



# AJOONI BIOTECH LIMITED

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CIN: L85190PB2010PLC040162

29/06/2022

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**

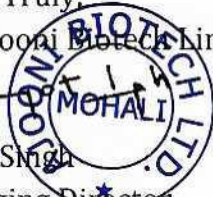
**SYMBOL: AJOONI**

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





MOVING UP  
THE LADDER

AJOONI BIOTECH LIMITED  
Investor Presentation



# COMPANY OVERVIEW





# AJOONI @ GLANCE

Established in 2010 Ajooni Biotech Limited (Ajooni, ABL) is a one of the leading 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 Animal Feed and feed supplements in India and its portfolio offers a wide range of Quality Cattle feed, Cattle feed Chips, Camel Feed, Cotton Oil Cake, Mustard Oil Cake and 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) and India's first GMP certified Cattle feed company with ISO 9001:2015. The company is registered with Bureau of Indian Standards ( BIS) and manufacturing ISI Mark Animal feed.

ZED process implemented and TQM process is under implementation.  
The Company is using modern technologies for all its operations such as ERP software, PLC system to control production process and most effective logistic system.

The Company came up with it's IPO on NSE Emerge platform in December 2017 & The Company migrated to the main board of NSE in May 2021





# KEY FACTS & FIGURES



12

Years of  
Experience



Animal Feed Capacity

60,000

MTPA



Working with more than

10,000

Farmers



**FY22**

Revenue: 74.04 Cr

EBITDA: 3.11 Cr

PAT: 1.05 Cr



2

Manufacturing  
Units



Supplement Capacity

30 Lakhs

LPY



Presence In

7 States



**CAGR** (FY18 – FY22)

Revenue: 15%

EBITDA: 28%



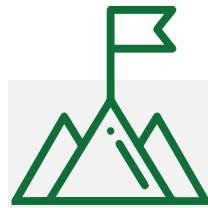


# WHAT DRIVES US



## 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
- To develop cost-effective solutions to improve animal productivity and milk yield
- To endeavor 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

## VALUES



QUALITY



CUSTOMER FOCUS



TRANSPARENCY



CONTINUOUS IMPROVEMENT



INNOVATION



# EXPERIENCED LEADERSHIP TEAM



## JASJOT SINGH

(Chairman & 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)

- 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.





# PRODUCT PORTFOLIO

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

## HIGH ENERGY BALANCED CATTLE FEED

Calf Starter

Heifer

Dairy Calf Grower

Low Yield Cattle

Basic Milking Cattle

High Yield Cattle

## FEED SUPPLEMENTS

Oral Calcium

Liver Tonic

Mineral Mixture

Uterine Tonic

Digestive Powder

Multi Vitamins







# AJOONI OWN PRODUCT PORTFOLIO

## FEED SUPPLEMENTS



## CATTEL FEED



# STRATEGICALLY SITUATED MANUFACTURING FACILITY



Situated at Khanna, Punjab  
Asia's largest food grain  
market & Cattel feed hub of  
India

Ample availability of Key Raw  
Material with stable price

Savings on logistic costs

Animal Feed Installed  
Capacity of 60,000 MTPA

In process of capacity  
expansion by another  
1,00,000 MTPA



# 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.



# ASSURANCE OF QUALITY



Directorate of Dairy  
Development, Punjab



Department of Industries  
– MSME unit



ISO-9001



Trademark registration



Bureau of Indian Standards  
– ISI mark



Z E D Certification



Good Manufacturing Practice  
(GMP)



NSIC registration (in process)



# KEY CUSTOMERS



## Exclusive Tie-up With IFFCO KISAN



As per agreement the Company converted its dealer network to IKSL dealer in the state of Punjab, Haryana and Rajasthan.

The Company started new state of the art plant August 2020 & further updates has been done as per IKSL recommendations.

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

Ajooni entered in to agreement with IFFCO KISAN in March 2020 to Produce IFFCO branded animal feed.

Ajooni achieved highest monthly sales of 3,200 MT in the month of November 2020 with IKSL.

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

The supplements market is dominated by very few players & market is worth ₹ XX Cr.





