



**41ST**  
**ANNUAL REPORT 2016-17**



**VENKY'S (INDIA) LIMITED**



**Padmashree Late Dr. B.V. Rao  
(1935-1996)**

*"All our plans and programmes should be aimed at ensuring that the small farmer continues to remain in the industry and prosper."*

*"Under the Indian conditions, the small farmer is the backbone and the kingpin of our industry and he will continue to be so far all time to come."*

*"VH Group has earned this leadership position because of our extraordinary high standards in quality, service and absolute integrity."*

*"Technologically Indian poultry can match the world's best. Our productivity levels both in layer and broiler segments are second to none. Yet we also feel small, for there is so much to be done and so much more that can be done."*

*"Every successful organisation needs a clear commitment to excel in a chosen field; and this commitment will hold up over the years only by staying true to an original vision even in the worst of times."*

*"The process of economic liberalisation will help this industry to expand rapidly. There are no longer any artificial barriers between us and modern technology."*

*"To succeed in any business one must have a firm commitment and an affinity for the business – more so in the poultry business. Making money, though welcome, should not be the sole criteria."*

*Padmashree Dr. B. V. Rao*



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## *A Message From The Chairperson*

Dear Shareholders,

I have great pleasure in presenting to you a review of the overall performance of Venky's ( India ) Limited for the financial year ended 31<sup>st</sup> March, 2017 and the present status of the poultry industry in India .

Venky's has registered an improved performance in sales turnover and profitability for the financial year 2016-17 as compared to the previous year. Sales turnover has shown an increase of 16.40% at Rs.2,47,558 lacs, and the profit before tax has shown an increase of 281% at Rs.20,590 lacs. Better realizations for the poultry and poultry products segment helped the segment to register the improved performance as compared to the previous year. The performance of the oilseed segment was also better as compared to the previous year due to higher capacity utilization and better realizations. The animal health products segment also registered satisfactory performance.

After completion of expansion of production capacities in all the three segments of the Company, the investments made in earlier years have translated into higher and sustainable growth.

The demand-supply scenario for poultry products is at a satisfactory level. This is expected to continue, in view of the anticipated growth in economy. With the projected normal monsoon and early signs of growth in economy, poultry industry's growth is likely to be stable in the current year as well.

We at Venky's remain optimistic that our planned initiatives in the form of increasing production capacities at regular intervals would enable the Company to achieve steady progress and will ultimately increase wealth for our shareholders over the coming years.

I wish you and your families all the best.

**Anuradha J. Desai**  
Chairperson



## BOARD OF DIRECTORS

Mrs. Anuradha J. Desai	(DIN : 00012212)	—	Chairperson
Mr. B. Venkatesh Rao	(DIN : 00013614)	—	Vice Chairman
Mr. B. Balaji Rao	(DIN : 00013551)	—	Managing Director
Mr. Jitendra M. Desai	(DIN : 00013533)	—	Director
Lt. Col. Ashok Mahajan (Retd.)	(DIN : 00017150)	—	Independent Director
Col. Surinder Kumar (Retd.)	(DIN : 05202620)	—	Independent Director
Brig. Rajeshwar Singh Rathore (Retd.)	(DIN : 00992251)	—	Independent Director
Brig. Amrit Kapur (Retd.)	(DIN : 06778401)	—	Independent Director

## AUDIT COMMITTEE

Lt. Col. Ashok Mahajan (Retd.)	—	Chairman
Mr. Jitendra M. Desai	—	Member
Col. Surinder Kumar (Retd.)	—	Member
Brig. Rajeshwar Singh Rathore (Retd.)	—	Member
Brig. Amrit Kapur (Retd.)	—	Member

## STAKEHOLDERS RELATIONSHIP COMMITTEE

Mrs. Anuradha J. Desai	—	Chairperson
Mr. B. Venkatesh Rao	—	Member
Mr. Jitendra M. Desai	—	Member

