



PR Activity – December 2022



Media Name: Business News This Week

Date: 21.12.2022

Headline : Suguna Foods – Year End Quote

Bengaluru Dec 2022: *"The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.*

We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: Media Bulletins

Date: 21.12.2022

Headline : Suguna Foods – Year End Quote

Bengaluru Dec 2022: *"The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.*

We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: Content Media Solution

Date: 21.12.2022

Headline : Suguna Foods – Year End Quote

Bengaluru Dec 2022: *“The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.*

We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: Online Media Cafe

Date: 21.12.2022

Headline : Suguna Foods – Year End Quote

Bengaluru Dec 2022: *"The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.*

We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: Smart Business News

Date: 21.12.2022

Headline : Suguna Foods – Year End Quote

Bengaluru Dec 2022: *"The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.*

We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: Biz News Desk

Date: 21.12.2022

Headline : Suguna Foods – Year End Quote

Bengaluru Dec 2022: *"The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.*

We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: Indian Newz

Date: 21.12.2022

Headline : Suguna Foods – Year End Quote

Bengaluru Dec 2022: *"The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.*

We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: The Hindu BusinessLine

Date: 23.12.2022

Headline : Poultry sector gains on easing feed costs , uptick in demand

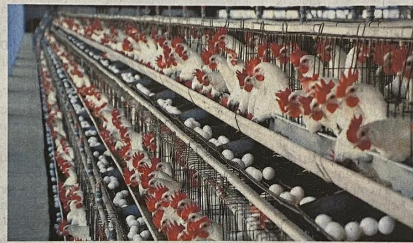
Poultry sector gains on easing feed costs, uptick in demand

CAUTIOUSLY OPTIMISTIC. But industry concerned over 2023 as maize prices surge

Vishwanath Kulkarni
Bengaluru

The poultry sector saw an improved performance in 2022 compared to the previous years as prices of inputs, mainly soyabean and soyameal eased. Also, the demand was up marginally, aided by a slight uptake in realisations. The sector expects an increase in off-take and the adaptability of processed meat in 2023 while being wary of the firming trend in prices of maize next year.

"The year 2022 was favourable to the poultry sector as a whole. We have noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness towards protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers," said B Soundarara-



FINGERS CROSSED. The sector expects an increase in offtake and the adaptability of processed meat in 2023 THE HINDU

jan, Chairman, Suguna Group.

In India, the poultry industry produces and consumes around 600 billion eggs and 6 million tonnes of chicken meat every year.

CONCERN OVER MAIZE

"The overall input costs eased dur-

ing 2022 compared to the previous year due to the softening of soyameal prices. The average realisations were marginally higher than last year, while there has been a decent growth in consumption," said KS Ashok Kumar of MAA Integrators.

"Post the pandemic, we have also seen a steadfast acceptance and preference towards processed meat opening up more avenues for growth in this sector. Safety and hygiene play a key role and the consumer's global exposure has influenced the consumption of processed meat. All in all, we anticipate considerable breakthroughs in the poultry industry as well as increased consumption and adaptability of processed meat in India by 2023," Soundarajan said.

Sushant Rai, president, Karnataka Poultry Farmer Breeder Association, said while the consumption is good, the market was not supportive of the producers. The rising raw material costs, especially prices of maize will be a concern next year, Rai said. While the maize crop was good, the extended rains in Davangere and Shimoga have impacted the output, resulting in prices firming up.

Media Name: CXO Today

Date: 26.12.2022

Headline : How HR Automation Can Drive the Agritech Industry Growth

Human Resources, in general, is in charge of a variety of internal processes inside an organization, from recruiting and onboarding to benefits and payment. The role of a HR professional is always growing with the changing environment. As a result, many businesses are increasingly depending on HR automation to make better use of their employees' time. For example, it may save the company's time and money by minimizing manual operations and enhancing efficiency. When it comes to driving automation and digitalisation in a business, human resource plays a critical role.

Media Name: Exchange4Media

Date: 26.12.2022

Headline : Delfrez does the #chickendance with Kerala Blasters

Delfrez, the processed food division of Suguna Foods, has rolled out a fun #chickendance ISL campaign.

Suguna Foods announced its official partnership with Kerala Blasters FC earlier this year. The collaboration with KBFC, a popular Indian professional football team from Kochi, for the current season of the Indian Super League 2021-22 is aimed at building awareness for the brand and engaging with the target audience. The digital campaign captures the ISL fever with the key football players from KBFC team shaking a leg or two the #chickendance style.

