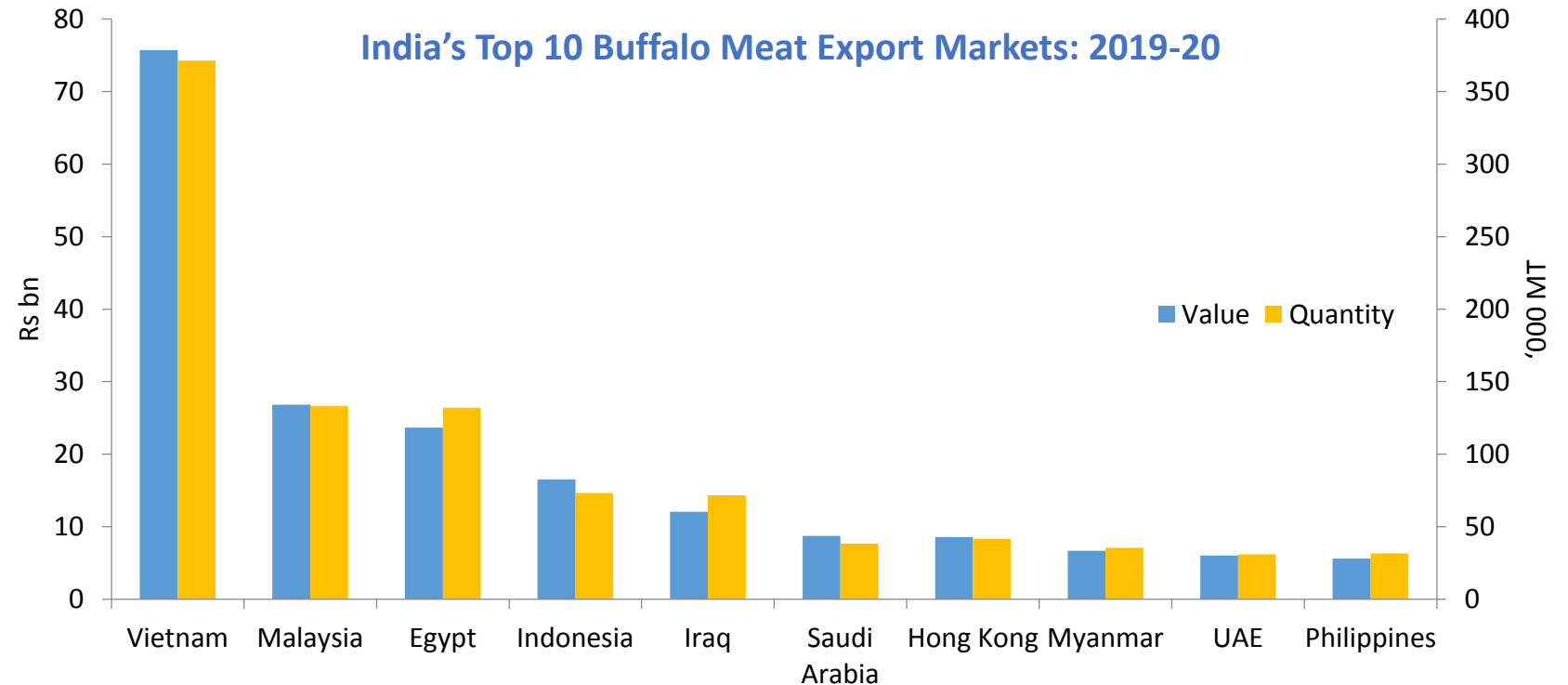
India's annual meat production



US\$ 3,175 mn

Value of India's buffalo meat export in FY20

India's buffalo meat exports grew at a CAGR of 29% from Rs 35.3 bn in FY08 to Rs 266.8 bn in FY16, overtaking close competitors Brazil and Australia to become the largest exporter of buffalo meat and accounting for 20% of global buffalo meat exports in volume terms.



Food Security

The goal of food security is in line with the United Nations' Sustainable Development Goals #2 and #3



End hunger, achieve food security and improved nutrition, and promote sustainable agriculture



Ensure healthy lives and promote well-being for all at all ages

- Food security, as defined by the UN Committee on World Food Security, means that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their food preferences and dietary needs for an active and healthy life.
- The growing world population, urbanisation, a growing middle class and changing diets will lead to a surge in demand for milk, fish and meat, especially in emerging markets, presenting strong growth potential for the animal feed industry.