## NOMINATION AND REMUNERATION COMMITTEE

Mrs. Anuradha J. Desai	—	Chairperson
Lt. Col. Ashok Mahajan (Retd.)	—	Member
Col. Surinder Kumar (Retd.)	—	Member

## CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Mr. B. Venkatesh Rao	—	Chairman
Mr. Jitendra M. Desai	—	Member
Col. Surinder Kumar (Retd.)	—	Member

## CHIEF FINANCIAL OFFICER

Mr. J. K. Handa

## COMPANY SECRETARY

Mr. Rohan Bhagwat

## BANKERS

State Bank of India  
Industrial Development Bank of India  
ICICI Bank  
HDFC Bank  
Yes Bank  
IFCI Limited  
Mahindra and Mahindra Financial Services Limited

## SECRETARIAL AUDITOR

Mr. P.L. Shettigar  
Practicing Company Secretary  
Manek Hall,  
Premises Monaa Hotels Pvt. Ltd.  
Pune 411 001.

## STATUTORY AUDITOR

M/s Sudit K. Parekh & Co.  
Chartered Accountants  
Ballard House, 2nd Floor, Adi Marzaban Path,  
Ballard Pier, Fort, Mumbai-400 001.  
Tel. : 022-66178000

## COST AUDITOR

M/s Joshi Apte & Associates,  
Cost Accountants,  
"CMA PRIDE", Erandawana Housing  
Society, Erandawana, Pune – 411 004  
Tel. No. 020-25436408

## REGISTRAR AND SHARE TRANSFER AGENT

M/s Bigshare Services Private Limited  
1st Floor, Bharat Tin Works Building,  
Opp. Vasant Oasis, Makwana Road,  
Marol, Andheri East, Mumbai 400059  
Tel: 022-62638200.

## REGISTERED AND CORPORATE OFFICE

"Venkateshwara House"  
S.No. 114/A/2, Pune-Sinhagad Road,  
Pune - 411 030.  
Tel. : 020-24251530 to 41  
Fax : 020-24251077

**CIN** - L01222PN1976PLC017422





Chicken in Minutes

Enjoy!

CHICKEN CORDON  
BLEU NUGGETS







**Fry &  
Serve**



**chicken  
pops**



Heat sufficient oil in a pan to 180 degrees centigrade and gently drop Venky's Frozen Chicken Pops into it. Deep fry for 2 to 3 minutes until Pops turns golden brown & achieves a minimum temperature of 75 degrees centigrade. Serve hot with tomato ketchup.

**chicken jumbo  
burger patty**



Heat sufficient oil in a pan to reach 180 degrees centigrade, deep fry the Venky's Frozen Chicken Jumbo Burger Patty for 6 to 7 minutes, till the patty turns golden brown and achieves a minimum temperature of 75 degrees centigrade. Sandwich in between buttered burger bun lined with lettuce / onion / tomato or as required. Serve hot with mustard sauce / tomato ketchup.

**New**

**chicken spicy  
fingers**



**chicken & cheese  
nuggets**



1. Heat oil in a pan to 180 degrees centigrade and gently drop Venky's Frozen Chicken and Cheese Nuggets into it. 2. Deep fry for 3 to 4 minutes until it turns to light golden brown colour, rise to the top & achieves a minimum temperature of 75 degrees centigrade. 3. Serve hot with tomato ketchup or mayonnaise. 4. Do not overfry otherwise cheese may ooze out.

**chicken  
samosa**



Cook Frozen. Deep fry for 6 to 7 minutes at 180 degrees centigrade to achieve a minimum temperature of 75 degrees centigrade. Serve hot with tamarind or mint chutney.

**chicken  
nuggets**



Heat sufficient oil in a pan to 180 degrees centigrade and gently drop Venky's Frozen Chicken Nuggets into it. Deep fry for 3 to 4 minutes until Nuggets turns golden brown, rise to the top & achieves a minimum temperature of 75 degrees centigrade. Serve hot with tomato ketchup.