Media Name: MTI News

Date: 26.12.2022

Headline : Delfrez does the #chickendance with Kerala Blasters

December 26th 2022: India's premier poultry connoisseur, Delfrez, the processed food division of Suguna Foods, has rolled out a fun **#chickendance** ISL campaign that taps into this elevated football season to ramp up the enthusiasm.

Suguna Foods announced their official partnership with Kerala Blasters FC earlier this year. The collaboration with KBFC, a popular Indian professional football team from Kochi, for the current season of the Indian Super League 2021-22 is aimed at building awareness for the brand and engaging with the target audience. The Digital campaign captures the ISL fever with the key football players from KBFC team shaking a leg or two the *#chickendance style*.

Media Name: Forbes India

Date: 27.12.2022

Headline : Forbes India 2022 Rewind: Top 10 stories you loved the most

10. Suguna Foods: Meet the Rs 9,000 crore poultry goliath from Tamil Nadu | By [Naini Thaker](#)

Month: October

In 1984, brothers B Soundararajan and GB Sundararajan set out to change the poultry farming industry in India and make a mark for their brand Suguna Foods. With an investment of just Rs 5000, Suguna Foods brought to the fore many innovative ideas for procuring and selling poultry, one of them being contract farming. Today, they work with over 40,000 farmers from more than 15,000 villages across 18 states. And have become a Goliath, clocking in a turnover of Rs 9,155 crore in FY21. The company has a pan-India and international presence and focuses on four verticals: Farms and feed as B2B, and food and soya as B2C. The story appeared in the 'Regional Goliaths' issue of Forbes India magazine. [Read more](#)

Media Name: AFAQS

Date: 27.12.2022

Headline : Delfrez does the #chickendance with Kerala Blasters

The digital campaign captures the ISL fever with the key football players from KBFC team shaking a leg or two the #chickendance style.

Delfrez, the processed food division of Suguna Foods, has rolled out a fun #chickendance ISL campaign that taps into this elevated football season to ramp up the enthusiasm.

Media Name: Global Prime News

Date: 27.12.2022

Headline : Delfrez does the #chickendance with Kerala Blasters

NATIONAL, DECEMBER, 26th 2022 (GPN): India's premier poultry connoisseur, Delfrez, the processed food division of Suguna Foods, has rolled out a fun #chickendance ISL campaign that taps into this elevated football season to ramp up the enthusiasm.

Suguna Foods announced their official partnership with Kerala Blasters FC earlier this year. The collaboration with KBFC, a popular Indian professional football team from Kochi, for the current season of the Indian Super League 2021-22 is aimed at building awareness for the brand and engaging with the target audience. The Digital campaign captures the ISL fever with the key football players from KBFC team shaking a leg or two the #chickendance style.

Media Name: Indian Retailer

Date: 28.12.2022

Headline : Year Ender: How the F&B Industry is Undergoing an Exponential Growth

The year 2022 was favorable to the poultry sector as a whole. In India, the poultry industry produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

The brand noticed that the consumption pattern of consumers has slowly shifted from food security to nutritional security with an increased awareness of protein consumption. This year, chicken continued to remain the preferred choice of meat amongst consumers despite having the same protein value as fish and mutton, resulting in an overall boost in the Agro-food industry.

Media Name: Devdiscourse

Date: 29.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: News Drum

Date: 29.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: Latest Finance

Date: 29.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: Beatlyzer

Date: 29.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: The Week

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: The Hindu BusinessLine

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: The Economic Times - Energyworld

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: The New Indian Express

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: Business Standard

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: Moneycontrol

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: Rush Hour Times

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: Urall News

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: Local Public

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: The British Mail

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

Media Name: News Barat

Date: 30.12.2022

Headline : TN retains investment destination tag in 2022 with Rs 1 lakh crore investments

Commenting on the performance of the poultry industry, B Soundararajan, Chairman, Coimbatore-headquartered Suguna Group, said, "We have observed that the consumption pattern of consumers has gradually shifted from food security to nutritional security, in which the importance of protein Consumption awareness has increased." The year 2022 was favorable for the poultry sector as a whole. He said that the poultry industry in India produces and consumes 600 billion eggs and 6 million tonnes of chicken meat every year.