# STRONG FOCUS ON R&D



## Ajooni Has Strong Track Record For R&D →

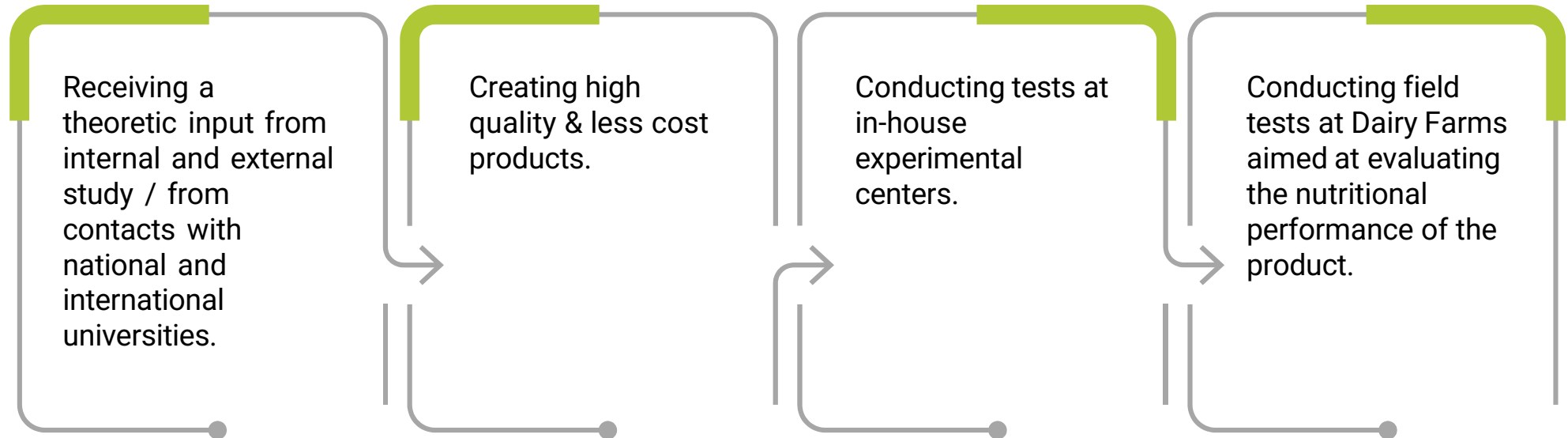
In R&D The Company has professionals from reputed universities, institutions and research firms

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 Feed Supplements, Camel Feed, Bull Feed along with improving current product line as per farmers requirements

### Process of R&D



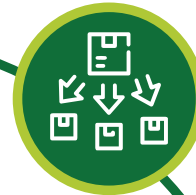


# WHAT SET US APART

High Quality Products



Strong Distribution Network



Experienced Management Team



Robust After Sales Services



Continuous R&D Work Animal Healthcare Products



Certified Production Facilities



Efficient Supply Chain



Focus on Sustainability



# BUSINESS STRATEGY AND PLANS



## Operational efficiency:

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



## Geographical expansion:

Targeting new domestic markets and deepen our presence in the existing markets.



## Leveraging relationships:

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



## Brand building:

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



## Strategic Partnerships:

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

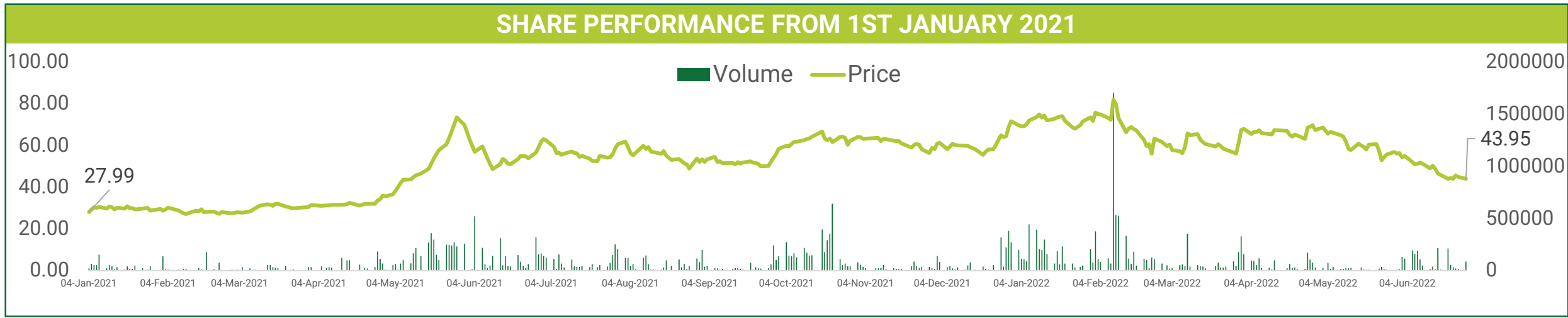
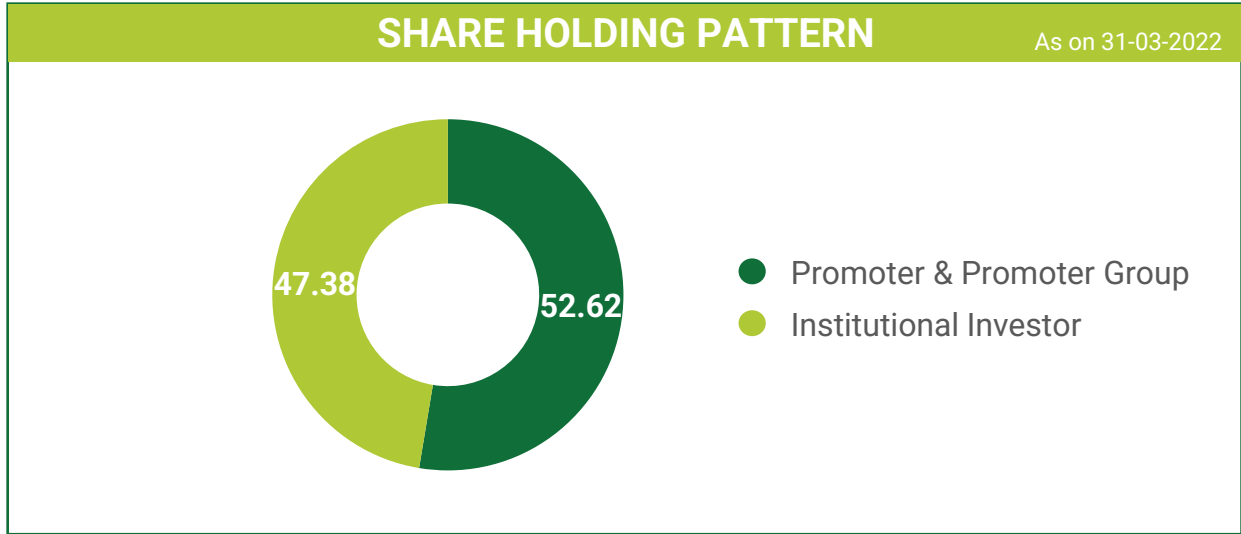