Heat sufficient oil in a pan to 180 degrees centigrade and deep fry Venky's Frozen Chicken Spicy Fingers for 2 to 3 minutes & achieve a minimum product temperature of 75 degrees centigrade. Serve hot with tomato ketchup or a spicy dip.





### chicken burger patty



Heat sufficient oil in a pan to reach 180 degrees centigrade, deep fry the Venky's Frozen Chicken Burger Patty for 3 to 4 minutes, till the patty turns golden brown and achieves a minimum temperature of 75 degrees centigrade. Sandwich in between buttered burger bun lined with lettuce/onion/tomato or as required. Serve hot with mustard sauce/ tomato ketchup.

### crispy chicken burger patty



Heat sufficient oil in a pan to reach 180 degrees centigrade, deep fry the Venky's Frozen Crispy Chicken Burger Patty for 6 to 7 minutes, till the patty turns golden brown and achieves a minimum temperature of 75 degrees centigrade. Sandwich in between buttered burger bun lined with lettuce / onion / tomato or as required. Serve hot with mustard sauce / tomato ketchup.

### chicken fingers



Heat sufficient oil in a pan to 180 degrees centigrade and deep fry Venky's Frozen Chicken Fingers for 2 to 3 minutes until they turn golden brown & achieve a minimum temperature of 75 degrees centigrade. Serve hot with tomato ketchup or a spicy dip.

### chicken cutlets



Heat sufficient oil in a pan to 180 degrees centigrade and gently drop Venky's Frozen Chicken Cutlets into it. Deep fry for 5 to 6 minutes until Cutlets turn brown & achieve a minimum temperature of 75 degrees centigrade. Serve hot with spicy chutney, tomato ketchup and buttered bread.

New



### chicken cordon bleu nuggets

1. Heat oil in a pan to 180 degrees centigrade and gently drop Venky's Frozen Chicken Cordon Bleu Nuggets into it.
2. Deep fry for 3 minutes, rise to the top & achieve a minimum product temperature of 75 degrees centigrade.
3. Serve hot with tomato ketchup or mayonnaise.
4. Do not overfry otherwise cheese may ooze out.



Heat &  
Serve



murg  
**masala**

Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave. Remove the cover and heat in microwave for 2 to 3 minutes or in a frying pan without oil for 8 to 9 minutes to achieve a minimum temperature of 75 degrees centigrade. Ready to eat with Chapati / roti / bread or rice.

chicken  
**sheek kabab**



Heat a little oil in the frying pan and place the thawed Chicken Sheek Kababs in it. Cook the Kababs by intermittent turning for 8 to 9 minutes, till surface colour is slightly brown and achieves a minimum temperature of 75 degrees centigrade. The product can also be cooked in an oven or a griller. Serve hot with spicy mint chutney / tomato ketchup.

chicken  
**kheema**



Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave. Remove the cover and heat in microwave for 2 to 3 minutes or in a frying pan without oil for 5 to 6 minutes to achieve a minimum temperature of 75 degrees centigrade. Ready to eat with Chapati / roti / bread or rice.

chicken  
**hariyali kabab**



Heat a little oil in the frying pan and place the Frozen Chicken Hariyali Kababs in it. Cook the Kababs by intermittent turning for 8 to 9 minutes, till surface colour is golden brown and achieves a minimum temperature of 75 degrees centigrade. The product can also be cooked in an oven or a griller. Serve hot with spicy mint chutney / tomato ketchup / onion and lemon slice

chicken  
**meat balls**



#### Kofta Curry

The thawed meat balls can be put into curry, cooked to achieve a minimum temperature of 75 degrees centigrade and served as Chicken Kofta curry garnished with fresh cream. Serve hot with Chappati / roti / rice.

#### Fried Meat Balls

Fry Chicken Meat Balls in a non stick pan with very little oil to achieve a minimum temperature of 75 degrees centigrade and it is ready to eat as a snacks.