Sustainable Food Production

Sustainability in food production is critical to preserve the planet while ensuring food security



Human civilisation's **ecological footprint** exceeds the world's capacity to regenerate by about 30%. If we continue like this, we will need the equivalent of two planet earths by the mid-2030s. To lessen and mitigate their environmental footprint, agriculture and aquaculture are innovating to deliver more from less.

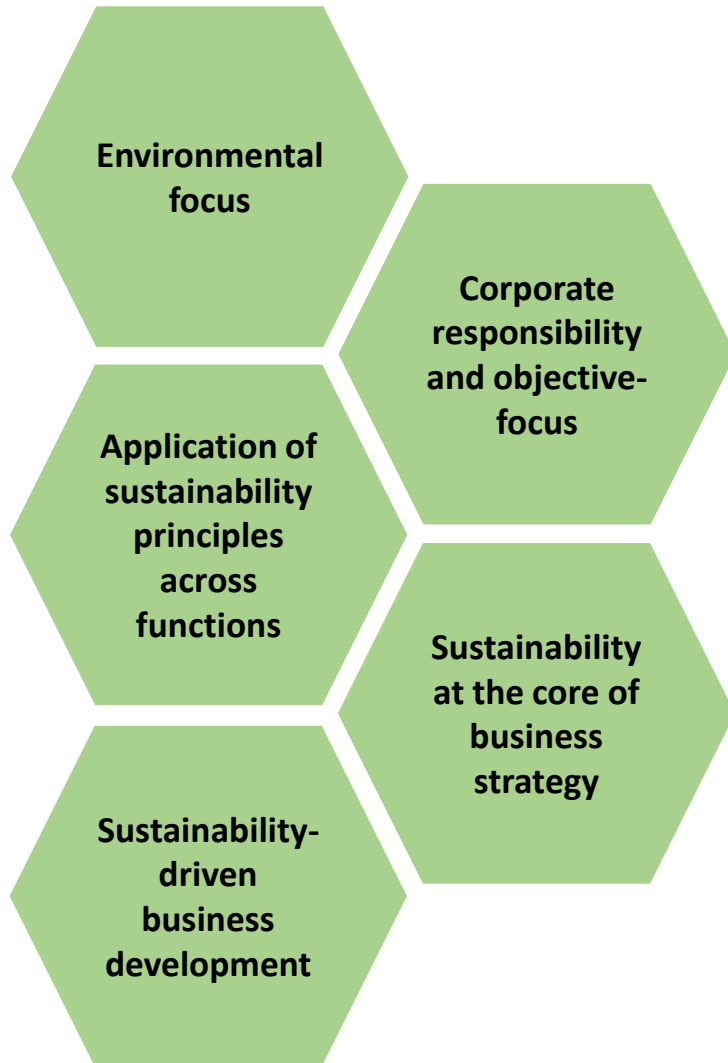
Challenges in sustainable food production include scarcity of resources, food safety, animal welfare, antibiotic resistance, pollution, climate change, and loss of biodiversity. In addition, we have to cope with volatile commodity prices and unbalanced cost/price distributions in the value chain.



The world will need to increase its food production by 70% in order to meet future demand while simultaneously reducing the environmental impacts by half with the objective of **producing food sustainably**.

Sustainability Vision 2030

AJOONI's Sustainability Vision is driven by its commitment to its triple bottom-line goal



AJOONI's Sustainability Vision 2030 looks to guide the company's sustainability initiatives and influence the value chain in the next decade. We remain committed to feeding the future generations through our focus on sustainable innovation as we aspire to be a part of the solution to the food security problem. Our sustainability programme is driven by our triple bottom-line goal and comprises three distinct components.



Our **roadmap** sets clear ambitions regarding product, quality, stakeholders, environment and profit. It is a roadmap designed to align our actions and initiatives over a period of several years as we work to fulfil our mission and help farmers to double their income as per the vision of the Government of India.

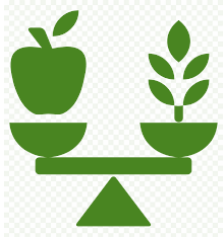


Standard is an internal tool that outlines the actions needed to realise our roadmap. It enables us to measure and score progress. After all, it's not just what we aspire to do, it's what we do.



Product assessment is a tool that helps us to measure the environmental impacts of our nutritional solutions. It uses the life cycle assessment methodology to systematically evaluate the environmental aspects of using our products and services.