**NSE: AJOONI | ISIN: INE820Y01013**

As on 27-06-2022

<b>Share Price (₹)</b>	43.95
<b>Market Capitalization (₹ Cr)</b>	43.97
<b>No. of Shares Outstanding</b>	1,00,05,582
<b>Face Value (₹)</b>	10
<b>52 week High-Low (₹)</b>	85.85.00 – 41.70



# INDUSTRY OVERVIEW



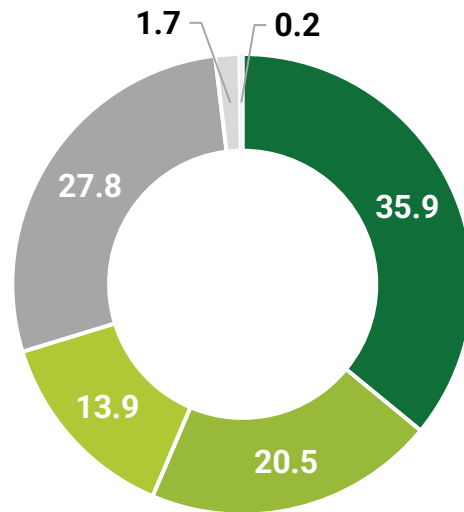


# INDIA LIVESTOCK OVERVIEW

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

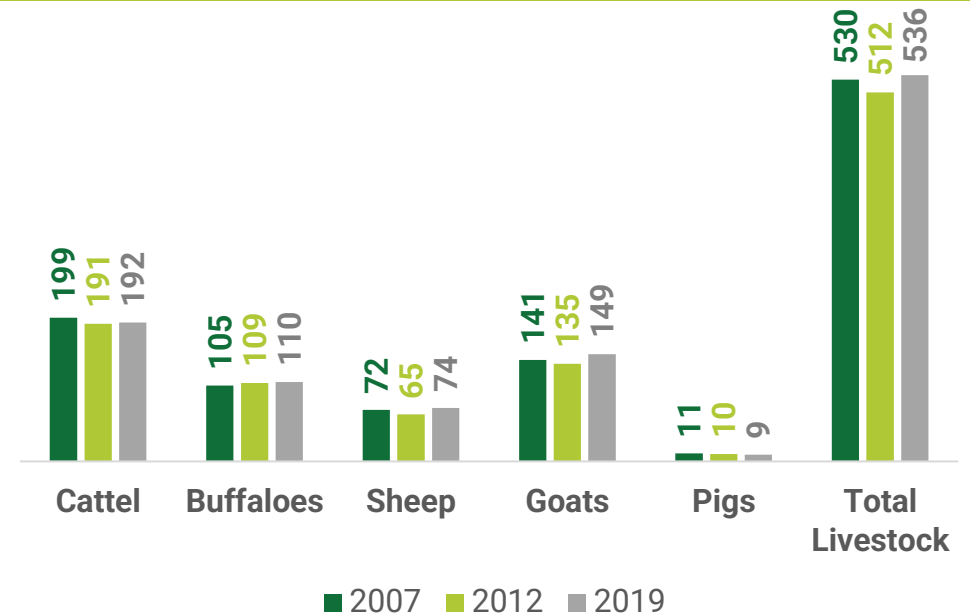
India has the world's largest number of livestock animals. The country also has the largest buffalo population of 110 million. With a cattle population of 192 million, India's total bovine population stood at 303 million in 2020.

