



# Domestic Market of Shrimp Need of the Hour in India

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**CLFMA OF INDIA**

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# Shrimp Farming in India

- India is one of the largest shrimp producer/exporter in the world.
- Foreign earning is largely dependent on shrimp production and export.
- Shrimp farming area approx. 200,000 ha.
- Shrimp production per ha +/- 5000 kg/ha.
- 90 percent shrimp farmers are below 5 ha culture area.

# Species cultured



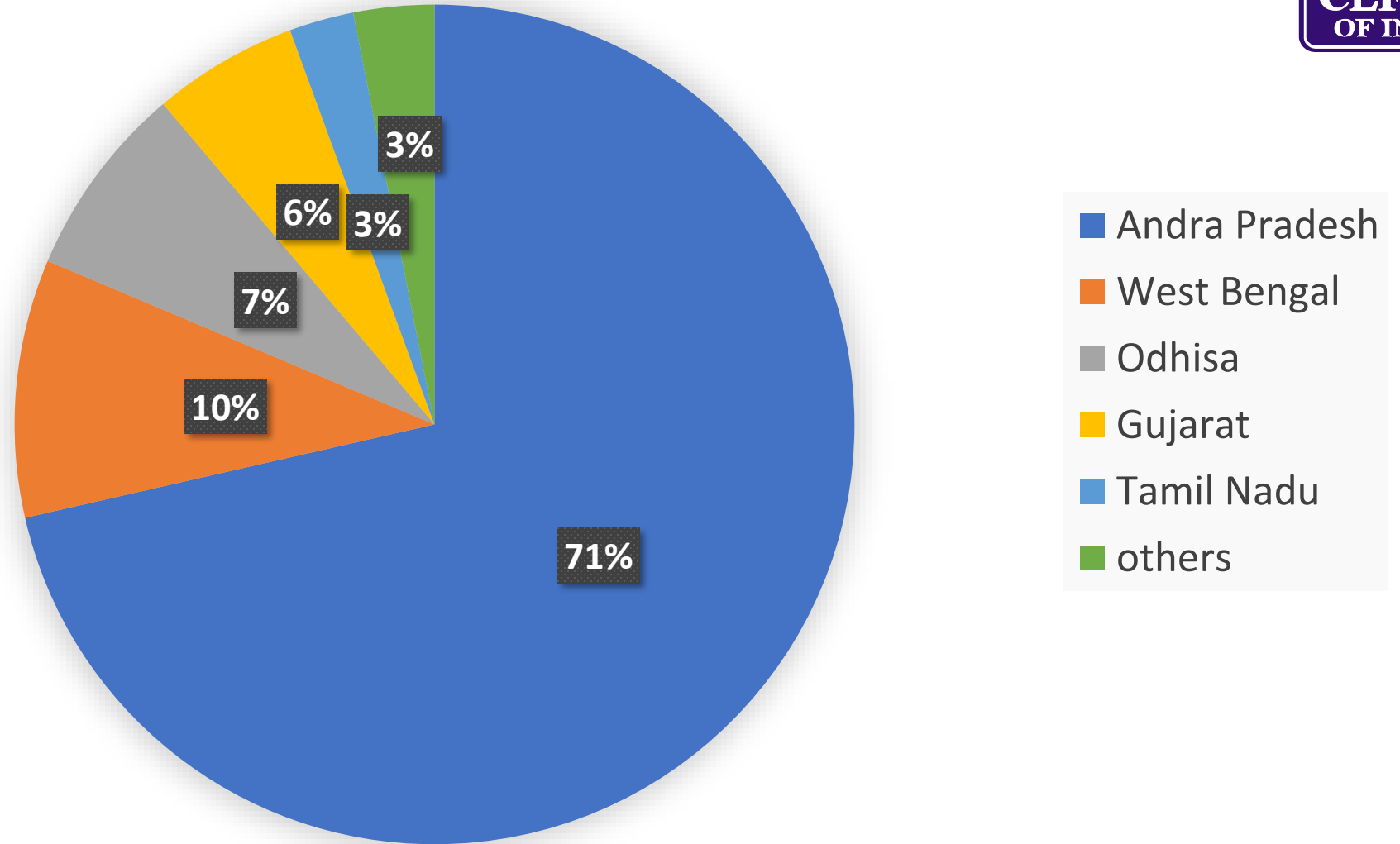
*L. vannamei*



*P. monodon*



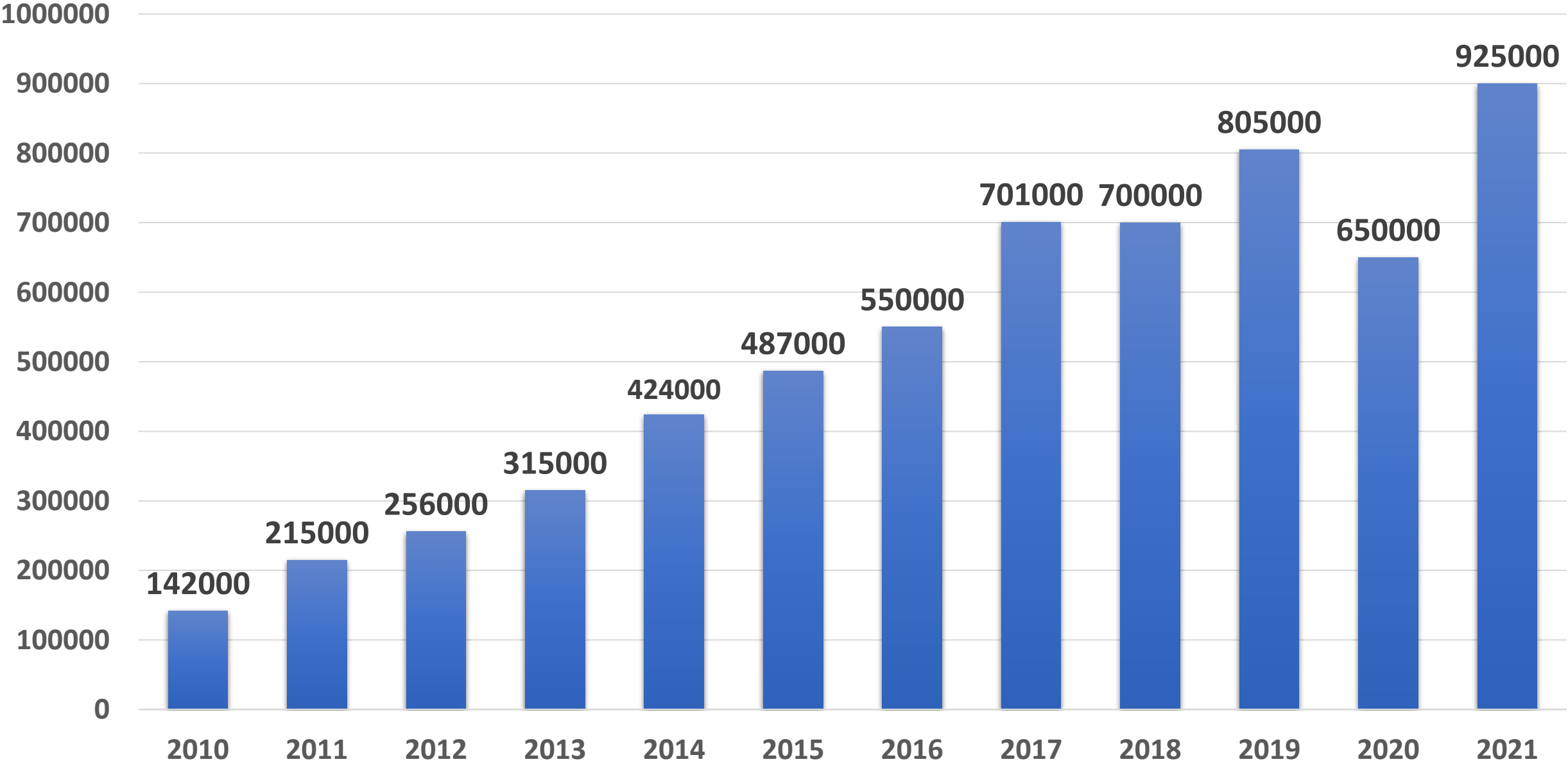
# Shrimp farming scenario India



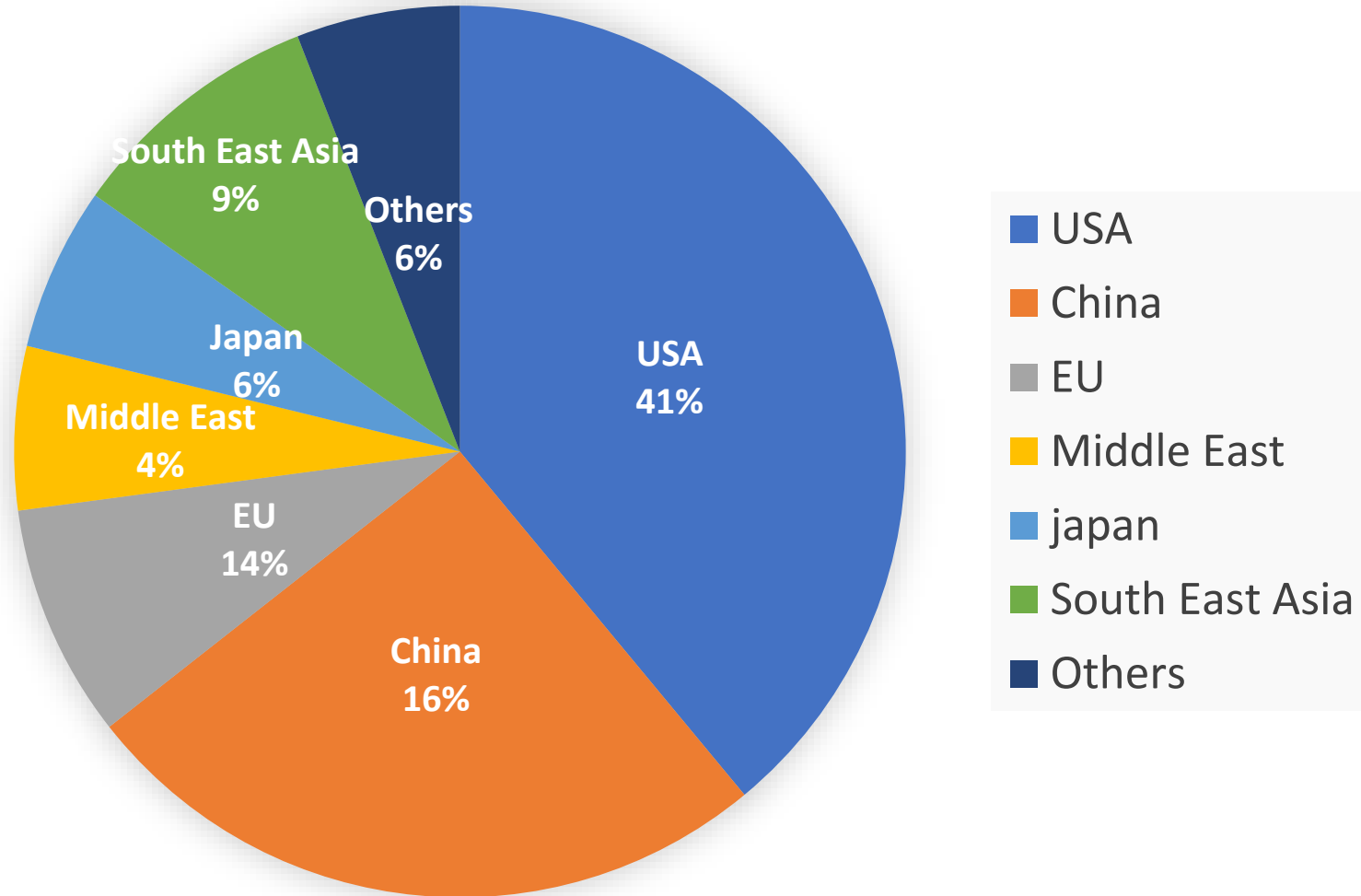
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# Total Production in Metric Tons



# Shrimp Export Market for India



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# Challenges

- Production issues due to disease challenge which has decreased the farming survival rates.
- Decrease in profitability due to increase in the cost of production by 25%.
- Decrease in the farm-gate price.
- Giant leap by Ecuador in terms of shrimp production who is offering cheaper shrimps. Ecuador expected to reach 25 MMT 2025.
- Overdependency on the export market.