Benefits of Cattle Feed and Supplements



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

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



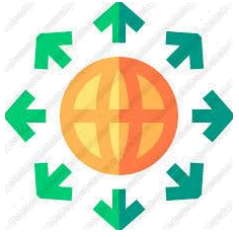
Addresses nutritional needs of pregnant cows: Cows require dietary adjustments during pregnancy. Giving special feed to pregnant cattle aids in better development of foetus, impacting the health of the calf after birth positively.

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



Takes care of nutritional needs of calves and heifers: Calves and heifers need appropriate nutrition for their growth and development. Special feed for calves helps in reducing weaning stress, aids rumen development and prevents diarrhoea.

Business Strategy and Plans



Geographical expansion: We look to enter new domestic markets and deepen our presence in the existing domestic markets.

Operational efficiency: We aim to improve operational efficiency by achieving economies of scale and generating cost savings as well as optimise our infrastructure after penetrating new catchment areas.



Brand building: We look to increase our brand's recognition through targeted brand building efforts, communication and promotional initiatives.

Leveraging relationships: We aim to drive growth by leveraging our existing relationships by enhancing customer satisfaction and maintaining strong customer relationship.



Strategic acquisitions and partnerships: We seek to identify acquisition targets and joint venture partners whose resources, capabilities, technologies and strategies are complementary and would enable us to establish our presence in new geographical locations.

R&D and Innovation



At AJOONI, we seek to establish R&D and innovation as key drivers of our business and product offerings. We do this by constantly investing in knowledge, innovation and quality, and by translating world-class research and innovation into practical and sustainable nutritional solutions. The company intends to spend over 15% of its operational profit on R&D and innovation on an ongoing basis as it plans to set up a state-of-the-art in-house research centre with the objective of for cost cutting and added value to our product for our customers.

We engage professionals from reputed universities, institutions and research firms as we realise that innovation and the product development cycle can be accelerated through collaborations and partnerships, especially with global industry leaders. Our R&D activities focus on all steps from evaluating nutritional needs to production intended for sales. The process is developed in five stages:

- receiving a theoretic input from internal and external study centres and from contacts with national and international universities;
- creating new food products;
- conducting tests at in-house experimental centres;
- conducting field tests at farms aimed at evaluating the nutritional performance of the product; and
- producing food product for distribution.

Quality



Ingredients and supplier assessment: We undertake continuous assessment of ingredients and suppliers to ensure that only safe and sustainable raw materials are used. Our robust standards established for feed raw materials to finished products help minimise our customers' risks.

Monitoring and control: Robust monitoring and control enables us to optimise process efficiency and helps in ensuring the quality of products in line with established standards.



Risk management: Through the application of best risk management practices, we seek to manage potential risks associated with the production process and operations, and mitigate their impact on various stakeholders.

Tracking and tracing: Our tracking and tracing systems guarantee rapid and efficient information flows between the company, suppliers and customers.



Quality and safety certification: We are in the process of securing certifications for international safety and quality standards as well as for internal processes relating to sourcing, formulation, production, storage and logistics.

Supply Chain and Distribution



The starting point of our supply chain is the AJOONI feed mill where raw materials are systematically subjected to strict quality controls. Based on several years of experience, the feed-making step forms the sound foundation around which our customers – farmers – establish their own supply chains. The last in the supply chain is the distribution step. Consequently, traceability is one of the guarantees offered to our customers.

The AJOONI animal feed delivery service is one of our main strengths. The punctual dispatching of orders, the correspondence between the ordered and delivered amounts, and the reduction of environmental impact are our key commitments. Remarkably, our delivery fleet reach at the doorstep of our customers. Our group forms a close-knit network of connections between feed mills, farmers, farms and the meat processing industry.

Production Facility

AJOONI has an annual installed capacity of 25,000 MT at its state-of-the-art production facility in Khanna, Punjab. The company is in the process of augmenting its capacity by another 60,000 MT. AJOONI's registered office and headquarters are located in Mohali, Punjab.