### LIVESTOCK POPULATION 2020: SHARE OF MAJOR SPECIES



■ Cattel ■ Buffalo ■ Sheep ■ Goat ■ Pig ■ Others

### INDIA'S LIVESTOCK POPULATION: 2007-2020



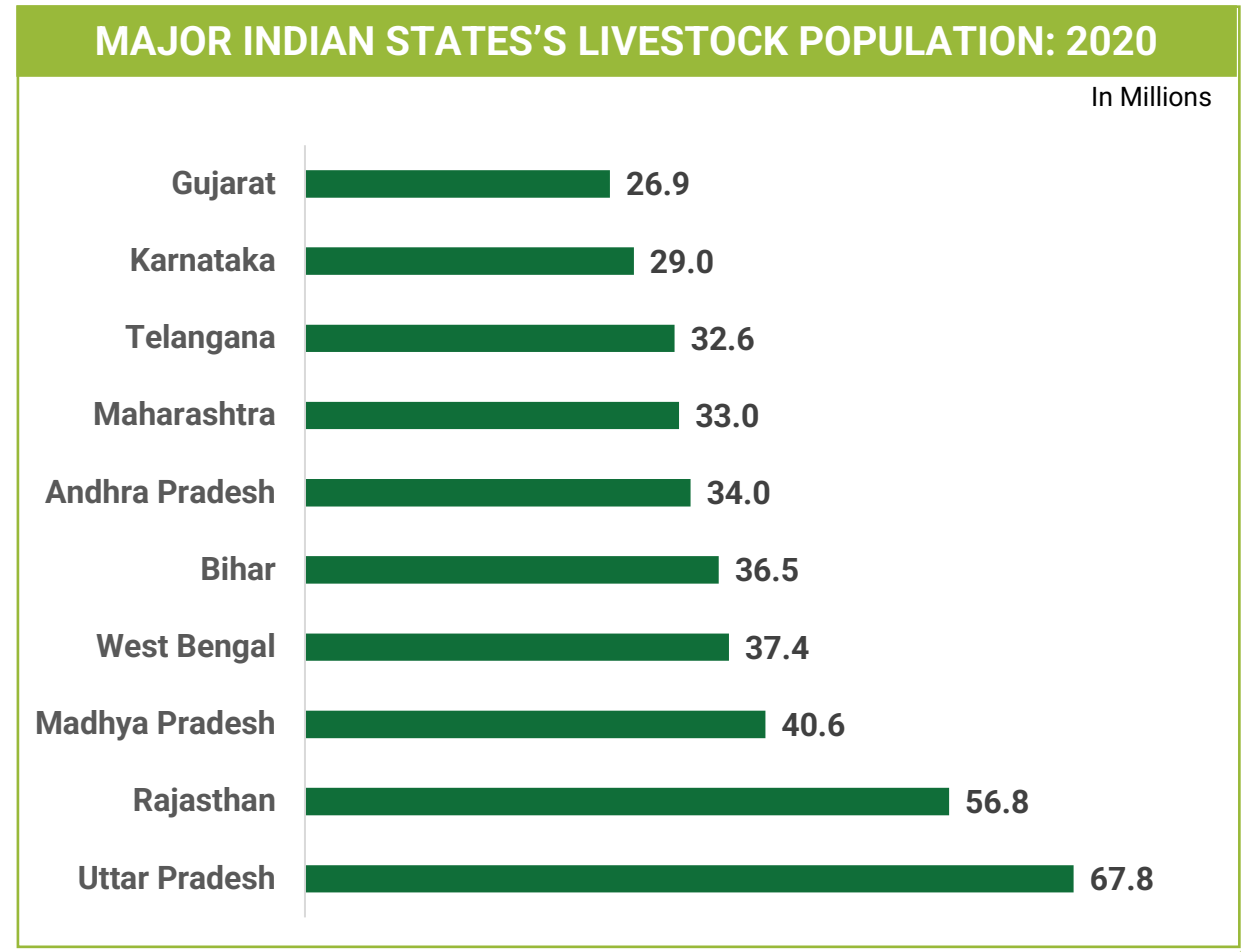
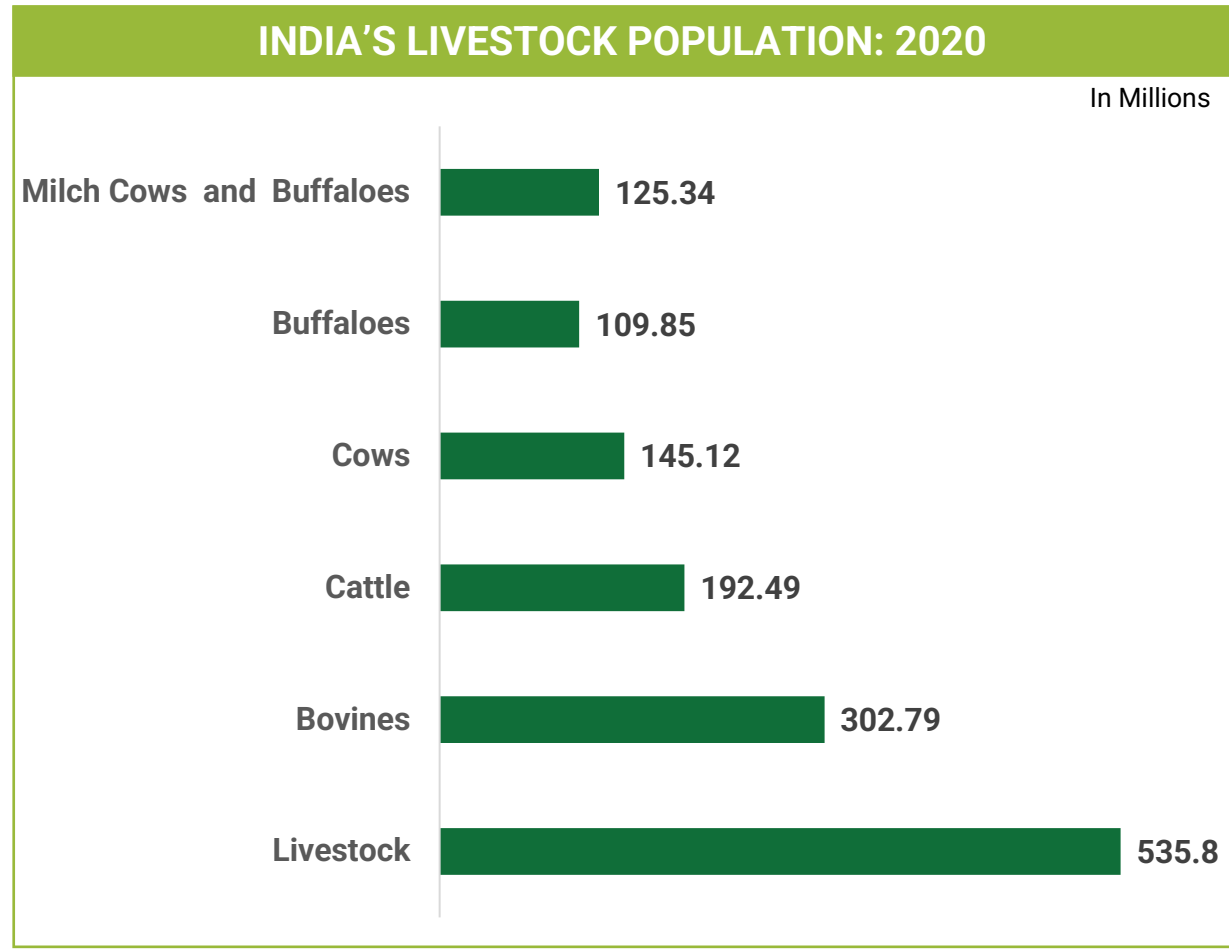
**536**  
**Million**  
India's livestock population

