

Our Reach



ANANDA a group where efficiency is the key and enterprise, the buzzword. ANANDA is a conglomerate of agri & aqua based industries producing quality rice, poultry, fish, shrimp, and prawn for Indian and International customers. Our range of products ensures that our customers can truly use ANANDA as a 'One Stop Shop', covering all their needs from multiple sources through a single, highly efficient, user friendly channel. ANANDA has the ability to present 'Farm to Fork' concept with an unparalleled range of the freshest, highest quality seafood products.



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Hatchery

● India's first hatchery for (Scampi), Macrobrachium rosenbergii was set up at Bhimavaram in 1994 with production capacity of 100 million. ● Coastal Aquaculture Authority (CAA) approved Shrimp hatcheries at Kakinada with installed capacity of over 500 million import SPF Litopenaeus vannamei broodstock from the USA and Thailand. ● Multi fish hatcheries at Bhimavaram produce fingerlings of Pangasius, Indian Major Carps and Tilapia. ● Operates a Black Tiger - P. monodon and a Scampi hatchery at Digha in West Bengal with production capacities of over 250 million. ● Hatcheries conforms to GAA (Global Aquaculture Alliance) requirements and BAP (Best Aquaculture Practices) norms. ● Conferred with "Pioneer Award" from Michael B. New at the International Symposium on Freshwater Prawns at Kochi in 2003.

Processing

● The First Processing plant in this region established in 1994, with production capacity of 45 TPD. ● Equipped with: 3 IQFs (Individual Quick Freezers), 4 Plate Freezers, 2 Blast Freezers, 5 Peeling Systems from Jonsson, 3 Automatic Grading Systems, 2500 MT Cold Store, 1 Multi-Head Marel Weighing System, 1 Antibiotic testing system from Randox, UK, 18 Insulated vehicles for Raw materials, 6 Container trucks & 4 Trailer vehicles for transportation of finished products. ● Pangasius fish is processed with automated fillet machinery from Baader, Germany. ● The facilities are EU and USFDA approved, adhere to HACCP & certified with BRC (British Retail Consortium) Level 6, BAP (Best Aquaculture Practices) and ISO 22000: 5000 standards. ● Process an exceptional array of fresh, chilled, frozen, Blanched & breaded seafood products. ● Traceability is strictly

Shrimp Varieties: Vannamei, Black Tiger, Sea caught, Scampi
Fish Varieties: Tilapia, Pangasius, Rohu, Catla



▲ Head On



▲ Headless



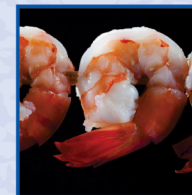
▲ PD tail On



▲ PD tail Off



▲ Butterfly



▲ Cooked



▲ Skewers



▲ Breaded



▲ Basa Fillets

Farming

● First MPEDA (GOI) approved aquaculture farm in Andhra Pradesh was set in 1986 by Ananda. ● The farm extended over an area of 125 acres grew Black Tiger Shrimp. ● From the year 2000, farming was expanded to low saline, intensive shrimp farming in 50 acres at Bhimavaram. ● Since 2012, Black Tiger Shrimp farming has been replaced with Vannamei Shrimp farming. ● Strict biosecurity measures are implemented in these farms and a closed system of shrimp farming is practiced using probiotics. ● The fish farming at Ananda currently extends to 350 acres producing Pangasius, Tilapia, Pacu and Indian Major Carps. ● BAP (Best Aquaculture Practices) standards are maintained in all farming stages.

Feed

● Established in 2009, feed line to produce shrimp feed, fish feed and cattle feed. ● Installed 2 MW captive co-generation power plant as an alternate power source. ● The pre-mixes are customized and imported from Trouw Nutrition, Netherlands. ● Has two extruded fish feed lines with 5 and 10 TPH capacities and one pelleted

Biotech

● Established in 2012, this Unit researches and manufactures Probiotics and Bio fertilizers. ● The Research and Development Center conducts soil and water quality analyses for the aqua- agri community in the region. ● Specific probiotics are designed for use in aquaculture (for reducing Ammonia, Nitrate and Hydrogen sulphide) while suitable Bio fertilizers are developed for agriculture. ● Feed probiotics for Gut development of shrimp and fish are also produced. ● Probiotics developed have proved to be useful substitutes for antibiotics in aqua farms. ● Eight Aqua Testing Labs have been established in the neighboring towns and villages offering free service to the farming community

