

2ND GENERATION'S WISDOM

Arun Madhav

A decorative graphic consisting of several parallel yellow lines of varying thicknesses, extending diagonally from the bottom left towards the top right of the slide.

LOTUS 
farms



DATE OF BIRTH: 25TH NOV, 1991

PLACE OF BIRTH: BENGALURU

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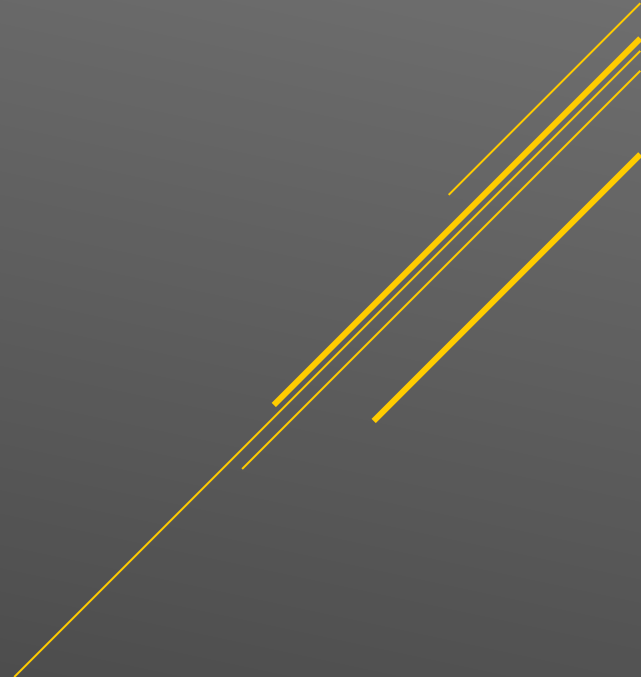
THE BEGINNING

- ▶ Started as Breeder company selling hatching eggs
 - ▶ with just 6000 birds
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NOW

- ▶ Houses about **4.1 lakhs** broiler breeder birds
 - ▶ Produces **18 million** broiler birds a year
 - ▶ Supplies **6 million** to stores
 - ▶ Operates its **OWN** retail stores
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ABOUT ME

1. Computer science student + Worked in financial advisory services
 2. Opportunity to learn in different sector like hospitality, health sector, government advisory, etc.
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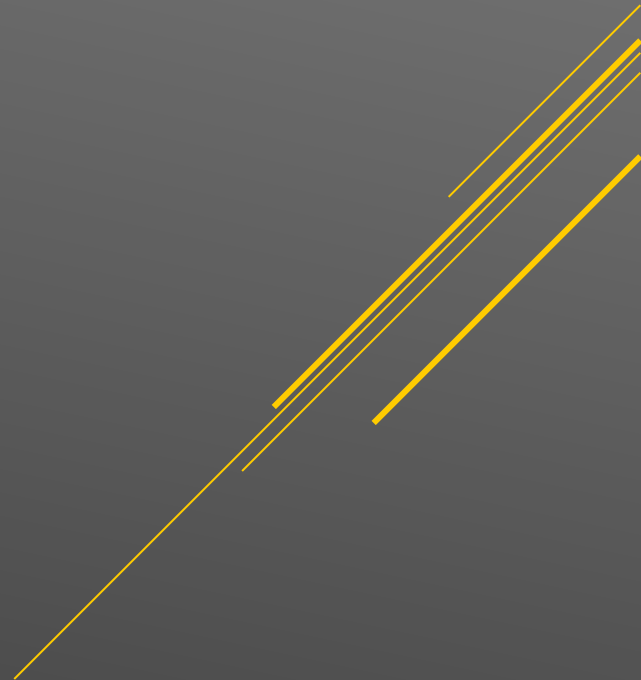
FIRST IMPRESSIONS