Source: 20<sup>th</sup> Livestock Census 2019, Ministry of Fisheries, Animal Husbandry & Dairying

In Millions




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




Source: 20<sup>th</sup> Livestock Census 2019, Ministry of Fisheries, Animal Husbandry & Dairying




# 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.



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



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

Largest Producers/Exporter of Beef, Chicken and Fish.

7

High demand for animal healthcare products.

8

Highest Milk Producing Country.

9

MNC's venturing Indian market for Meat/Milk production facilities.



# FINANCIAL OVERVIEW



# PROFIT & LOSS STATEMENT

PARTICULARS	FY20	FY21	FY22
Net Sales	40.03	51.04	74.04
Other Income	0.09	0.02	0.04
<b>Total Income</b>	<b>40.12</b>	<b>51.06</b>	<b>74.08</b>
<b>Operating Expenses</b>			
Raw Material costs	34.91	43.01	64.02
Employee Cost	1.12	1.15	1.48
Other Expenses	2.79	5.23	5.47
<b>Total Expenditure</b>	<b>38.82</b>	<b>49.39</b>	<b>70.97</b>
<b>EBIDTA</b>	<b>1.30</b>	<b>1.67</b>	<b>3.11</b>
<b>EBIDTA(%)</b>	<b>3.25</b>	<b>3.26</b>	<b>4.20</b>
Interest	0.33	0.58	0.54
Depreciation	0.49	0.58	1.11
<b>PBT</b>	<b>0.48</b>	<b>0.50</b>	<b>1.46</b>
TAX Expense	0.13	0.13	0.41
<b>Net Profit</b>	<b>0.35</b>	<b>0.37</b>	<b>1.05</b>
<b>NPM(%)</b>	<b>0.87</b>	<b>0.73</b>	<b>1.42</b>



