



Changing Horizons...  
Creating Opportunities...





## About

**Ananda**, the Group where efficiency is the key and enterprise the buzzword... A conglomerate of aquaculture/agriculture-based industries producing quality rice, poultry, fish, shrimp, and prawn for Indian and International customers, the Group has its headquarters at Bhimavaram, a coastal city in West Godavari District, Andhra Pradesh. An efficient and well-managed organization, Ananda Group is committed to foray into new ventures keeping in tune with the changing world scenarios. Ananda is well-known for its integrated fisheries units in India having two shrimp and two prawn hatcheries, grow-out farms for shrimp, prawn and fish, three modern processing plants of which two units are EU & USA approved IQF facilities; a Feed plant along with Fish meal facility and a well-established shrimp feed distribution network. The commitment for producing and trading quality seafood for domestic and international markets is what drives the company to promote newer developmental initiatives, in its journey for over the past eight decades.

## Hatchery

Ananda has set up India's first hatchery for the giant freshwater prawn (**Scampi**), *Macrobrachium rosenbergii* at Bhimavaram in 1994 with a production capacity of 100 million. Besides, the Ananda shrimp hatcheries operating at Kakinada with installed capacity of over 500 million import Specific Pathogen Free (SPF) brood stock of the shrimp *Litopenaeus vannamei* from the USA and Thailand under license from the Coastal Aquaculture Authority (CAA) of India. The multi fish hatcheries at Bhimavaram also produce fingerlings of **Pangasius**, **Indian Major Carps** and **Tilapia**. Ananda is among the few hatcheries in India with license for importing Tilapia brood stock with the approval of Ministry of Agriculture and Fisheries, Govt. of India. Outside the State of Andhra Pradesh Ananda operates a Black Tiger shrimp – *P. monodon* hatchery and a **Scampi** hatchery which are located at Digha in West Bengal with production capacities of 250 million. The Company conforms to **GAA** (Global Aquaculture Alliance) requirements and **BAP** (Best Aquaculture Practices) norms. Ananda was conferred with **Best Pioneer Award** for their contributions to development of the hatchery sector by **Michael B. New** at the International symposium on Freshwater Prawns at Kochi in 2003. The Group was also honoured during the World Aquaculture Society Conference (APA 2011) held at Kochi in 2011.



## Aqua Farming

The first **MPEDA** (GOI) approved aquaculture farm in Andhra Pradesh was set up by Ananda in 1986. The farm which 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 activities at Ananda currently extends to 350 acres producing **Pangasius**, **Tilapia**, **Pacu** and **Indian Major Carps**. **BAP** (Best Aquaculture Practice) standards are maintained in all farming stages. Traceability system is also ensured from hatchery to the finished product.





## Biotech Facility

Established in 2012, this Unit researches and manufactures Probiotics and Bio fertilizers. The Research and Development Center conducts soil and water quality analyses and 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 in this facility.

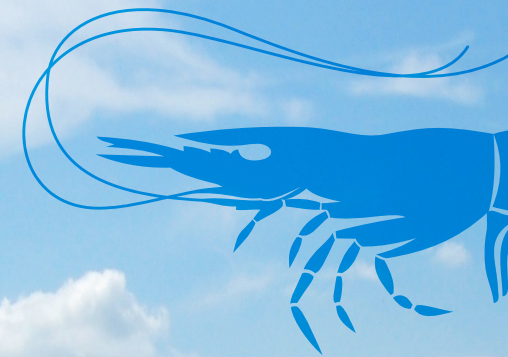
The use of bio fertilizers developed and manufactured here have enabled substantial reduction in the usage of inorganic fertilizers in agriculture. Eight Aqua Testing Labs have been established in the neighboring towns and villages offering free service to the farming community.



## Fish Meal Plant

Ananda Enterprises Fish Meal Plant has a production capacity of 120 TPD. This unit set up in 2013 is one of the largest fish meal plants in the State of Andhra Pradesh. It is the first completely automated line to produce Fish Meal, Fish Oil and Shrimp Head Meal.