MOTIVATION



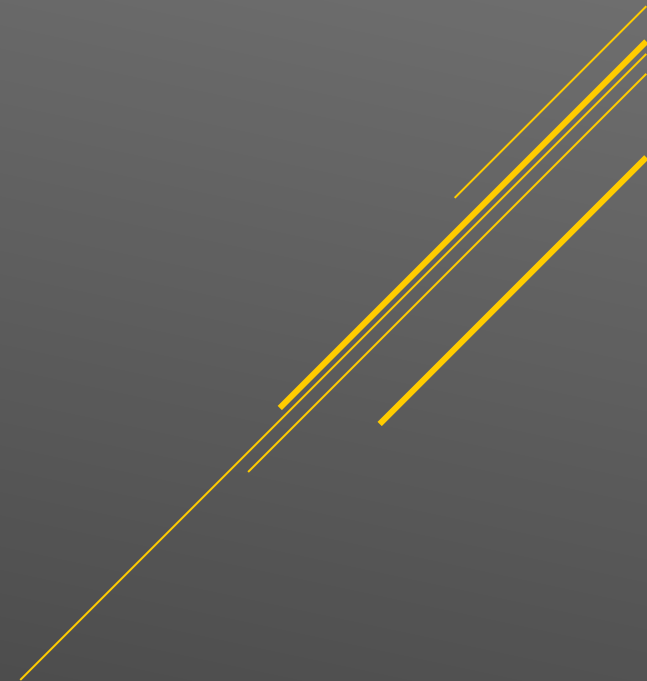
LEARNING

- ▶ Real success to survive the industry is
 - ▶ Bird management
 - ▶ Nutrition
 - ▶ Financial management



ENLIGHTENMENT

- ▶ Feed millions of birds with so much precision, what do we eat?
- ▶ I want to eat chicken everyday, but they said its for Sunday



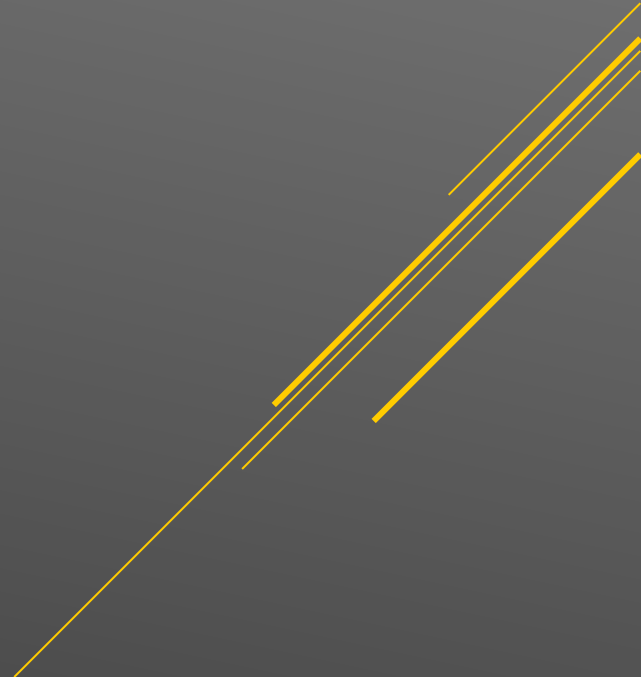
“

CAN YOU COOK???

”

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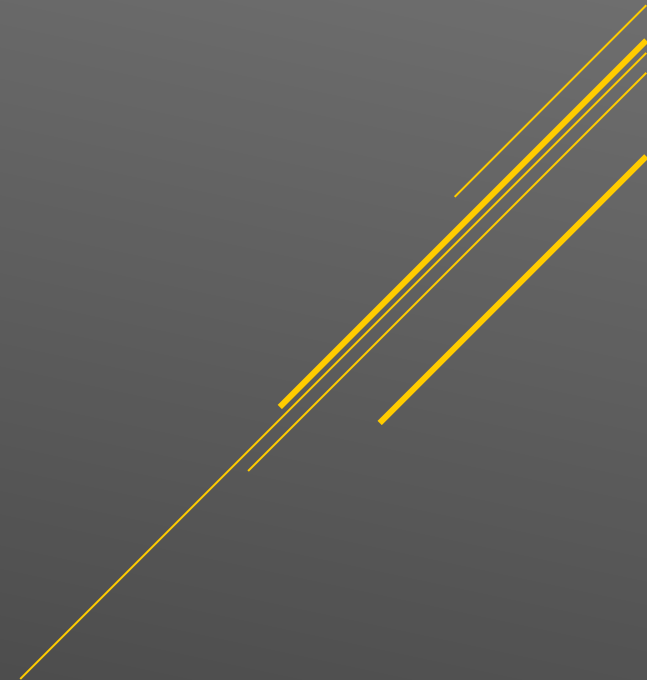
AUDIENCE PERCEPTION

- ▶ People like to **believe** they have been living **healthy**
 - ▶ We are not **assessed** as broiler chicken so our **productivity** is not linked to our diet
 - ▶ Can you expect an athlete not to have a **balanced** diet
 - ▶ Does it really not apply to us?
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EXCUSES

- ▶ We were not brought up with healthy eating habit
- ▶ Our kids are fussy eaters
- ▶ END GOAL: Feed to kill hunger and worry less on growth

Its time to break the cycle





BENTO BOX



WESTERN ADAPTATION OF BENTO BOX

INDIAN
VERSION OF
BENTO BOX





MORE FULFILLING ONE!