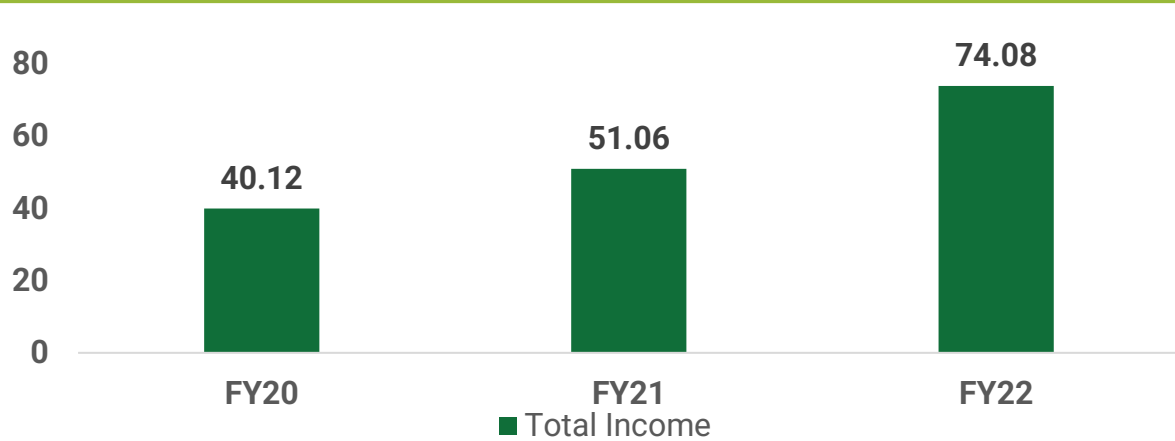
# BALANCE SHEET

EQUITIES & LIABILITIES	FY20	FY21	FY22
Equity	8.41	10.01	10.01
Reserves	7.20	5.50	6.38
<b>Networth</b>	<b>15.61</b>	<b>15.51</b>	<b>16.39</b>
<b>Non-current Liabilities</b>			
Long-term borrowing	0.15	1.82	2.58
Deferred tax Liabilities	-0.13	-0.15	-0.18
Other long terms Liabilities	1.18	0.08	0.00
Long-term provision	0.00	0.00	0.00
<b>Total Non Current Liabilities</b>	<b>1.20</b>	<b>1.75</b>	<b>2.40</b>
<b>Current Liabilities</b>			
Short-term borrowings	3.69	4.89	2.77
Trade payables	1.93	5.40	6.80
Other Current Financial Liabilites			
Other current liabilities	0.05	0.04	0.49
Short-term provision	0.17	0.15	-0.02
<b>Total Current Liabilities</b>	<b>5.85</b>	<b>10.48</b>	<b>10.04</b>
<b>Total Liabilities</b>	<b>22.66</b>	<b>27.74</b>	<b>28.83</b>

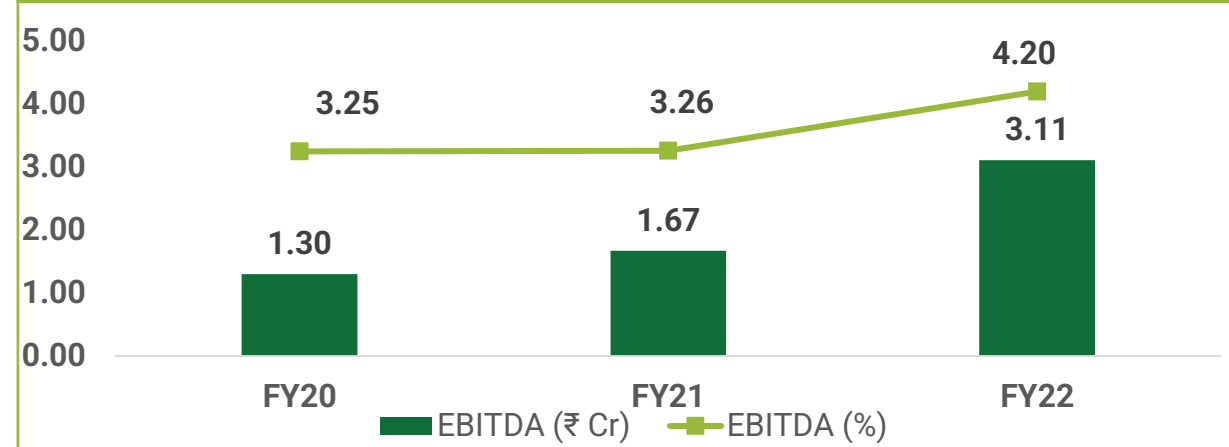
ASSETS	FY20	FY21	FY22
<b>Non Current Assets</b>			
Fixed assets	2.07	5.16	6.20
Non-current investments	3.08	1.15	0.70
Other Non-Current Financial Assets	0.00	0.00	0.00
Other non-current assets	0.00	0.00	0.00
<b>Total Non Current Assets</b>	<b>5.15</b>	<b>6.31</b>	<b>6.90</b>
<b>Current Assets</b>			
Inventories	3.29	5.38	5.88
Trade receivables	12.64	13.71	13.84
Cash & Bank Balance	0.12	0.24	0.06
Other Current Financial Assets	1.20	1.97	2.15
Current Tax Assets (Net)			
Other current assets	0.26	0.12	0.00
<b>Total Current Assets</b>	<b>17.51</b>	<b>21.43</b>	<b>21.93</b>
<b>Total Assets</b>	<b>22.66</b>	<b>27.74</b>	<b>28.83</b>

# KEY FINANCIAL HIGHLIGHTS

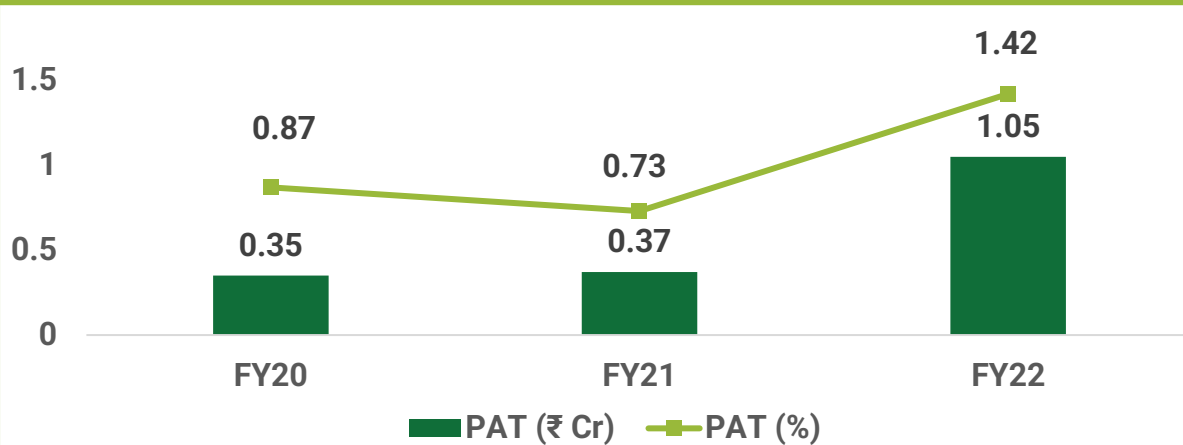
## TOTAL INCOME (In ₹ Cr)



