



**HYGEN MEAT LAND LLP**

[www.hygenmeatland.com](http://www.hygenmeatland.com)



## WE INTRODUCE

The Hygen Meat Land causes a significant transformation in the current unorganized and unhealthy sector through its novel unique concept of having a network of ventures from farm to retail outlets, ensuring the right of the customers to have hygienic, healthy and Halal products in an organic way and availing all types of permissible meats of poultry and animals ranging from chicken, emu and quail to buffalo and goat. One of the major attractions of our company is that everything distributed by us is prepared and produced in our own farm mere organically, without synthetic touch. So it is ensured that the products of Hygen Meat Land consist no elements harmful to the human body and health. The business of meat and meat products in India specially in Kerala which consumes the highest rate of meat products consuming 6000+ tons of meat daily (which is nearly double than USA).





## MISSION

The Hygen Meat Land operates to achieve its mission of creating a healthy and nutritious society which is not deprived of the taste of variety of foods. To ensure this goal, Hygen Meat Land is committed to the production in hygienic, natural and organic way only. The food for the poultry and animals in the farm is prepared by ourselves in the farm itself only organically, without using artificial or synthetic elements. By following the good management practice throughout the entire chain of production and processing of all products, health and nutrition is guaranteed and meat processing through 100% halal without compromise which brings taste, health and happiness on table altogether and creating a society in which food is not at all a threat. The meat, egg, milk, fish and vegetables produced at the Hygen Meat Land and distributed through its outlets are guaranteed to be nutritious.



## VISION - 2025

To Setup 14 hi-tech meat processing plants, 560 Retail outlets with 12000 Job opportunities through out the state within 6 years.

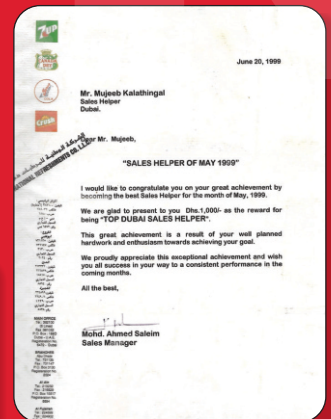


# THE FOUNDER



**MUJEEB  
KALATHINGAL**  
DESIGNATED PARTNER

The founder of the firm and who is a pioneer in farming and marketing of Livestock and Meat products. He was an expatriate having nearly 2 decades experience won accolades for sincerity and hard work and proven track record. Also undergone many training programs by central & state government. His sheer intelligence & knowledge will surely guide organization to success.





## MAJOR AREAS OF THE PROJECT

- ▶ Parent stock Farm
- ▶ Hatchery Unit
- ▶ Feed Factory
- ▶ Meat Processing Plant
- ▶ Rendering plant
- ▶ ETP & Biogas Plants
- ▶ Fertilizer Production Unit
- ▶ Dairy Farm
- ▶ Fish Farm
- ▶ Spices Processing Unit
- ▶ Health Tourism
- ▶ Children Park
- ▶ Farm Houses
- ▶ 20 Retail Outlets
- ▶ Farmers Training Center



“The Hygen Meat Land has state of art hatchery with up-to-date technology.”



## POULTRY FARMING

The oldest occupation of human history is still considered as divine. The fastest growing sector in India's agriculture has a history of over 2500 years. Began as a back yard activity, poultry farming became a profit making industry in 20th Century. 70% of total production of poultry belongs to Southern States. With the nutritious value and low cost, people prefer this meat over any other meat and that triggered the growth of this industry further. Even now, the production is nowhere near the market demand. Hygen Meat Land look at this market with sheer confidence and with the experience of producing quality meat over a decade, we at Hygen Meat Land are sure that all of our outlets can be served with our own production. This can be achieved by rearing quality birds at our existing and upcoming farms as well as via integrated farming. A new revolution is brought into the field of poultry farming and all new methods are going to be adopted. The target is to construct a commercial farm having capacity of 100000 birds. A well experienced farmer, panel and team will play a vital role in achieving the expected production.





## GOAT FARMING



Due to the economic growth, the number of people belonging to upper middle class has been increased and many things which were considered as luxury once have now become achievable for the middle class. One among those luxuries was meat of goat. The Increased demand for mutton meat has the enlarged the gap between supply and demand, thus bringing an upward trend in the price too. This has now opened up a new avenue for investment for a large scientific method of goat rearing in controlled conditions. The success of farmers, who adopt advanced methods of farming by selecting high yielding breeds, are sure especially when the market is assured as the meat produced at it's own farms can be easily marketed through the own outlet of Meat Land. The expected production in the first phase will be 2000 goats.

## CATTLE REARING

In Kerala, beef is one of the most popular meats. Beef renowned for it's high nutritious value and Beef is the third most widely consumed meat in the world accounting for about 25% of meat production world wide, after pork and poultry at 38% and 30% respectively India is the second largest exporter of beef. Good quality buffalos are also being used for many religious and social functions in many communities. The demand for good beef is such that most of the buffaloes Sold in Kerala are brought from other states. The land acquired by Meat Land is suitable for cattle rearing. The fully equipped Meet Processing Plant of Meat Land will set another land mark in the Sector. The project envisages rearing cattle for the purpose of selling meat through their retail outlets.





## HIGHTECH DAIRY FARM

The dairy farm of the Hygen Meat Land answers the call of the society for the pure and hygiene dairy products, availed after the processing that includes the mere natural and organic methods and elements.