Heat &  
Serve

### mom's chicken biryani



Cut open the pouch and microwave the sealed tray for 8 to 9 minutes OR place the sealed tray into a cooker & steam it for 16 to 18 minutes OR thaw the tray for 120 minutes at 5 degrees centigrade or less in a refrigerator, open the tray and place the Mom's Chicken Biryani on a non stick pan & heat it on medium flame for 6 to 7 minutes. Product should achieve a minimum temperature of 75 degrees centigrade. Serve hot ready to eat Mom's Biryani with Raita or Salan.

### garlic pepper grilled chicken



1. Thaw the product for 10 to 12 hours at 5 degrees centigrade or less in refrigerator.
2. Heating - Open the packet and place Garlic Pepper Grilled Chicken (i) On a pan and heat the product by intermittent turning on medium flame for 8 to 10 minutes with close lid. OR (ii) Microwave the product for 6 to 7 minutes.
3. Product should achieve a minimum temperature of 75 degrees centigrade.
4. Serve hot with Mayonnaise or Smoked Barbeque Sauce.

New



### mughlai chicken biryani



Cut open the pouch and microwave the sealed tray for 8 to 9 minutes OR place the sealed tray into a cooker & steam it for 16 to 18 minutes OR thaw the tray for 120 minutes at 5 degrees centigrade or less in a refrigerator, open the tray and place the Mughlai Chicken Biryani on a non stick pan & heat it on medium flame for 6 to 7 minutes. Product should achieve a minimum temperature of 75 degrees centigrade. Serve hot ready to eat Mughlai Biryani with Raita or Salan.

### butter chicken



Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave. Remove the cover and heat in microwave for 2 to 3 minutes or in a frying pan without oil for 8 to 9 minutes to achieve a minimum temperature of 75 degrees centigrade. Ready to eat with Chapati / roti / bread or rice.

### chicken schezwan meat balls

1. Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave.
2. Shallow fry Venky's Chicken Schezwan Meat Balls in a non stick pan with very little oil for 5 to 6 minutes to achieve a minimum product temperature of 75 degrees centigrade and it is ready to eat as a snacks.





### vienna sausages



1. Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave.
2. Shallow fry Venky's Vienna Sausages in a non stick pan with very little oil or put in a steamer for 4 to 5 minutes to achieve a minimum temperature of 75 degrees centigrade.
3. Serve warm.

### chicken breakfast sausages



1. Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave.
2. Shallow fry Venky's Chicken Breakfast Sausages in a non stick pan with very little oil or put in a steamer for 4 to 5 minutes to achieve a minimum temperature of 75 degrees centigrade.
3. Serve warm.

### chicken cheese & onion sausages



1. Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave.
2. Shallow fry Venky's Chicken Cheese and Onion Sausages in a non stick pan with very little oil or put in a steamer for 4 to 5 minutes to achieve a minimum temperature of 75 degrees centigrade.
3. Serve warm.

### chicken hot dog



1. Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave.
2. Shallow fry Venky's Chicken Hot Dog in a non stick pan with very little oil or put in a steamer for 4 to 5 minutes to achieve a minimum temperature of 75 degrees centigrade.
3. Serve warm.
4. Venky's Chicken Hot Dog can be put in a Hot Dog bun with Mustard/Barbeque sauce and served.

### chicken sausages



1. Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave.
2. Shallow fry Venky's Chicken Sausages in a non stick pan with very little oil or put in a steamer for 4 to 5 minutes to achieve a minimum product temperature of 75 degrees centigrade.
3. Serve warm.

### chicken cocktail sausages



1. Thaw the packet in refrigerator at 5 degrees centigrade or less for 8 hours or thaw in a microwave.
2. Shallow fry Venky's Chicken Cocktail Sausages in a non stick pan with very little oil or put in a steamer for 3 to 4 minutes to achieve a minimum temperature of 75 degrees centigrade.
3. Serve warm.