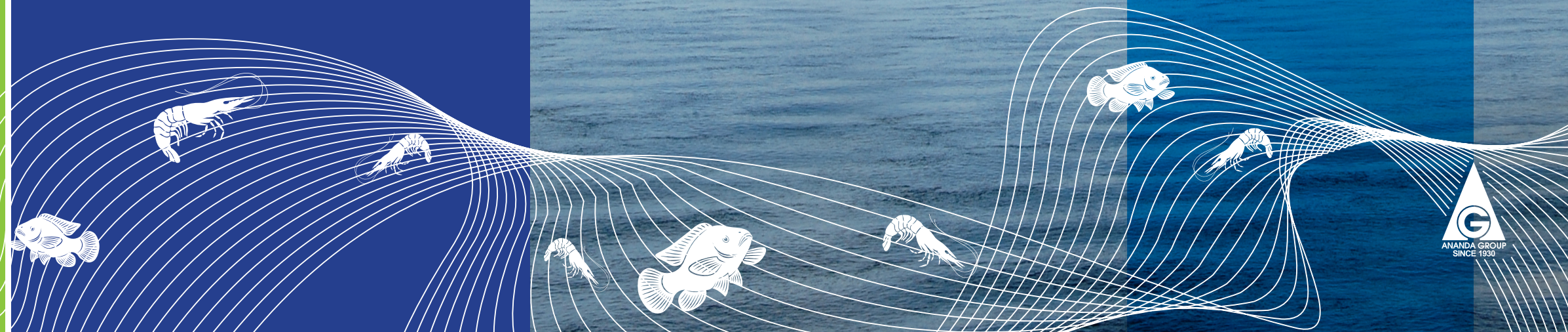
This Unit is equipped with state-of-the-art processing line, evaporators and deodorizing technologies. The Plant maintains **Zero Effluent, Zero Waste** system and is entirely **Environment friendly**. Fish meal and fish oil produced from this facility are used as raw material in the Ananda Feed Plant.



## Feed Plant

The Ananda Feed Plant is ideally located close to the aqua-farming areas of Bhimavaram. This Unit was established in 2009 to produce both floating feed and sinking feed with an installed capacity of 400MT/day. The establishment has two extruded fish feed lines with 5 and 10 TPH capacities and one pelleted feed line to produce shrimp feed, fish feed and cattle feed. A captive co-generation power plant of 2 MW capacity is installed as an alternate power source for the Unit.

The pre-mixes are customized and imported from Trouw Nutrition, Netherlands. Raw material and finished product quality analyses are conducted using the **NIR machine** with calibration assistance from **Master Lab, Netherlands**.







# Processing and Exports

The Processing plant was set up with production capacity of 45 TPD in 1994. It is equipped with:

- 3 IQFs (Individual Quick Freezer)
- 4 Plate Freezers
- 2 Blast Freezer
- 5 Peeling Systems from Jonsson
- 3 Automatic Grading Systems
- 2500 MT Cold Store
- 1 Multi-Head Weighing System from Marel

For processing of Pangasius fish, a fully automated fish filleting line from Baader has been imported from Germany.

The Unit processes an exceptional array of fresh, chilled, frozen and breaded seafood products with shrimps and prawns (cultured and sea caught) being the major varieties. The Quality Control Lab is installed with antibiotic testing machinery from Randox, UK to maintain superior quality standards at the Plant. The food safety standards adhere to **HACCP** while **traceability** is strictly maintained from Farm to Fork.

The processing plants operated by Ananda are **EU** and **USFDA** approved. The facility is certified with **BRC (British Retail Consortium) Level 6** and **ISO 22000: 5000** standards. A fleet of 18 insulated vehicles for raw materials, 6 container trucks and 4 trailer vehicles operate for transportation of finished products.



## our reach



## accreditation



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