Products



Nurture Calf Starter



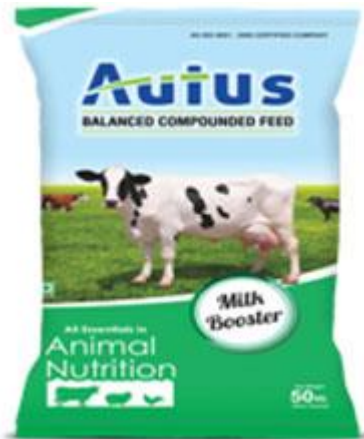
Winner 10 Ltr



Hiffer / Grower



Energy Plus



Eco 5 Ltr

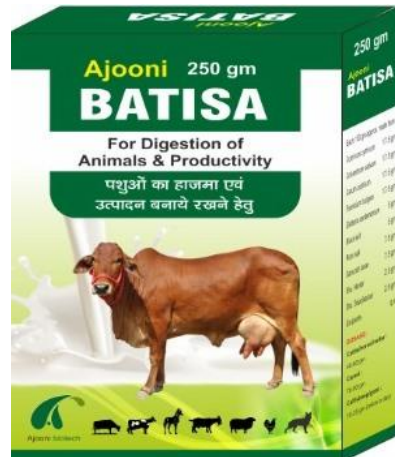


Milk Booster

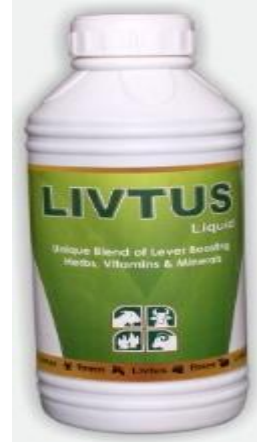


Buff Power

Products - Supplements



For Digestion



For Liver



Improves Milk holding capacity

Methochelated
CALTUS AD₃
HIGHLY CONCENTRATED FORMULA **GOLD**

For enhancing Milk yield

4 U

Uterine Tonic with Energy Booster, Minerals,
Vitamins & Stress Relieving Herbs

Works as strong stress reliever

Certifications



Directorate of Dairy Development, Punjab



Department of Industries – MSME unit



Bureau of Indian Standards – ISI mark



ISO-9001



Good Manufacturing Practice (GMP)



Trademark registration



Z E D certification (in process)



NSIC registration (in process)

Key Clients



Financials

Profit & Loss Account

Rs lakh	FY 2018	FY 2019	FY 2020
Operating revenue	4,259.4	4,005.7	4,009.3
<i>Growth</i>		-6.0%	0.1%
Cost of material consumed	3,755.4	3,646.5	3,493.6
Purchase of stock-in-trade	-	-	-
Change in inventory	13.5	0.7	(2.4)
Employee benefit expense	88.2	72.1	111.8
Preliminary expenses written-off	14.1	14.1	14.1
Other expenses	273.9	184.3	276.2
EBITDA	114.3	87.9	116.0
<i>EBITDA margin</i>	2.7%	2.2%	2.9%
Depreciation and amortisation	31.5	29.8	35.1
EBIT	82.9	58.2	80.9
<i>EBIT margin</i>	1.9%	1.5%	2.0%
Interest expense	34.1	10.7	32.8
PBT	48.8	47.5	48.1
Tax expense	10.2	6.4	13.4
PAT	38.6	41.1	34.7
<i>PAT margin</i>	0.9%	1.0%	0.9%
Diluted EPS (Rs)	0.66	0.67	0.41

Financials

Balance Sheet			
Rs lakh	FY 2018	FY 2019	FY 2020
Share capital	585.5	615.5	840.5
Reserves & surplus	508.9	601.0	748.6
Shareholders' fund	1,094.4	1,216.5	1,589.1
Long-term borrowings	684.9	415.7	133.1
Non-current liabilities	684.9	415.7	133.1
Short-term borrowings	-	61.2	369.5
Trade payables	115.1	116.4	193.3
Other current liabilities	22.4	2.8	4.5
Short-term provisions	13.1	12.4	17.4
Current liabilities	150.5	192.8	584.6
TOTAL EQUITY & LIABILITIES	1,929.8	1,825.0	2,306.7
Property, plant & equipment	103.6	102.2	207.2
Non-current investments	601.8	376.4	307.9
Long-term loans & advances	-	111.7	-
Deffered tax assets	3.9	9.3	12.7
Other non-current assets	56.3	42.2	28.1
Non-current assets	765.6	641.8	555.9
Inventory	199.9	506.9	328.6
Trade receivables	286.2	483.3	1,264.2
Cash & cash equivalent	529.7	73.1	12.4
Short-term loans & advances	70.1	98.3	124.7
Other current assets	78.4	21.5	21.0
Current assets	1,164.2	1,183.2	1,750.9
TOTAL ASSETS	1,929.8	1,825.0	2,306.7



Contact Details

Registered & Corporate Office:

D-118, Industrial Area, Phase-7, Mohali, Punjab 160059

T: +91-172-502 0759

Factories & Warehouse:

GT Road, Khanna, District Ludhiana, Punjab-141401

C-70, Pilkhani, Industrial area, Saharanpur-247001 (UP)