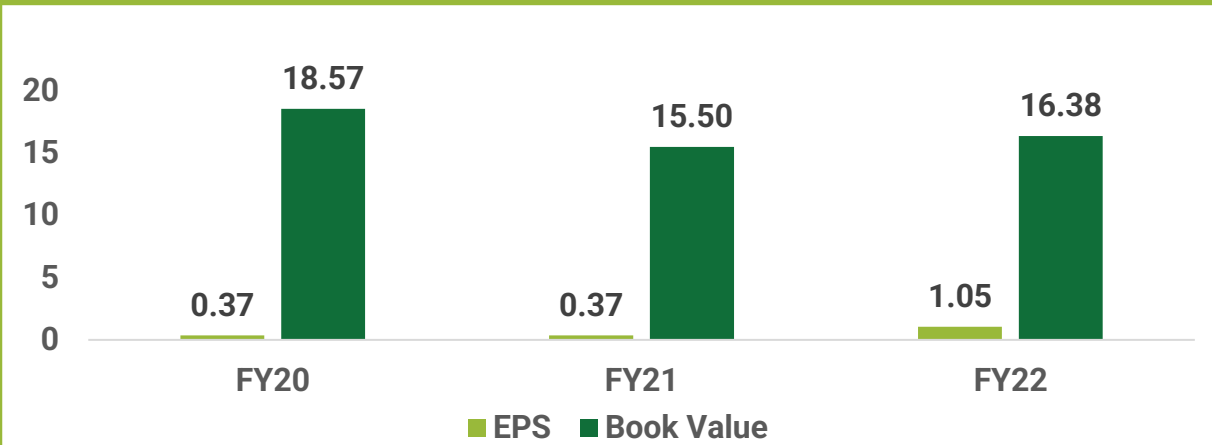
## EBITDA & EBITDA MARGIN



## PAT & PAT MARGIN



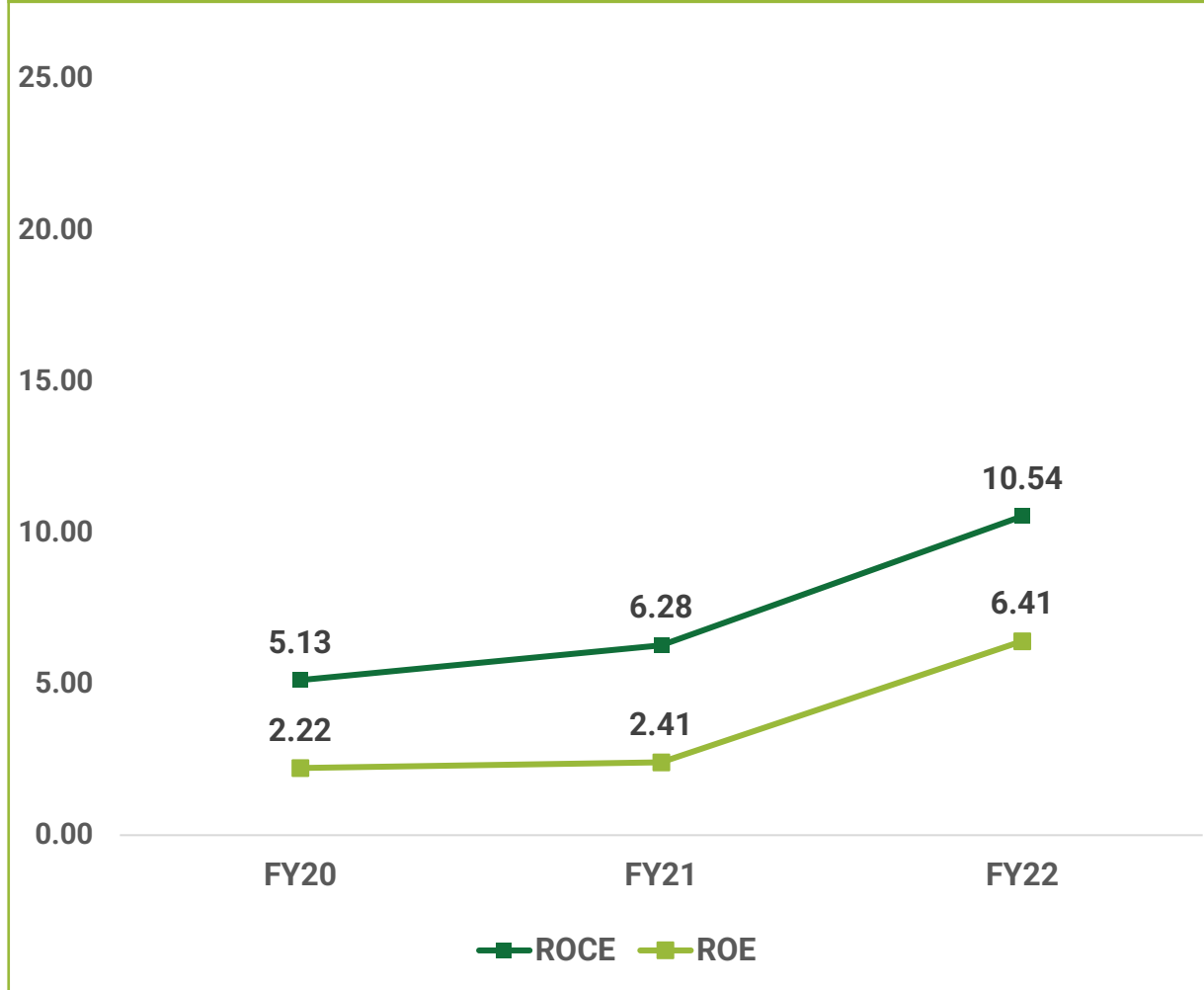
## PER SHARE MATRIX (In ₹)