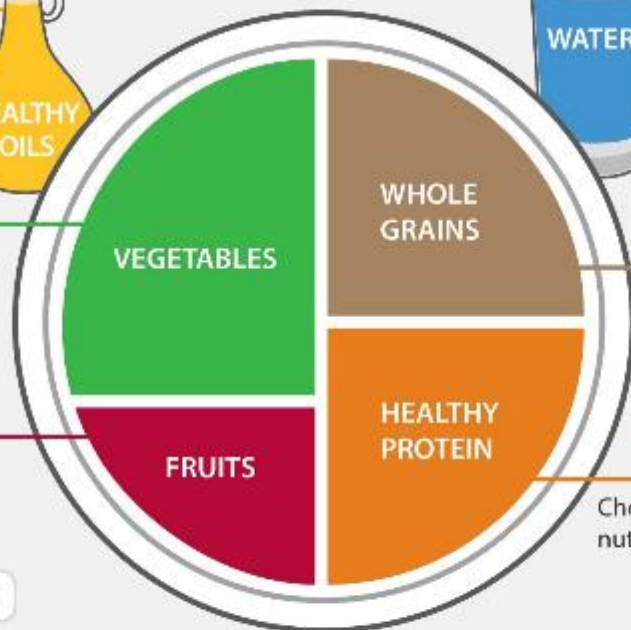
HEALTHY EATING PLATE

Use healthy oils (like olive and canola oil) for cooking, on salad, and at the table. Limit butter. Avoid trans fat.



The more veggies – and the greater the variety – the better. Potatoes and French fries don't count.

Eat plenty of fruits of all colors.



Drink water, tea, or coffee (with little or no sugar). Limit milk/dairy (1-2 servings/day) and juice (1 small glass/day). Avoid sugary drinks.



Eat a variety of whole grains (like whole-wheat bread, whole-grain pasta, and brown rice). Limit refined grains (like white rice and white bread).

Choose fish, poultry, beans, and nuts; limit red meat and cheese; avoid bacon, cold cuts, and other processed meats.



STAY ACTIVE!

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Harvard T.H. Chan School of Public Health
The Nutrition Source
www.hsph.harvard.edu/nutritionsource

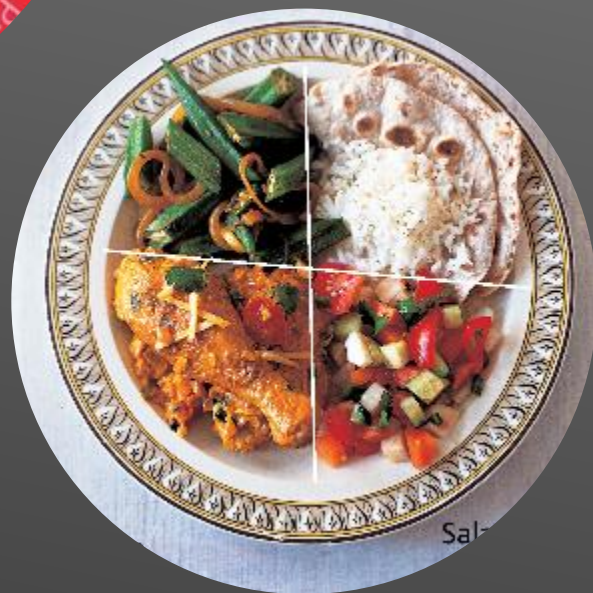
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HARVARD STUDY



HEALTHY PORTIONS



TAKEAWAY

- ▶ Don't eat protein just on Sundays or when dining out
 - ▶ Work out everyday
 - ▶ Eat more chicken
- 
- A decorative graphic consisting of several parallel yellow lines of varying lengths and thicknesses, arranged in a diagonal pattern from the bottom right towards the top right of the slide.



**Eat
Healthy
&
Thank
You**