## QUAIL FARMING

Quail is a small bird which belongs to Pheasant family. In India, there are two species of quails; the black breasted quail found in jungle and the brown coloured Japanese Quail which is bred for meat or the one used for commercial Quail production. They were introduced in India in 1974 from California. Quail Meat and Egg are gaining popularity in India. The factors like minimum floor space, early marketability (within five weeks it can be marketed), low investment requirement etc. makes it a good investment. In Kerala, the meat of Quail is widely consumed and there exists a good market. Meat Land retail outlets will sell these products directly to the customers.



## FISH FARMING

Another attraction of the Hygen Meat Land is the fish farm in which varieties of fishes are farmed at large in hygienic and secure ponds and lakes specially designed to meet our hygienic requirements. In addition to the fishes for food, ornamental fishes of large varieties are also available at large in our farm.





## PETS

The Hygen Meat Land caters the need of people for the pets also. In the special section for the pets, there are various Parrots, Birds and Cats those are of the choice of the pet-lovers.





## INTEGRATED FARMING

Meat land is planning to adopt the method integrated farming for achieving its desired production. Integrated farming provide all farmers an opportunity by assuring them a reasonable return for their hard work and investment. The cattle, goat, bird and all vegetables produced by farmers will be purchased by Meat land at reasonable price, there by proving support to many small scale farmers in marketing their product. This will help meat land to ensure the quality product to customers and the availability too. Integrated farming will provide employment opportunity to many directly and indirectly. By helping all farmers, societies and kudumbasree, Meat land want to prove its commitment to society.



## OTHER FARMS

Hygen Meat Land's concept of single outlet for all meat can be brought in to practice with the addition of popular meats like Turkey, Ducks, Emu, and Rabbits etc. Hygen Meat land plan to build farms for all these at their own lands in a scientific way so that the needs of all our outlets can be satisfied. All the above said meats are very popular and all can be seen in almost all functions as a feast to the eyes and tongue. Among this Buffalo meat is so popular in Kerala. These farm will be equipped with most modern equipment and with the thorough experience and the training he has undergone, MR.MUJEEB KALATHINGAL (Founder of Hygen Meat Land) and his experienced business management team can easily manage all these farms and attain the required production







**MEAT LAND**

**LIVESTOCK & MEAT PRODUCTS**

## MEAT PROCESSING PLANTS

The project envisages using the latest technologies and machineries by re writing the whole story of meat industry. Slaughtering and other processes shall be fully mechanized and shall be following the strict scientific procedures and which are legal as approved by supreme court. The most sophisticated machineries with talented management of Meat Land will add many products to its product line up for sure. For proper waste management, the plants shall also be equipped with rendering plants, which converts the waste animal tissues to stable, value added materials. Also known as protein recovering plants, as they treat the edible waste to make meat meal. These processing plants will also produce pellets which can also be used as food for fish farm.







The products of the Hygen Meat Land have wide market across the state of Kerala and now it is extended across India. It has vehicles, packaging units and laboratories with the latest technologies and facilities to ensure the hundred percentage satisfaction of the customers.



OUTLETS

The Hygen Meat Land has its exclusive state of art outlets equipped with latest technologies and facilities. Through these outlets, the products of Hygen Meat Land are brought into the hands of the customers on daily fresh basis. Here, the customers are provided with choice of selecting out of wide range of fresh chilled meats, eggs, dairy products, Fish and Vegetables that can be consumed without fear of elements that are harmful to the body or health.





**FARM TOURISM**

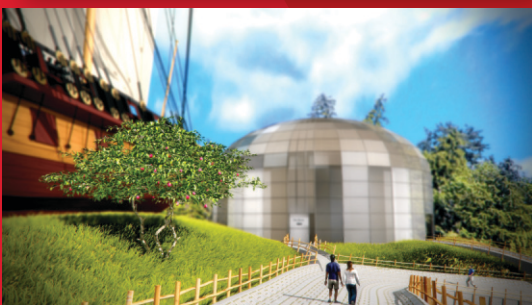




In addition to the industrial production, the Hygen Meat Land presents in its premises an enterprise named Golden Ark for education cum entertainment with an emphasis on the farm and health tourism. It is a point of attraction for the seekers of knowledge, entertainment and refreshment. From the very entrance of the farm, a visitor to the Hygen Meat Land can experience the farming in the traditional method fused with the modern technology and facilities. For a person who comes for mere the entertainment and refreshment, the Golden Ark offers various things, through its facilities which are arranged in collaboration with many firms in the field of health tourism. With stay in the farm, an unfathomable share of knowledge can be achieved and a unique experience can be had. The facility has a natural streams & mini waterfalls also in it. It also offers a package for the students who are interested in learning and understanding the farming in its varieties.



# OUR FUTURE





# HEALTH TOURISM



Golden Ark provides world class health treatment facilities for our guests, like as pancha karma treatment yoga and Kerala Ayurveda health treatment.



# INVESTMENT



The project HYGEN MEAT LAND is a result of hard work for many years. The Team behind the projects has spent more than a decade to develop the concept.

A unique concept which is clearly came out as a result of sheer analysis done on current market demand and knowing the big gap existing between demand and supply. The intension to change the current status of the meat shops and understanding of customer satisfaction level has made the promoters to think about clean & hygiene Curry Shop like branded showroom with almost all kind of meats, fish & vegetables for customers. Hence maximum utilization of optimum resources blended with the experience and knowledge of promoters will bring positive result to achieve the objective for sure. The Team HYGEN MEAT LAND is well experienced and motivated to assure the investors an attractive return on their investment.



# OUR TEAM

## Designated Partners



**DR. MOHAMMED HANEEFA A**  
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Former Joint Director  
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“Everybody says  
go back to green.  
We are always in  
**green**”



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