2^{ND} GENERATION’S WISDOM

Arun Madhav
DATE OF BIRTH: 25TH NOV, 1991

PLACE OF BIRTH: BENGALURU
THE BEGINNING

- Started as Breeder company selling hatching eggs
- with just 6000 birds
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
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.
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???
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?
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

It's time to break the cycle
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 fats.
- The more veggies — and the greater the variety — the better. Potatoes and French fries don’t count.
- Eat plenty of fruits of all colors.

STAY ACTIVE!

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

Harvard Medical School
Harvard Health Publications
www.health.harvard.edu

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.
HEALTHY PORTIONS
TAKEAWAY

► Don’t eat protein just on Sundays or when dining out
► Work out everyday
► Eat more chicken
Eat Healthy & Thank You