# “Our own country is our biggest potential Market”

- India has a population of **1.3 billion**.
- If every individual consumes **1 Kg = 1.3 MMT** is required.
- Even with 50% domestic market support, it can change the game.
- If **150 lakh tons of fish are easily consumed** in our country, then consumption of 10 lakh tons of shrimps should not be a problem.
- Cumulative effort must be brought by the industry players, farmer unions, various organisations in order to develop a sustainable shrimp domestic market.





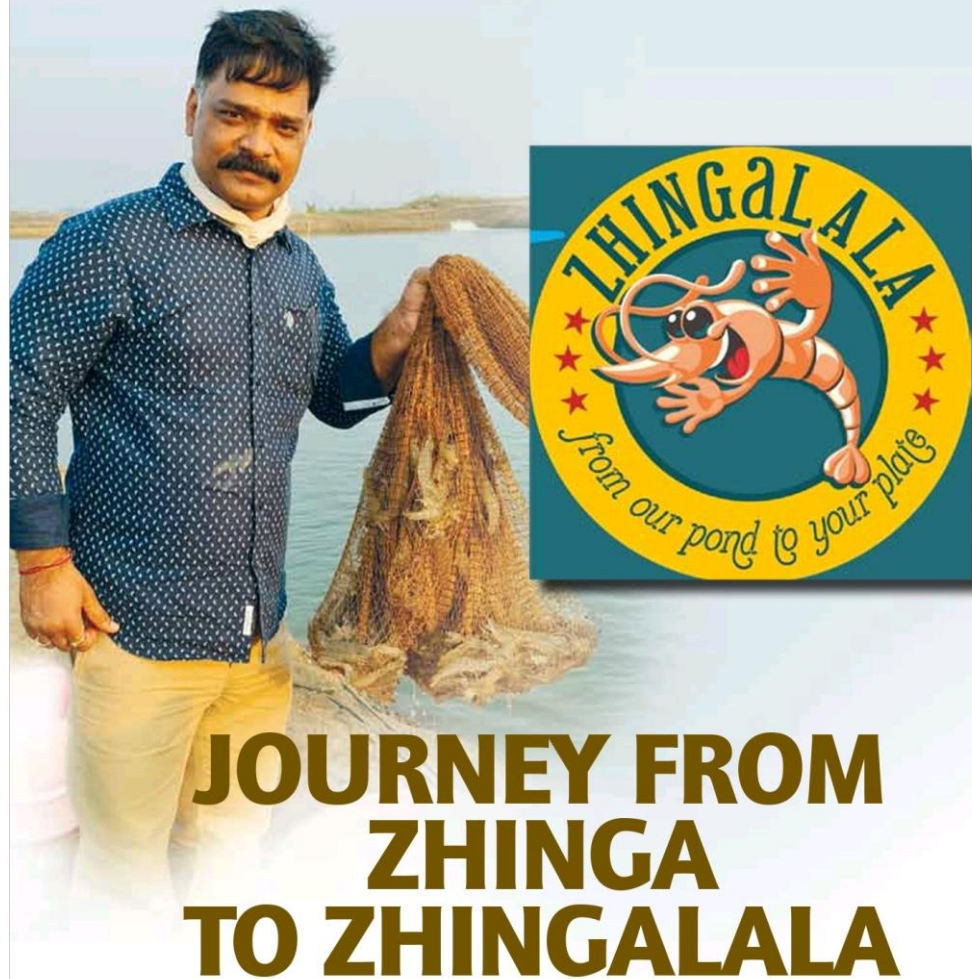
# Benefits of a sizeable domestic market

- Farmers will have the following benefits:
  1. Better price realization for their produce.
  2. Cost of production will be optimized – Enabling good profit.
  3. They will not have to worry to reach larger sizes of shrimps (Below 40 count).
- Hatchery, Feed and Medicine and others aquaculture inputs based companies will also have stability as their earnings are directly related to the shrimp farmers success.
- Processors will not have to worry about catering to the export demand as they will have more flexibility to cater to the domestic market in hassle free manner.