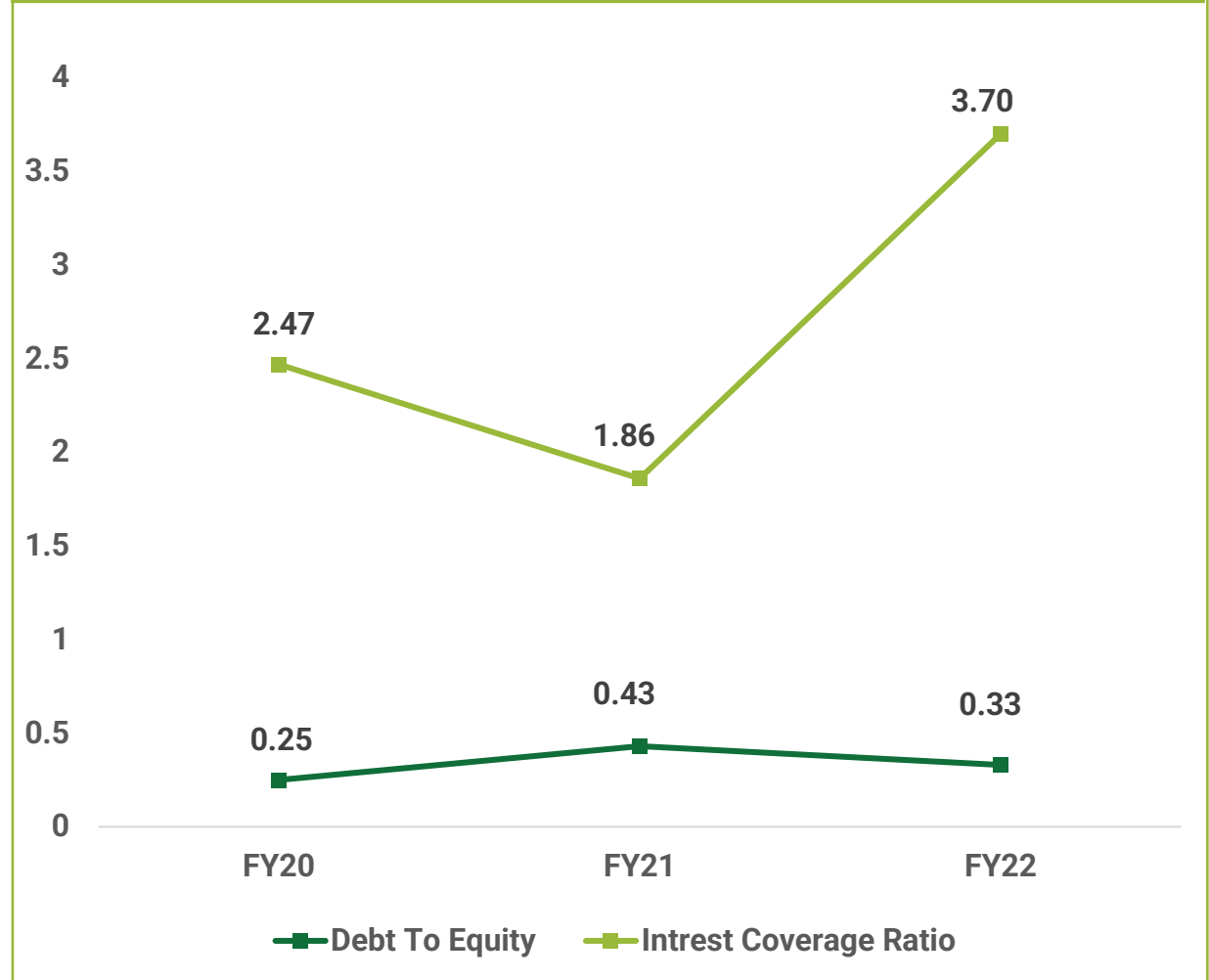


# KEY RATIO

## IMPROVING RETURN RATIOS (In %)



## IMPROVING LEVERAGE RATIOS (IN TIMES)





# SAFE HARBOR STATEMENT

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These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks.

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**Ajooni biotech Ltd.**  
*(Veterinary Health Care Solutions)*

**Thank you**



**Ajooni Biotech Ltd.**

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