# Zhingalala

the vision for domestic market in India



# JOURNEY FROM ZHINGA TO ZHINGALALA

The story of a young man's pursuit in achieving his dreams

**S**cientific shrimp aquaculture in India has completed three decades since its commencement in India during the late 1980s. It is now an organized activity in several coastal states such as Andhra Pradesh, Gujarat,

West Bengal, Odisha and Tamil Nadu. The concept of commercial shrimp farming began in the year 1985 in Nellore, East and West Godavari districts of Andhra Pradesh mainly due to the pioneering efforts of the Marine Product Export Development Authority



- Started in 2019
- First of its kind pesco-vegetarian restaurant serving only farm raised shrimps
- Idea is to popularize high quality farm raised shrimp served in local as well as exotic cuisines.
- India is the second populous country in the world with great untapped domestic market potential
- Zhingalala serves 45+ shrimp delicacies









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# ZHINGALALA FRESH

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FARM FRESH EXPORT QUALITY ABSOLUTELY CLEAN,  
PEELED & DEVEINED PRAWNS

Small Prawns, Medium Prawns  
& Jumbo Prawns

**95456 67822 / 97128 91918**

We take bulk orders & party orders









#### STORAGE INFORMATION

Keep frozen  
Store in freezer  
Do not refreeze after thawing

#### DEFROSTING INSTRUCTIONS

Remove required quantity from the pack.  
Defrost by placing the prawns in the refrigerator compartment until soft for quick defrosting hold pack under running water. Do not use microwave or hot water to thaw.

#### COOKING INSTRUCTIONS

These Prawns are absolutely fresh & juicy. Great care has been taken while cultured in our own "Best Aquaculture Practices" (BAP) Certified farms. To retain natural taste and texture do not overcook. Cooking time is 1-3 minute.

#### ZHINGALALA FRESH RANGE

Small Prawns, Medium Prawns  
& Jumbo Prawns

#### NUTRITIONAL INFORMATION PER 100g

Energy	99 kcal
Protein	23.98 g
Carbohydrate	0.2 g
Calcium	70 mg
Iron	0.51 mg
Magnesium	39 mg
Zinc	1.64 mg
Fatty acids (Saturated)	0.06 g
Potassium	259 mg

Best before 365 days from the date of packaging. Store it in deep freezer below -18 degree.

Consume within 2 days once it is thawed / defrosted.

Net weight

Date of purchase



# ZHINGALALA FRESH

FARM FRESH EXPORT QUALITY ABSOLUTELY CLEAN,  
PEELED & DEVEINED PRAWNS

No artificial colours, Artificial flavourings or Preservatives

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zhingalala.surat@gmail.com | www.zhingalala.com





## MEDIUM PRAWNS

**Rs. 695.00**

Cleaned & Deveined, No Tail. 24 to 28 Pcs (250g). Serves 2-3. Whole Qty used- 525 g. 48 to 56 Pcs (500 g). Serves 4-5. Whole Qty used- 1050 g.



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Available for Android & iOS

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Eggs, Meat & Fish >

Canned Seafood >

Dry Fish >

Fresh Water Fish >

Frozen Fish & Sea

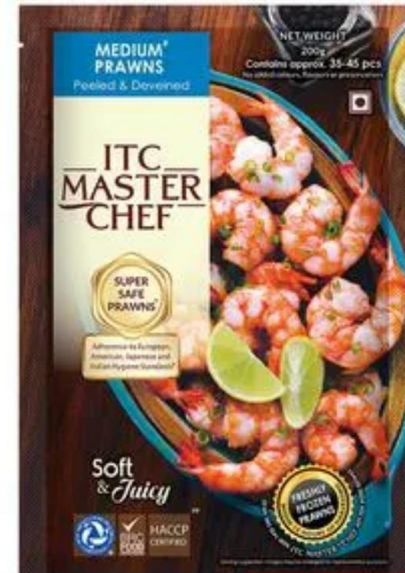
### ITC Master Chef

ITC Master Chef ITC MASTER CHEF PRAWNS - MEDIUM 200G, 200 g

4.1 ★ 2047 Ratings & 184 Reviews >

**MRP: Rs 200** (Rs. 1/g)

(Inclusive of all taxes)



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ITC MASTER CHEF FROZEN PRAWNS

ITC Master Chef Jumbo+ Prawns 200g

MRP ~~₹320~~ ₹ 288 Incl. of all taxes

Search Products

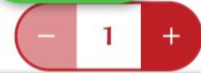


IFB / Frozen Snacks

IFB FRESH CATCH JUMBO PRAWNS 200G

RS. 270.00 ~~Rs. 300.00~~

Tax included. Shipping calculated at checkout.



# Its all about awareness !!!

- Fresh v/s Frozen Shrimp which is better?
- Is Shrimp really protein rich food?
- Myth of high cholesterol content?
- It must be expensive as its an export product?
- Availability ?



# Food For Thought !!!



- Many experts say that India has very low shrimp domestic market mainly due to acceptance, supply and logistics (Cold Chain).
- NFDB figures indicates that India produces 15 MMT Fish and 100% is consumed locally. It is well distributed all across India through fresh chill market.
- Milk and Ice-cream is another good example of our cold chain network.
- When costliest fish ranging 800 to 2000 INR / Kg can be consumed.
- Lamb Meat with 650 to 800 INR / Kg can be consumed.

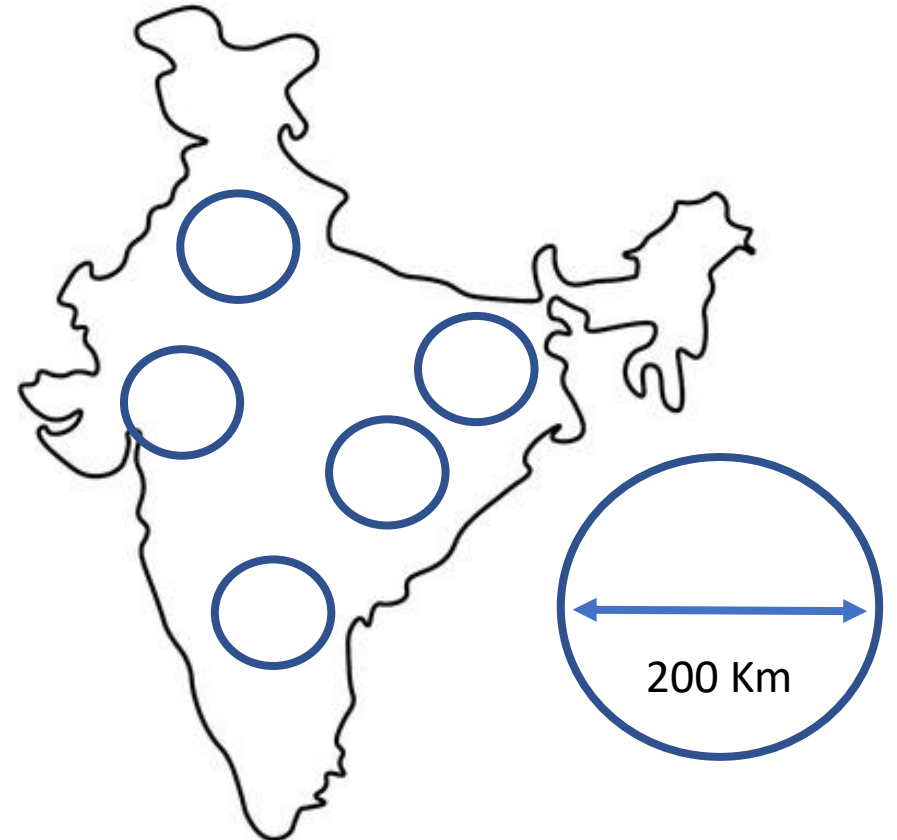
**WHY NOT SHRIMP RANGING 350– 750 INR / Kg !!! Think about it**

# My Vision is “Aatmanirbhar Shrimp Industry”



“For the entire shrimp industry to survive its important that the farmers survive”

“Domestic market is not about creating a business leader in the shrimp domestic market it is all about safeguarding the shrimp produce of the farmers”



**Farmers produce should be sold off within their nearby area**

# From Roadpati to Crorepati....







# Conclusion

Aquaculture has the power to transform the lives of millions in our country giving “Employment, Food and Profit for all.”